



## Advancing New Ideas Gets Attention

*Commercial Carrier Journal editors recognize Marten's adaptation of new concepts*



**NOTE:** Photo above showing Marten Transport employees was originally published on the cover of the Commercial Carrier Journal, February 2011 Edition. Portions of this article are taken from the magazine as well.

• *It is with great pride and enthusiasm that we are able to announce that Marten Transport has been named Commercial Carrier Journal's Innovator of the year.*

*Thank you to all of our employees who poured over BOLs to verify temperature requirements, wrote programs and reports, worked diligently with our customers, often on the bleeding edge, and rolled up their sleeves daily to use these reports to make sure our equipment utilization was maximized. The efforts of all Marten's exceptional and caring employees were recognized, and we're excited to be able to pass along the accolades to our team as we continue to "Expect the Best".*

### **- Marten Management**

Commercial Carrier Journal's editors recognize innovators throughout the year and select one for special recognition as Innovator of the Year. Marten Transport is the proud recipient

of that award and named CCJ's 2011 Innovator of the Year.

When Marten was named, it was to recognize a company policy change that had more to do with challenging the status quo than with technological adaptation. But even a brief tour of Marten headquarters, on two separate facilities in Mondovi, leads a visitor to one inescapable conclusion: This fleet openly and enthusiastically embraces new technology and innovative thinking in virtually every conceivable way, where phrases like "being ahead of the curve", "early adopter" and "thinking outside the box" unabashedly are used in every department in nearly every conversation.

CCJ initially could have recognized the company as an innovator for the maintenance department's all-hands-on-deck

approach to Compliance Safety Accountability; airtight accounting of each of the fleet's nearly 4,200 trailers and using tracking information to bring reefer maintenance costs in line and control trailer cool-down run times; or using a real-time Web-based cargo tracking system to make sure the fleet has ample resources available to handle upsurges in freight demand while ensuring the most productive and profitable revenue stream possible on a monthly, weekly or even daily basis.

While CCJ recognized Marten Transport as its 2011 Innovator of the Year based both on the company's willingness to challenge conventional wisdom and on the elegant simplicity of its temperature solution, the company also is a clear industry leader in terms of proactive maintenance procedures, driver recruitment

and retention, asset management and virtually every other aspect of fleet management imaginable.

Marten Transport is also taking advantage of the latest advances in trailer tracking technology with an eye toward not only cutting operational and maintenance costs, but also serving customers better while reducing both parties' overall carbon footprint. The goal is to monitor a shipment from pickup to delivery which led the company to work with vendors to develop a system that offers product integrity for all shipments by detecting any issues immediately such as where the trailer is, how long has the reefer been running, fuel levels and what temperature the interior is at. If the trailer environment goes outside of set parameters, Marten is notified in real time, allowing instant action to ensure any adjustments that may be required. This not only saves the customer's product, but also fuel and oil because reefers don't have to run as much as they did previously. Many customers are concerned about green initiatives and this is a very definite way they can reduce their overall carbon footprint.

"We're not doing anything revolutionary," CEO Randy Marten says. "The people working here at Marten Transport are just seeking good, solid, common-sense solutions to the problems we face day in and day out. And we've created a culture where people aren't afraid to ask 'Why?'"

"Lots of companies talk about ideas. The trick is to actually put ideas into practice. And that's something Marten has always done well."

◀ OPERATIONS DEPARTMENT

# Desoto, TX Terminal Now Open

*New facility expected to create hundreds of jobs in the Dallas/Fort Worth area*



has over 35,000 square feet sitting on a total of about 20 acres. The facility's shop contains a total of eight bays at 116 feet in length—including two drive-through inspection lanes with indoor fueling. The driver lounge, operations floor, and shower facilities is very spacious and accommodating. Orientation training capacity will accommodate up to 30 new drivers per week.

Marten Transport continues to move forward with unprecedented growth, the new state-of-the-art facility in Desoto, TX, is a prime location for its operation due to close proximity

to 3 major interstate highways. This new facility will not only improve our operations in the Dallas/Ft. Worth area, but it will also create hundreds of jobs." It is expected to create, more

than 300 job opportunities for professional drivers, mechanics, dispatchers, administrative support and more.

The new site, which represents an \$8.4 million investment,

Our newest terminal represents another stepping stone in the future growth of Marten. We're very grateful for everyone's contribution to Marten's stability and success.

◀ SAFETY DEPARTMENT

# Marten Drivers Honored by WMCA

*More than 20 company drivers recognized for professionalism and safe driving*



Neil and Patti Meyer at WMCA Safety Awards Banquet.



Front row: Neil Meyer, Tim Setterlund, Peter Hansen and Beth Eder. Back row: Todd Olson, Jeffery Stanton, David Jacobs, John Eder and Kenneth Zilinger.

BARABOO, Wisconsin – Neil Meyer was among a dozen individuals honored at the Ho Chunk Casino Hotel & Convention Center during the Wisconsin Motor Carrier Association's annual Safety Awards Banquet held on February 26th. Meyer has many years of experience driving for Marten. He was hailed as role model for his consistent professionalism and outstanding safety record.

"It is appropriate to honor these drivers because of their outstanding record" said Tom Howells, WMCA President. "Being a professional truck driver is a demanding job. These

individuals spend a great deal of time away from their families and homes. They must be in total compliance with all safety regulations and are expected to deliver their loads on time, despite bad weather."

Meyer was named WMCA's Driver of the Month for June. He is a member of the One, Two and Three Million Mile Safe Driving Club. Selections for the Driver of the Month are based on the truck drivers' safety record, outstanding service, acts of heroism, length of service, community service and performance of daily duties.

Including the driver of the month, more than three dozen Marten drivers were honored during the event as members of the President's Safe Driving Club.

They include: **One Year:** Kim Holten, David Jacobson, Gregory McKinney, Timothy Otto, Michael Peterson and Aron Young. **Three Year:** Ronald Anderson, Neil Meyer and Kenneth Zilinger. **Four Year:** Jeffery Stanton. **Six Year:** James Anibas, Charles Brinkley, Richard Hansen and Larry Storlie. **Nine Year:** Todd Olson. **Ten Year:** Beth Eder and Peter Hansen. **Eleven Year:** John Eder and Tim Setterlund. **Fourteen Year:** Robert Larson.



◀ DRIVER RECOGNITION

# Million Mile Club Keeps Growing

*Marten proudly welcomes another class of inductees into its safe driving society*



**2011 ONE MILLION MILE CLUB:** Bottom Row left to right: Dumont Crosby, Serafin Costello, III, Rita Lynn Lorah, Ray ALdrow, Kenneth Overton. Middle Row: Floyd Shackelford, Anthony Koester, Ken Richardson, Ed Main. Top Row: Paul Gray, Stuart Gibbs, Keith McDaniel, William Howard, Frederick Rochon (Brian Bertram and Keith Francis-missing).

Marten Transport has a lot to be proud of in 2011 including phenomenal growth and expansion, but the company takes the most pride in the accomplishments of its amazing million milers. On April 2, 2011, Marten Transport honored fifteen One Million Mile Club Inductees, three new Two Million Mile Club inductees and two Three Million Miler Club inductees.

“We’re really proud of these individuals. I think

their work ethic, loyalty and dedication are just amazing,” says Nancy Nelson Marten’s Human Resources Administrator. “It’s very important to us to recognize all of them in a very special way at the banquet.”

Dan Peterson, Marten’s Director of Safety, introduced each honoree and spoke about their individual contribution.

“Even with about 115 people attending, it’s a very personal recognition,” says Nelson.

New inductees to the Mil-

lion Mile Club receive custom jackets prior to the banquet and have their portraits taken to be placed in the Marten Transport Hall of Fame, which features all of

Marten’s honorees through the years. At the banquet, they receive an engraved mantle clock, million miler hats and a certificate of achievement.

“We also have certificates created for the support people in the honoree’s life,” says Nelson. “They can give it to their spouses, children, parents – whoever they want to thank for encouragement over the years.”

Two Million Mile Club inductees receive a custom specialty ring, a polo-style shirt, two million miler hats and a certificate of achievement. A group photo is taken for the wall of fame. This year, Michael Hubbard was the lone Two-Million Mile Club inductee.

One company driver and one Contractor were inducted into the Three Million Mile Club. “All of these honorees have been with Marten Transport about 24 years, Nelson says, we are so very fortunate to have them with us.”

At the banquet, the two were presented with an award, three million miler hats and a certificate of achievement.

The new inductees to the Three Million Mile Club were: Charles W. Day of Sedan, Kansas and Philip A. Johnson of Jackson, Georgia.

With the new additions, Marten Transport has inducted 501 members to its Million Mile Clubs including 97 two million milers, and 10 three million milers.

The inductees, their guests and many Marten employees enjoyed a buffet dinner following the awards ceremony.



Michael Hubbard



Phil Johnson and Charles Day

## ◀ RECRUITING



## Driver Pay Raise

*Marten gives every Over-The-Road and Regional Driver a wage increase*

It is official!! Marten Transport raised driver pay effective April 1, 2011! This affects every OTR and regional COMPANY driver in our fleet. Drivers are seeing their mileage pay increase by up to 4 cents per mile, depending on the length of haul as shown below.

### Length of haul

151-300 miles \$0.04 per mile  
 301-450 miles \$0.03 per mile  
 451-600 miles \$0.025 per mile  
 601-750 miles \$0.02 per mile  
 751 + miles \$0.015 per mile

This is a TRUE PAY INCREASE!

Unlike many of our competitors, who decreased driver pay during the past three year economic slow-down only to announce they were raising pay back to pre recession levels.

During the tough times of the past 3 years, Marten never

cut pay! We held our mileage rates and actually increased some accessorial pay. Last year, we raised layover pay from an industry average of \$25 a day to an industry leading \$100 per day.

Contractors will also see their mileage rate increase by up to 4 cents per mile, depending on the length of haul starting May 1st 2011. This rate increase will affect every OTR and regional contractor in our fleet. These new rate increases, along with many other advantages Marten offers, allow Contractors to boost their earnings significantly.

These pay increases are another example of our dedication to providing the best driving jobs to the best drivers in the industry.

Thank you drivers, for ALL you do!

## ◀ HUMAN RESOURCES

# Saying Goodbye

*Foursome retires after nearly a century of combined experience at Marten*



A lot of good years and a lot of safe miles. That's one way you might describe the careers of a quartet of Marten drivers who recently bid a fond farewell to the road.

Hanley M. Johnson began driving for Marten Transport the day after Christmas in 1986. He was among the first group of drivers to be inducted into the Million Mile Hall of Fame (in 1997) as well as the first group to be inducted into the Two-Million Mile club (in 2004).

Hanley retired on November 30, 2010. He and his wife Kathy live in Hodgenville, KY.

Bob Larson started driving for Marten Transport in July of 1984, during Ronald Reagan's first term as President. Like Johnson, he too was in the first group to be inducted into the Million Mile and Two Million Mile Clubs. He earned induction into the Three Million Mile Club in 2009.

Larson retired on March 28. He now lives in Blue Earth, MN with his little dog and is enjoying his retirement.

Bernie R. Freeman drove for Marten Transport from December 1987 until February of this year. He joined Larson and Johnson as charter members of Marten's One and Two Million Mile Clubs.

Bernie now lives in Gretna, VA.

David M. Krieger, Sr. drove for Marten Transport from June 1996 until January of this year. He was inducted into the Million Mile Club in 2008. Today, he and his wife live in Virginia Beach, VA.

These four men served Marten for a combined 90 years. Thank you for your commitment to driving excellence and best wishes on your retirement!



# Focus on Taking Care of You!



**Marten Walking Team!**  
 Got junk in the trunk? Need to get out of the winter funk? Join the Marten Walking Team and get back your spunk!

of May by June 10th to the Human Resource Department! Continue there after to send in forms once a month.

Prizes will be awarded at the end of the program. You never know if there may be a surprise along our journey.

It will be fun to see how many hours our team can walk in five months time.

Walking is one of the easiest ways to get the exercise we need to stay healthy. Experts recommend at least 2½ hours of moderate activity (such as brisk walking, brisk cycling, or yard work) a week. It's fine to walk in spurts of 15 minutes or more throughout your day and week. Start with a short term goal and build throughout the weeks. You can also find a walking partner to stay motivated.

To get the heart-healthy benefits of walking, you need to walk briskly enough to increase your heart rate and breathing, but not so fast that you can't talk comfortably. Get out and enjoy yourself.

**• A SPECIAL THANK YOU FROM THE MANAGEMENT TEAM:**  
 Thank you to everyone who is doing their part to keep our health care costs down. 98% of you are using in-network providers. This achievement cannot be overstated! By using in-network providers you are

*cutting costs by nearly 50%! These are savings for you and the company. This year more than ever we need to continue to be mindful of the health care costs incurred to insulate us from increased benefit costs down the road. Thanks again for doing your part to keep health care costs down!*

As we get older our lives seem to get busier than ever trying to accommodate everyone's needs. It is time to do something for ourselves.

The Marten Walking Team program will run thru September 30, 2011. Stop by any terminal to pick up a form to keep track of the hours you walked. Sign up is easy, just submit your walking log for the month

## Take Advantage of TelaDoc Program

*Use convenient, over the phone, physician care service for a fraction of the cost*

Not feeling the best? Consider TelaDoc as an option to get physician care for a fraction of the cost of an urgent care or regular visit.

TelaDoc is a benefit service offered to those who carry Marten's benefit plan. It provides access to licensed Primary Care Physicians, over the phone, 24 hours a day, 7 days a week.

Once registered, you will be able to speak with a national network of board certified, licensed Primary Care Physicians that can diagnose illnesses, recommend treatments and prescribe medications when necessary.


TelaDoc is a convenient, cost effective alternative for minor medical problems and a current solution for the health care

issues of cost and access. The co-payment is \$35.00 for each TelaDoc visit, which can be reimbursed if you have Flex Spending funds available. It's great for people on the road, but also a great fit for families at home.



• See page 6 for more information about the program. You can Pre-register now at [www.TelaDoc.com](http://www.TelaDoc.com) or register when you call. To talk to a licensed physician call 1-800-TelaDoc or 1-800-835-2362.

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◀ OPERATIONS DEPARTMENT

# Kansas City Terminal Opening Soon

*New terminal to play an important role in expanding Heartland Regional operations*

We are pleased to announce the opening of a new terminal in Kansas City, KS.

The Kansas City terminal will be opening May 16th. It is located off of I-435 just minutes from Interstate 70. The terminal will have a fully secure fenced in yard. As we open the facility, there will be several office employees, with plans for growth in the near future.

The facility has two full truck and trailer bays that we will be able to use for services, inspections, APU repair, and other various shop duties. The facility will give drivers another great option when they need to be routed for maintenance.

The Kansas City terminal will be essential to the growth of our regional operations. Kansas City regional and Kansas City intermodal will be dispatched out of this terminal. This will give our drivers more face to face interaction with dispatch, as well as the option to get truck work done while on home time (for those who live in the area).

The Kansas City Terminal also allows us to be closer to our customers in the Heartland region, which will give us an advantageous position in the market.

Marten Transport is excited about the transition to this new facility and looks forward to seeing you down the road.

◀ HUMAN RESOURCES DEPARTMENT

**MARTEN**  
Expect the Best!

Cart Wishlist Account Login

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**GET GEARED UP**  
Only at the Official Marten Transport Online Store

**PLACE AN ORDER AND GET A CHANCE TO WIN!**  
The first 50 customers will be registered in our random drawing to win great prizes!

> SHOP NOW

**Categories**

- Mens Wear
- Ladies Wear
- Youth
- Headwear
- Accessories

**Order Summary**

Subtotal:	\$0.00
<b>Total:</b>	<b>\$0.00</b>

view cart

**HEADWEAR ACCESSORIES MENS WEAR LADIES WEAR**

# Marten Online Store Now Open!

The online store is live and ready for business! Check it out by going to [www.marten.com](http://www.marten.com) site and clicking on SHOP Company Store which is on the right hand side under Common Links. Book mark this site [www.shopmarten.com](http://www.shopmarten.com)

There are currently eight brick & mortar company stores at these different locations; Marten Headquarters, Marten Headquarters North Trailer Shop, Indy, Wilsonville, Ontario, Phoenix, Tucker, and Desoto.

First 50 purchasers will be put into a drawing for a gift certificate to the clothing store. Check website regularly for updates and new products. Have fun shopping!

## Employee Communication

We appreciate your honesty. Please use this form for comments, complaints, or suggestions. Your input helps make Marten the best possible workplace for all employees. Drivers may submit this form in a Trip Pak envelope, ATTN: HR - to be routed to the appropriate department for a response. Office and terminal employees should submit to HR for departmental routing.

**COMMENTS:**

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Name: \_\_\_\_\_ Driver No.: \_\_\_\_\_

Marten Transport, Ltd.  
 129 Marten Street  
 Mondovi, WI 54755

## Driver's of the Month

Congratulations to the men and women below, who have been selected as Driver's of the Month. Each driver receives a certificate of recognition, a Marten hat and will be acknowledged on the company web site.

**JANUARY HONOREES:**

Larry & Linda Jernigan  
 Gorgui Diop  
 Christopher Ponto  
 Randall Wood,  
 Juan Pena  
 Dean Trinko  
 Helena Miller  
 Michael Pool  
 John Kehl  
 Caleb Hawkins  
 Paul Jameson  
 Mike Holmberg  
 Steve Calhoun  
 Dennis Nelson  
 Tod Healey, Sr  
 Thomas Milligan  
 Jason Kaercher  
 Keith Paramore

**FEBRUARY HONOREES:**

Tomas Bouknight  
 Alvin Harp  
 Robert Butcher  
 Steven Boling  
 James Luddy  
 John White  
 Kenneth Thede  
 Tom Kelly  
 Thomas Preston  
 Charles Branch  
 Alex Gatica  
 Eric Rose  
 Larry Humbert  
 Demario Smith  
 Jeffery Barfield

**MARCH HONOREES:**

Mark & Merrie Ekern  
 Marlin King  
 Danielle Nelson  
 Michelle Lemasters  
 Shawn Walker  
 Michael Pool  
 Jeffery Ryan  
 Raymond Lamb  
 David Wells  
 Randall Clay  
 Kevin Carr  
 James Bolen  
 Merrill R. Blair  
 Abdallah Chehab  
 Kenneth Mitchell  
 Gary Maynard  
 Mike Meng  
 Brian Riera  
 Tiffany Ward  
 Howard Batie  
 Michael Mustoe  
 Justin King