



18 CULTURE STATEMENTS

1. Make Safety a Priority on the Road

PEOPLE'S LIVES are more precious than any cargo or equipment. NEVER take shortcuts that could compromise your safety or the safety of others on the road.

2. Play Your Part in the Trucking Team

A successful trucking operation relies on the collaboration of all its members. Put aside personal pride and embrace the direction given to you. Step up and assist your fellow truckers in ensuring collective success.

3. Uphold Commitments and Delivery Deadlines

Strive to keep your word in the trucking industry. If you can't meet a delivery deadline or if an emergency arises, promptly inform your team to address potential problems early on.

4. Communicate Effectively With Your Trucking Team

Whether you're communicating verbally or in writing, consider the background and expertise of the person you're speaking to. Avoid using technical terms, acronyms, or jargon with individuals who may not be familiar with them. Patiently and respectfully explain yourself using plain language. When unsure, keep it simple.

5. Get the Job Done Efficiently and Resourcefully

Be resourceful in finding solutions to complete your trucking tasks. Don't hesitate to seek assistance, but take ownership of your work.

6. Never Assume and Clarify Expectations

Never assume in the trucking industry. Always clarify expectations upfront to prevent misunderstandings. Don't hesitate to ask questions and ensure everyone is on the same page. Conclude every interaction by confirming what must get done, who is responsible for it, and the deadline.

7. Fully Engage in Your Trucking Work

Give your all to your trucking duties. Plan to maximize your productivity and approach your work purposefully and enthusiastically.

8. Learn and Adhere to Trucking Procedures

Following established operating procedures in the trucking industry ensures consistency and quality among all team members. Adhering to these guidelines saves time and reduces the likelihood of errors. By complying with procedures, you save your own time and your team's.

9. Go Above and Beyond in Trucking Services

Be willing to go the extra mile in your trucking job, delivering exceptional service. This may involve adapting to different products or honing your skills to pay meticulous attention to detail in delivering finished goods and services.

10. Never Stop Learning

Pursue knowledge and skills that interest you and can enhance your work in the trucking industry. Proactively seek learning opportunities and share your newfound resources and skills with your team.

11. Ensure Timely Completion of Trucking Tasks

At the end of the day, clients expect results in the trucking industry. Take responsibility for following up on tasks and ensuring their completion. Set ambitious yet achievable expectations for yourself and hold yourself accountable.

12. Assume the Best in Your Fellow Truckers

Give your fellow truckers the benefit of the doubt. Avoid making assumptions, judgments, or biases. We may not know what others are going through, but we can always assume they are doing their best.

13. Environmental Stewardship

We recognize our responsibility to minimize the environmental impact of our operations. We are committed to sustainable practices, including reducing emissions, optimizing fuel efficiency, and promoting eco-friendly initiatives. By integrating environmental considerations into our decision-making, we strive to be good stewards of the planet for future generations.

14. Continuous Innovation

In the fast-paced world of refrigerated trucking, we embrace innovation and technology to stay ahead of the curve. We actively seek new ideas, invest in advanced equipment and systems, and empower our employees to find creative solutions that enhance efficiency, reduce waste, and improve the overall customer experience.



15. Employee Development and Empowerment

We believe in investing in our employees' growth and development. We provide ongoing training and opportunities for advancement, empowering our team members to reach their full potential. We foster a culture of continuous learning, encouraging innovation, and recognizing individual achievements.

16. Adaptability and Agility

In a rapidly changing industry, we embrace adaptability and agility as key attributes. We remain flexible in responding to market demands, technology advancements, and customer requirements. We encourage a culture of innovation, adaptability, and the ability to quickly adjust our operations to provide effective solutions.

17. Community Engagement

We are actively engaged in the communities where we operate. We contribute to local economic development, support charitable initiatives, and participate in environmentally responsible practices. We believe in giving back to the community and making a positive impact through our actions and involvement.

18. Embracing Diversity and Inclusion

We value and respect the diverse backgrounds, perspectives, and experiences of our employees, customers, and communities. We foster an inclusive work environment where everyone feels welcome, supported, and empowered to contribute their unique strengths. We believe that embracing diversity leads to a richer and more vibrant workplace, enabling us to better understand and meet the needs of our diverse customer base.

