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EXECUTIVE FORUM

It's all about the service . . .

We have all heard the saying, "You get what you pay for." At LinkEx, while we will always be competitively priced, we will never be the price leader - nor do we want to be. In a recent survey conducted by the Transportation Intermediaries Association, or TIA, shippers of all sizes were asked to rank the top criteria they utilize when selecting their service provider. Dependable, consistent service was by far the primary motivation.



"GOING THE EXTRA MILE IS WHAT DIFFERENTIATES THE GOOD COMPANIES FROM THE GREAT!"

When meeting with prospective clients, I am often asked, "What differentiates LinkEx?" My response . . .that's simple. I say that it's all about the service and that starts with our people and culture. We strive to learn as much as we can about the customer's business and customize a solution that best helps them meet their objectives, unlike a cookie-cutter environment where one size fits all.

When customers do business with LinkEx, they get the best of both worlds - preferential customer service much like they would from a small company, but with the many resources of a large,

nationally recognized provider, a point I recently outlined in the inaugural edition of *Insights*.

While having the right infrastructure, the ability to give customers real-time visibility, the latest analytical tools, a robust carrier base, and more are all critical success factors, it starts and ends with service. True customer service starts with having a passion for not only meeting, but exceeding expectations. Anyone can secure a load, procure a carrier to move the load, and give the occasional update. In fact, that is commonplace in our industry. Going the extra mile is what differentiates the good companies from the great!

If we are going to be a great company, we must go the extra mile each and every shipment or load. We must have a welcoming tone when conversing with our customers. We must always provide that extra status update. We have to ask that additional question to ensure we have procured the proper equipment and are stepping out of the box, exhausting all efforts, to guarantee we arrive at the best solution. Our continued growth is contingent on the level of service we provide so let's not be good, let's be great!

Before I close, I want to take just a minute to reflect on the many accomplishments we've achieved together as we enter the fourth and final quarter of this year. We now have one brand and one team with Atlanta and Dallas collaborating more effectively than ever before. Our brokerage business with Saia has grown three fold. Why? Because Saia's sales force has much more confidence in the level of service we are going to offer their key customers.

We continue to expand our international offerings and MetroGo is operating more efficiently than ever before and is getting paid a fair price. We, too, have expanded our warehouse services through a variable cost relationship that enables us to literally respond to any warehouse need anywhere in the country without having to invest in brick and mortar.

Also, 99% of Dallas' business is now in MercuryGate. We have expanded our cartage carrier base and improved shipment visibility. We continue to strengthen our branding initiatives. And, our pipeline has never been fuller through our collaborative efforts with Saia.

So, as you can read, it's been a remarkable and busy year for us. Let's continue to build off of the momentum we've gained and finish the year strong, which will position LinkEx for a banner 2019. It all starts with giving our customers an exceptional customer experience as that is how we'll build trust, longevity and continue to grow revenue.

As we head into the holiday season, I wish you much happiness and safe travels.

Thanks again for all that you do and your continued efforts.



David T. Miller
Vice President & General Manager, LinkEx

EMPLOYEE PROFILE

Kathy Galloway



Kathy Galloway joined the Saia TL Plus team in July 2013 as a dispatcher and was promoted in 2016 to brokerage operational lead for Delta Airlines Inc. and other dedicated accounts. During her five years with the company, Kathy has grown exceptionally fast as she has proven herself to be a dedicated and hard worker – something which is supported by her previous professional experience.

Indeed, Kathy joined the Navy after high school and spent 13 years on active duty. Afterward, she spent 15 years working as a civilian for the Department of Defense as a paralegal. Upon completing 28 years of government service, she decided to change careers and go into transportation. She started work as a dispatcher, before being promoted to capacity specialist lead, at Sunteck Transport, a carrier located in Jacksonville, Florida.

Away from work, Kathy is the proud mother of two sons. Her eldest lives near her in the Atlanta area while her youngest is in college on a football scholarship. It was his departure that prompted her move to Georgia.

Kathy is known as a strong leader for LinkEx and her efforts are sincerely appreciated as are her years of service. "I absolutely love transportation and the job that I do," exclaimed Kathy.



Questions, comments or ideas for content?
Contact David Miller: dmiller@linkex.us

COMPANY NEWS

Building Our Brand

As we mentioned last quarter, we are working to strengthen our brand as well as improve our consistency of voice, throughout all marketing initiatives including the LinkEx website.



As such, we are very excited to announce that within the next few weeks, we'll be launching a completely re-designed website.

While the old website consisted of the primary site, www.linkex.us; a tracking portal; and a blog, The Final Mile, the new website will feature a fresh, modern look that integrates the blog as a news page while keeping the tracking portal separate.

We'll also be working to amplify our brand on social media with new Facebook and Twitter pages and an updated LinkedIn page.

Though we've worked closely with an external web designer, the LinkEx team and the Saia Marketing Department have contributed greatly to both these efforts.

Additionally, we've hired a video production company that will be onsite over the next couple of months shooting informational/promotional video. So, if you see a camera crew coming through the office or a drone flying overhead, don't be surprised! We believe the video will showcase how terrific LinkEx's service and products are along with what a wonderful team we have!

CORPORATE CALENDAR



October

- Hilario Gonzalez
- Latoya Crowley
- Frank Digilormo
- Derrick T. Davis
- Daniel C. Herod



Employee Birthdays

November

- Frank L. Kraushaar
- Jabier Torres
- Robert N. Peters
- Kat Burkett
- Loretta E. Sansom

December

- Ariel Medina
- Kristin K. Hackett
- Clay Price

Employee Anniversaries (Years)

October

- Wanhdee D. Vongkaoe (1)
- Kathy Galloway (5)
- Jose L. Machuca (1)
- Jabier Torres (1)

November

- Shanna T. McGrone (2)
- Christopher Spurlock (1)
- Christopher Shields (1)

December

- Timothy A. Woodard (1)



MARKET INTEL

2019 Truck Load Market Outlook

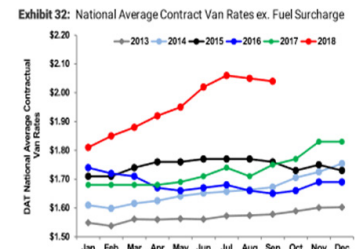
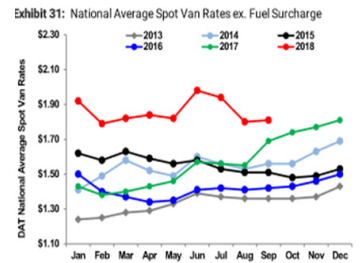
by AD Perez, Manager of Carrier Development/Procurement

After a year of double digit price hikes across the U.S. trucking landscape in both contract and spot markets, shippers shouldn't have high hopes the days of low single digit rate increases or decreases will return soon. Prices may increase at a slower rate in 2019, but they're not about to drop. The current market conditions are becoming the norm across all modes, which have limited shippers' ability to control costs through mode conversion.

Trucking employment and Class 8 truck orders hit all-time highs this summer, but shippers are stating they are still feeling the effects of tight capacity and seeing much higher rates compared to last year. Based on current market data, current conditions will last till at least the second half of 2019. Demand is absorbing capacity faster than the trucking industry can add it and the U.S. logistics system is being stretched to its limit.

The load matching services, Dial-A-Truck, or DAT, and Truckstop.com, both state their data shows spot market truck demand is still high, but third party logistic companies have devised creative solutions to secure capacity. DAT states that August was the strongest

month this year for the number of loads moved on the spot market. The trucking industries outlook on 2019 is that it won't be as ugly as 2018, but they don't see the freight market getting back to the 2016 level at any point.



Source: Morgan Stanley Research, DAT Solutions

SERVICE SPOTLIGHT

Saia Logistics Services

As outlined in our inaugural edition of *Insights*, the Robart Companies was the first acquisition of a third party logistics company by Saia. The brokerage group was rebranded Saia TL Plus and following the LinkEx acquisition in 2015 became what is now the LinkEx Atlanta team.

Robart also had a transportation management division that was rebranded Saia Logistics Services. While they are an integral member of the LinkEx team, they operate under the Saia Logistics name, primarily because of an existing long-term contractual relationship with AT&T.

Lead by Director Joelle Haynes, the team continues to add value to AT&T as they essentially serve as the telecommunication giant's transportation department. Outside of this, Joelle and her team provide IT support to LinkEx Dallas and Atlanta as well. As such, let's take a moment spotlight Saia Logistics, a division of LinkEx.

Since 1995, Saia Logistics has partnered with some of the most-respected business and consumer brands in the world, providing the agility, integration and control that allows them to keep their supply chains freely flowing.

The primary ways customers find value with us is in leveraging three areas: people, processes and technology.

Through these areas, Saia Logistics enables customers to do more with less - more productivity, more speed, and more efficiency while reducing costs, time, and stress.

In many instances, team members work as an extension of the customer's team. They serve as consultants who develop smart solutions to a customer's toughest challenges or as a short or long-term contract employee capable of supporting and managing key supply chain



functions. They work as embedded members of the customer's workforce, providing support as dedicated employees. They also provide an outsource solution in areas such as order fulfillment for an entire operation or facility.

In fact, clients rely on Saia Logistics to fill a variety of roles within their shipping and distribution operations such as management consultants, call center support, and more.

For instance, AT&T employs 17 full-time staff members who act as their transportation team. They are located in an AT&T cross-dock facility in Suwanee, Georgia and actually answer the phone, "AT&T Transportation Control Center." They work in AT&T's TMS system along with actual company employees. Because of this business model, we typically charge by the hour or person - not by the shipment.

As you can see, the type of services offered by Saia Logistics is something more and more companies are seeking - personnel and technology solutions - to support their business needs. With this in mind, we'll be expanding their client portfolio in the coming months. If you're interested in learning more about any of the information shared here or Saia Logistics in general, check out www.saialogistics.com.