

PRIME

VOLUME 3 ISSUE 3

ways

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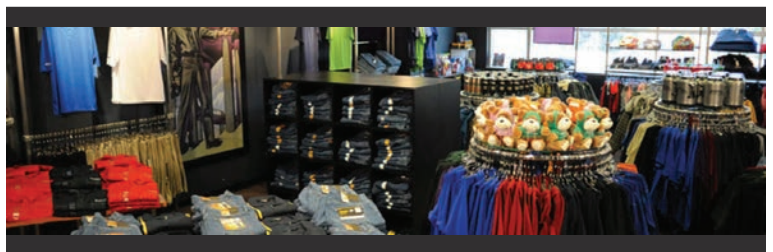
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CONTENTS

PRIME WAYS | SEPTEMBER 2018

ON THE COVER

Robert and Lawana Low's horse Magnum Moon rakes in the miles.



18



Trainers Tim Ryan, Danny Gibbons, Brian Jeffers and John Lewis were recognized at this year's banquet.

18

TRAINING THE FUTURE OF PRIME

Before new drivers ever get out on the road, they spend quality time with trainers. These first relationships are crucial to the company's success. We met with some of the best.

24

ADVENTURES ON THE ROAD

Learn about Primatara Farms and Magnum Moon's journey to the Kentucky Derby.

8

DAY IN THE LIFE

Meet the man behind the meals, Food & Beverage Director John Blansit.



6

VETERANS SPOTLIGHT

This issue spotlights two people currently working in the security department to protect associates.

"My favorite part about the job is that it's never the same. Every day presents a new task to complete and learn."
—Taylor Fain



17

OUT FOR A RUN

Prime Personal Trainer Johanna Norsic Masterson developed a Cab to 5K training plan you can rip out and start today.



32

CALENDAR

Save the date for company and community events, including this year's Veterans Day Parade in Springfield.

PRIME FAMILY CHAT

Whether you've worked for Prime Inc. for decades or only a few months, it's natural to be curious about company happenings.

Here, people in the know answer your burning questions.

THE CLAIMS DEPARTMENT IS BROKEN DOWN INTO SUBGROUPS. WHAT ARE THEY AND WHAT DO THEY DO?

"Cargo claims deals with cargo from shipper to receiver. This includes over, short, damaged or refused product as well as product on trailers involved in an accident or incident en route. Accident claims handles accidents in which a Prime truck is involved and we are the cause or initiator of damages caused an incident—for example, we damaged a dock door at a receiver. Subrogation claims is the opposite of that: Prime is hit, damaged or injured in an accident or incident, or if someone runs into our equipment, tractor, trailer or other property."

—Denise Clark, Claims Coordinator

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—Kristi Pinckney, Orientation/Recruiting Department

FMSCA issued a state-by-state instruction guide on how to update your DOT physical. Once you have the site up, click on the PDF.

fmcsa.dot.gov/registration/commercial-drivers-license/state-state-med-cert-submission-update

OR USE YOUR PHONE'S CAMERA TO SCAN THE CODE.



THE LOW DOWN

Thank you for taking the time read the latest edition of our *Prime Ways* magazine. This edition's feature spotlights the 2017 Top Instructor & Trainer(s) of the year. These men and women help shape the vast majority of our fleet and act as mentors to our driving associates through our Prime Student Driver (PSD) program. Prime's ability to create capacity to our shipping customers is vastly accredited to this unique and successful PSD program.

Our hands-on, one-on-one training provides a diversified approach and utilizes real-world trucking and transportation experience, as opposed to sitting in class at a brick and mortar facility. Not only does a PSD learn the fundamentals of driving skills, they also are able to complete the training program with an education in route planning, equipment maintenance and troubleshooting, customer relations and problem-solving.

Prime is known in the industry for safety and on-time service. I am confident our reputation can largely be attributed to the men and women who have taken on the responsibility of training. It is no secret that the transportation industry has a driver shortage. Recent statistics from the American Trucking Association report that the industry needs more than 50,000 more drivers to meet capacity demands. Prime is grateful to our PSD Trainers and Instructors for their part in reducing the driver shortage.

If you have a passion for education, take the necessary steps to becoming an instructor or driver trainer. Mold our future fleet, while increasing your earning potential. Lastly, turn to page 18 to learn what inspires our top instructors and trainers, Danny, John, Tim, Brian and Sharon.



Robert Low
Prime Inc., CEO & Founder

When student drivers like Grant Schuchmann get to Prime, they meet Matt Rachel to start their journey.



← spotlight →

THE QUIET CONFIDENCE OF MATT RACHEL

As Director of Orientation, Matt Rachel is among the first people prospective Prime associates encounter. It's his job to get them ready and up to speed for a life on the road.

BY EVAN GREENBERG

Think about the fixed number of faces you see every day. They're probably limited to family, work colleagues and friends, constants upon whom you can rely.

What if that number was multiplied by 10, and all those people needed something from you? That's the situation Matt Rachel finds himself in every day at Prime. Rachel is Director of Orientation in charge of overseeing training for hopeful Prime drivers on the operations side.

Each week, Rachel welcomes prospective Prime recruits for orientation—the number varies on any given week; one week he had 204. Instead of the typical onboarding process that most associates experience in this phase, these people are here to prove their mettle. It's *So You Think You Can Be a Prime Driver* without the cameras and stiffly suited host. At the end, if all goes well, the recruits will leave with a job.

Photo by Vivian Wheeler



Matt Rachel shows new drivers what their potential career paths can be at Prime.

Rachel makes a point not to be too front and center in this process, which is a few days for drivers with a CDL and a week for Prime student drivers. He's in constant contact with recruiters, too, to make sure they don't have issues and to offer input when needed. "[Recruiters] have full authority to recruit and make an offer to come to orientation, and they know what we're looking for," Rachel says. "They're our hiring people. If they have one they're not real sure about, they'll reach out to me."

Rachel works along with training department manager Stan Kasterke—"he's lateral with me," Rachel says, and the two divide tasks among themselves at different stages of the process. "What he does is he'll take, after we've hired them, the student drivers," Rachel says of Kasterke. "He's in charge of them going out with their instructors, the state testing. He controls and manages the training of the individuals until they get into their own trucks."

17 TRUCKING FOR 20

Rachel has developed a hands-off, mellowed out approach in his 15 years in the role. There's not much he hasn't seen, so he can keep his emotions in check. Rachel can find a solution to most problems because they come with precedent. "I've been [in the trucking industry for] 20 years now," Rachel says. "The level of patience it's caused me to take, even as I drive home or to work or to the mall or wherever I'm going, if someone doesn't know how to drive around me, I don't let it bother me. I pick my battles. I don't have road rage. It doesn't exist in my car. It's caused me to just get a completely different approach."

"I COULD TELL YOU [THOUSANDS OF FULFILLING STORIES]. SOME PEOPLE COME HERE WITH ABSOLUTELY NOTHING. MUCH LATER THEY'LL COME IN AND SAY, 'LET ME SHOW YOU THE NEW CAR I JUST PAID CASH FOR.'"

—Matt Rachel, Director of Orientation

As will happen when trying to organize and get a large group of people on the same page, problems arise. It's here where Rachel, demure and level-headed, thrives. "A smooth week for me is boring," Rachel says. "I love it when someone has a problem. And what I try to take the approach of, when that person has that problem, even though I've seen that problem 40, 50, 500 times, it's the first time they've had that problem, so my main focal point is keeping that person calm to say, 'It's not that big of a deal. We'll get through this.'"

Rachel got his start in retail at hub training stores. When a former colleague invited him to lunch at the carrier he was working at, Rachel was entranced, and knew he had to be involved somehow. He joined Prime covering fleets—"like a dispatcher," he says—and then moved slowly up the ranks from a mid-shift position to daytime to a training fleet before settling into his current role.

Although he does take a breathe-first approach, as the overseer of the program, he's

not afraid to be harsh when he has to be. Sometimes things will slip through recruiters' screening process, and he'll have to deal with unforeseen problems. "You may not like everything I have to say, but I'd rather you know upfront," Rachel says. "It's not an assertive style; it's just an honest style. I manage my team, who also does orientation, so that would be a little different than how I approach the drivers. I'll approach the drivers: 'Here's the ins and outs, here's the likes and dislikes.' The training part of it is the hardest part of the industry. Once they get through training and get in their own truck, that's when the fun [starts]."

That fun is sometimes hard-earned. The types of people who come to orientation are of different backgrounds. For many, this is a job they really need, and that puts Rachel and his team in a delicate situation. They want all who cross their paths to succeed, and they have an important responsibility to do what's best for Prime. It's why someone like Rachel is a great fit for the job; if someone shows up late or makes a mistake, he's willing to be forgiving and give them another chance.

"I could tell you [thousands of fulfilling stories]," Rachel says. "Some people come here with absolutely nothing. Much later they'll come in and say, 'Let me show you the new car I just paid cash for.'"



ODDS AND ENDS

When he's not at work, Rachel likes to work with cars. It's an all-encompassing passion. "That's what I like to do on the side: paint cars, build cars," he says. He also takes advantage of all that 417-land has to offer. "If it's not involving a car, it's hunting, fishing, boating, something of that nature."

The hardest part of his job is "trying to decide 'Is this [recruit] the right person for Prime, for our customers?' It could be 'Is this the right person, period, who we want to employ?'"

He believes in the power of Prime. "It's changing lives," he says. "It's truly changing lives. It gives me goosebumps just to talk about these stories.

That's happened in the last 15 years so many times. They'll shake my hand and say, 'Thanks for giving me a chance.'"



A SIMPLE SALUTE

Shining a light on Prime employees who have served the United States through military service.

BY HAILEY JO HOPKINS



◀ TRAVIS PHARES



Travis Phares learned structure and skills in the military that he uses every day as a Corporate Security Associate.



Military History: Travis Phares served in the U.S. Army from 2006 to 2011, first as an Enlisted Military Police Officer and then as a Traffic Investigator. During his last two years of service, Phares achieved the rank of Corporal and served as a team leader. He acquired several qualifications during his service, including air assault, combat training and close quarter battle training and he became a qualified Traffic Reconstructionist. He had one overseas deployment from 2009 to 2010 at Camp Humphrey's in South Korea. The medals and commendations he received are Army Commendation Medal, Army Achievement Medal (Second Award), Army Good Conduct Medal, National Defense Service Medal, Korean Defense Service Medal, Army Service Ribbon, Overseas Service Ribbon and Air Assault Badge. Phares en-

joyed his time in the military and encourages others to look into joining. "The military is a great way to learn structure and to learn many crucial skills that can be applied to whatever career choice he or she may have thereafter," he says.

Prime Service: Phares joined Prime in May 2011 as a Corporate Security Associate after leaving the Army. His job is to protect all individuals and assets at Prime Inc. Phares enjoys being able to interact with Prime associates knowing that he is keeping them safe. "From physical security to the security of our drivers while abroad, much of what I learned in the military can be applied to Corporate Security at Prime," he says. His advice to those thinking about entering the trucking industry is to be mentally aware of other associates' positions in order to gain perspective.

TAYLOR FAIN ▶

Military History: Taylor Fain served for three years in the United States Army as an infantryman. Stationed at Fort Bliss, Texas, Fain was a Stryker driver, grenadier and a team leader dismount. He was trained in combat skills and arms. He describes the job as physically demanding and frequently involving operating in high-stress environments. Fain says he misses being a soldier but is no longer enlisted in the United States Army. He recommends that if someone is interested in joining the army to look into becoming an infantryman because everyone loves a blue cord! "The military instills values and discipline normally at a young age," he says. Over time, one can utilize the skills and values learned while in

service to become a well-rounded individual, he says.

Prime Service: Fain started working at Prime Inc. in February 2015. His current position is with Corporate Security. Fain spends his days ensuring that all associates, assets and grounds are safe and secure. "My favorite part about the job is that it's never the same," he says. "Every day presents a new task to complete and learn." Fain tells anyone thinking about entering the trucking industry that it has good job security. He says companies need freight on the road to deliver necessities in today's society. In his free time, Fain enjoys riding motorcycles, fishing, camping, hiking and enjoying the outdoors.

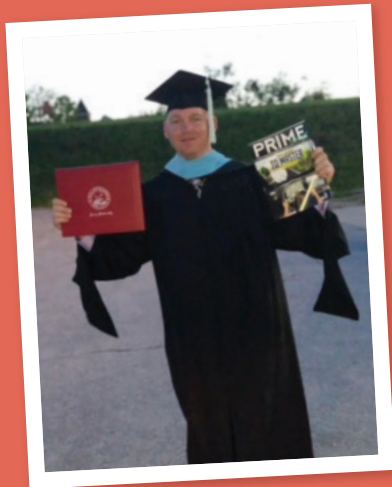


When he's not working as a Corporate Security Associate, Taylor Fain enjoys outdoor recreation like hiking and fishing.



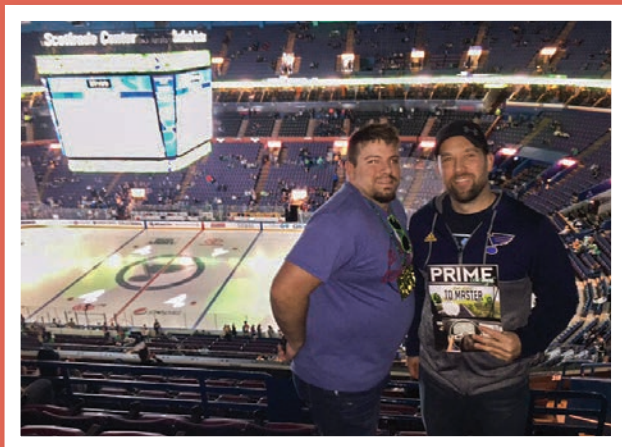
← spotted →

Take your copy of *Prime Ways* on the road and snap a picture for a chance to be featured in the magazine. Send photos to Kristi Pinckney at kpinkney@driveforprime.com.



◀ Springfield, Missouri

Richard Brock, in the orientation and training department, showed off his copy of *Prime Ways* when he graduated from Drury University with his master's degree.



▲ St. Louis, Missouri

Sean Durbin and Matt Trigg took *Prime Ways* with them to cheer on the St. Louis Blues.

San Antonio, Texas ▶

Lawrence Rainey shows off his *Prime Ways* magazine driving through San Antonio.



FLYING HIGH

This spring, the Springfield terminal got an upgrade in the way of a nine-hole golf course.

BY ADRIENNE DONICA

Need to stretch your legs after a day on the road? Looking for something to get you over the afternoon slump? Due to popular demand, associates at the Springfield terminal now have access to The Hedge, a disc golf course designed by two of Prime's own: Pedigree Trailer Salesperson Nathan Hopkins and Trailer Maintenance Foreman Jeff Thielen. The pair designed the nine-hole course, completed in early August, around the terminal's water run-off reservoir. "We saw [an] opportunity to take an unusable space and create an extra amenity for our drivers and in-house associates," Hopkins says. "The great thing about disc golf is that it can be played across a wide variety of ages and skill levels." The course is located next to a new pavilion, which has a covered patio, four charcoal grills, tables and bathrooms—all the better to make an afternoon of it.

SUPPORTING SERVICE MEMBERS

Springfield Fleet Manager Darren Rook was surprised with an award earlier this year for his commitment to drivers.

BY ADRIENNE DONICA

For Darren Rook, taking care of his fleet is all in a day's work. "We always want to do everything we possibly can for the drivers," says the Springfield-based Fleet Manager, who has worked at Prime for nearly 10 years. His dedication hasn't gone unnoticed. This January, Rook received a Patriot Award from Employer Support of the Guard and Reserve, a federal program designed to promote cooperation between employers and their service member associates. Driver Joseph Jacoby, a sergeant in the U.S. Army Reserve and a member of Rook's fleet, nominated Rook for the award. "I believe he's gone above and beyond," Jacoby says. Rook says he tries to maximize Jacoby's profitability on the road while balancing his mandatory drill trainings. "If he was military or not military or anything different, I'm always going to be doing whatever I can to take care of him," Rook says.

master CHEF

John Blansit, Food and Beverage Director at Prime, is a man on the move. We sat down with him to get a glimpse at his day-to-day schedule.

BY EVAN GREENBERG

It probably comes as no surprise that, as someone in charge of feeding a company of drivers, John Blansit is always on the move.

He holds the same title—Food and Beverage Director—at Prime and the Fire & Ice Restaurant & Bar. The latter is open to the public but is also a popular lunch destination for Prime associates. They get a discount and conversation in a familiar place, invaluable for people whose world is often whizzing past them. Blansit has his regulars who order the same thing every time, three days a week.

Prime Ways sat down with Blansit, 49, to talk about his schedule, focusing on a typical Friday when he finds himself in a revolving door of sorts.

MORNING

There's a Prime safety meeting this morning, and breakfast accompanies it. Blansit works on getting everything settled and arranged for the hungry associates. When that's done, he stays for a bit to clear up some odds and ends and get work done.

Around 10 a.m., he heads to Fire & Ice to get ready for the lunch rush. Around 11 a.m., people start trickling in. This is a life he's known in some capacity since he was 26 when he became a certified chef de cuisine.

LUNCH

Fire & Ice is open to the public for lunch, but it's also a common gathering place for Prime associates, who are welcome to use their 20 percent food discount. Blansit loves to converse with associates, who



1. John Blansit starts his day serving breakfast at the North Star Grill at Prime Inc. **2.** Blansit likes to chat with Prime employees at Fire & Ice Restaurant & Bar over lunch. **3.** Blansit is also a talented ice sculptor, creating the pieces you see at special events.



aren't afraid to tell him their opinions on their food options. On a recent night, drivers came in and told him that a recent serving of pancakes at the North Star Cafe at Prime was "bland."

AFTERNOON

Blansit heads back to Prime around 4 p.m. Today, there's a celebration on the Z Building patio because the reefer operations had a record week. He's usually notified about these types of things several days or weeks before to make sure he's ready. There's a taco bar, and he's got to make sure all 150 people are fed and happy.

NIGHT

Everything goes off without a hitch, and Blansit heads back to the Oasis Hotel & Convention Center to assist with a banquet for an outside group. After that, it's back to Fire & Ice to help with the dinner crowd. Things die down around 7:30, and he heads home, a full day complete.



TOP 5 DISHES

We spoke with Blansit about his favorite dishes to serve, some of which are his own creations.

1

The buffalo chicken sandwich at North Star Grill. "They really seem to enjoy it," Blansit says.

2

The Brisket Philly cheesesteak for lunch at Fire & Ice.

3

The pastrami Reuben at Fire & Ice, which Blansit says "was one of the first things I put on the menu. We make our own pastrami."

4

Pad Thai at Fire & Ice.

5

The crab rangoon pizza, the newest item Blansit put on the menu. "It's a home run," he says.

← close to home →

your florida FAMILY

Location Manager Robert Templin turned a derelict drop yard into a safe haven for drivers—and in the process, created a place where Prime Inc.'s family atmosphere flourishes.

BY CLAIRE PORTER

In November 2006 when Robert Templin came to Auburndale, Florida, the drop yard he was tasked with managing was in disrepair. “Most of it was a mudhole,” Templin says of the 5-acre lot. Gates were broken, the parking lot could only hold 10 to 15 trucks, and the neighborhood was using the yard for personal parking and trash dumping. “The word I got from Robert Low was, ‘If you can go down there and make that yard work, I’ll give you a job and a home as long as you like,’” Templin says.

“I’m a disabled vet, and I got to the point where I couldn’t drive anymore, and I didn’t know any other job,” Templin says. So, he handed in his keys and headed to Florida with his wife, Deborah, to build a functioning drop yard from the ground up. The property now has a real parking lot, security and access to repairs and washes. The yard sees 25 to 75 Prime Inc. drivers each day and is so successful, the company is looking to double it in size.

Templin credits a lot of that success to the people-first philosophy that permeates every level of Prime. “It’s like a family atmosphere we create here,” he says. “It’s a Prime atmosphere. We carry that on from the main company.” Templin says drivers join him on the back porch to chat, they buy food to throw on the smoker for group meals and they even call him and Deborah mom and dad and ask about his pets, a



Robert Templin and his wife, Deborah, have created a community surrounding the drop yard they manage.

mini pig and a Chinese pug. That closeness is something Templin values about Prime. “We’re not numbers here,” he says. He recounts times in his 28-year career with Prime that the company has stood behind him when he was struggling.

That feeling of being heard, seen and welcomed is so important to Templin that it’s a core part of his life as a pastor. Seventeen years ago, Templin started the non-denominational Traveling 4 Christ Ministry via CB radio. Now, the ministry is carried out via telephone chat room three times a week, and anywhere from 25 to 100 listeners join in from across the country. “We recommend that everyone has a brick and mortar [church] at home, but when you can’t, you can be with us,” Templin says. Traveling 4 Christ also has a blog, where audio recordings of each session are posted for listeners around the globe. “We don’t care about numbers on the blog,” Templin says. “Those numbers, those are people, and that’s what we care about.”

Templin has also officiated weddings for Prime associates—some in exotic locales like a beach in Key West, and some right

in the drop yard between decorated trailers. Templin is happy to go to such lengths for Prime drivers, whom he considers to be top-tier. “I’m so proud when we’re checking drivers in at the gate and we see the gold Million Miles mark,” he says. “My heart just kind of jumps because you’re looking at the cream of the crop in trucking right there.” Templin is exceptionally proud of the number of high-achieving drivers Prime employs, and he’s also grateful to Low for allowing him to be among them. “He gave us the opportunity to stay in the company, to be a vital part of this family, to keep enjoying the family atmosphere,” Templin says. And when you roll into his drop yard in Florida, you’ll feel every ounce of that gratitude from the very first hello.

JOIN THE COMMUNITY

Connect with Traveling 4 Christ Ministries through the blog, t4christ.com, or call in every Tuesday, Wednesday and Sunday at 8 p.m. EST. Dial 774-220-4000 and use conference code 842646# to connect to the Bible study group.



← how we roll →

DRIVING IN STYLE

Drivers Carla Brown and Donald Smith have two of the most tricked-out trucks at Prime. **BY EVAN GREENBERG**

Donald Smith and Carla Brown travel in style. After meeting at a shared stop, the two began discussing creating their own fleet. Plans were set in motion, and No Limit Transportation, with its unique brand of style, was born.

Smith and Brown wanted to add their own flair to their trucks to illustrate a little bit of their personality and add touches that indicated the things that are im-

portant to them. For as much time as they spend in the trucks, it only makes sense that they would want their vehicles to look a certain way. It's where they sleep, the outmost expression of their work and what they want to show the world. Now, with their fleet, No Limit Transportation, Smith and Brown inspire double takes, compliments and social media posts as they travel all around the country.

Photos by Brandon Alms



◀ SUPER COWBOYS

Smith is not from Dallas, but he's been a die-hard fan of the Dallas Cowboys since the 1970s. "To me, it's the only team in the NFL," he says. "I get a lot of, 'Hey, nice truck; wrong team.' I knew it was going to be a love-hate relationship while I was on the road."



◀ PARTNERS IN DESIGN

Carla Brown and Donald Smith met while they were both delivering to the same receiver. There, Smith had mentioned his desire to have his own fleet. "And so a couple of weeks later, [Brown] contacted me and was like, 'Hey, take a look at these numbers,'" he says. In six months, they had enough money to lease-purchase two trucks.

▼ DESIGN INNOVATION

"Prime gives everybody a chance to just be creative," Brown says. "We're called the 'Skittles Fleet,' because we got all the colorful trucks. If you're going to have a truck, you might as well have one that just stands out. I'm happy [that] when people look at it, they say, 'Oh, that's a happy truck.'"



▲ A LASTING MANTRA

There's a story behind the "No Limit" decal found on both Smith and Brown's trucks. "It's a favorite song of ours from Usher," Smith says. Brown adds, "As we were doing things, it was like, nothing could stand in the way of what we were doing, the sky's the limit—no limits."



◀ GREEN WITH ENVY

"Since I came over to Prime, I've been wanting a green truck since I saw them on the road," Brown says. "That was three years ago. I was like 'I gotta have a green truck.' But the whole thing was trying to tie the color scheme into it and making it just stand out."



ABOUT

The Driver Advisory Board was created in 2016 to provide an additional platform for driver feedback and involvement in changes at Prime Inc. The Board is made up of drivers from each division and vary in experience from less than 1 year at Prime to over 20 years. The Board meets 3 times per year with the management team.

MEMBERS

Tobias Alexander	Jeff Knudsen
Wayne Asher	Troy McKinney
John Bodenchak	Thomas Miller
Jason Danner	Blake Nichols
Danny Gibbons	Ricky Oneill
Alan Godfrey	Timothy Ryan
Michael Hammonds	James Sherman
Joseph Hancammon	Charles Smith
Tiffany Hanna	Dee Sova
Reba Hoffman	Woody Sprott
Glen Horack	Jerald Thomas
James Jackson	

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- DIY Fixes and Pay Information Shared
- Enhanced Communication through Mobile App
- New Truck Optimization Program Implemented
- Vacation Pay for Second Seats
- New Features on the Prime Mobile App:
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 - My Truck/Trailer
 - My Progress
- ACE2 Videos Created & Added To Video Library
- Road Assist Vendor List on App

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SMALL BUT MIGHTY

By relying on two small pieces of equipment, Prime drivers can use significantly less fuel and save thousands of dollars each year.

BY ADRIENNE DONICA

For Prime drivers, life on the road means spending many nights or afternoon breaks in the comfort of their truck's cab. But they don't need to keep their engines running to power their cab's heat, air conditioning or internal lights. That's where auxiliary power units, or APUs, and heaters come in.

According to Paul Higgins with Fleet Maintenance in Springfield, an APU performs three tasks: running an air-conditioning compressor, monitoring the truck's battery levels and running an alternator to charge those batteries when they get too low. Each Prime truck is equipped with a Thermo King TriPac Evolution APU. These units are two square feet, weigh about 450 pounds and, like the big truck engines, run on diesel but require much less fuel. "At idle, a big truck engine burns probably a gallon and a quarter an hour,"

Higgins says. "An APU uses about a third of a gallon per hour." Heaters, which simply heat the truck's cab and are about the size of a football, are even more efficient, using just a tenth of a gallon of fuel per hour. Due to their efficiency, this equipment translates to big savings at the pump for drivers. APUs reduce fuel costs by about 75 percent, or more than \$13,000 per year at today's going rate for diesel. The savings are even more drastic for heaters, though their use is limited to colder climates and temperatures.

Both pieces of equipment have come standard in Prime trucks for the past 13 years. "We've always thought that they were really just no-brainers," Higgins says. In addition to saving money for drivers and creating less of an environmental impact, APUs and heaters mean less wear and tear on trucks' main engines. That means more time on the road—and more money in the bank—for drivers.

MAINTENANCE TIP

Paul Higgins, Fleet Maintenance, recommends regularly cleaning and monitoring your truck's APU and heater, just like you would with your truck's main engine, to reduce stress and keep them working as efficiently as possible.

IDLE = 1.25 GALLON/HOUR

APU = .33 GALLON/HOUR

▲ APUs reduce fuel costs by about 75 percent, or more than \$13,000 per year at today's going rate for diesel.

prepped FOR IT ALL

Justin Kaufman, Road Assist Manager, gives his top must-haves for your truck to help avoid costly fixes and make you a master of maintenance.

BY PEYSON SHIELDS

- 1 A GALLON OF EXTENDED-LIFE, NITRITE-FREE (OAT) COOLANT**
- 2 A GALLON OF 10-30 SEMI-SYNTHETIC OIL**
- 3 A TIRE TREAD DEPTH GAUGE**

"The DOT requires a tread groove pattern depth of 4/32 of an inch when measured in a major tread groove of a steer tire, and a tread groove pattern depth of at least 2/32 of an inch when measured in any major tread groove of a drive or trailer tire. Keep an eye on tread depths, just like watching fuel levels. You can often save hundreds of dollars purchasing tires from Prime Terminals versus being forced to buy them out on the road."
- 4 JUMPER CABLES**

"If you can't get a reefer started because of a slightly low battery, use jumper cables to hook from the tractor jump posts to the reefer battery to aid in starting the reefer."
- 5 A SMALL TOOL KIT**

"Some essential items include: Phillips and flathead screwdrivers, channel lock pliers, vice grips, a hammer, a mallet, a small socket set and wrench set, a multi tool with a T25 torque bit and side cutters."
- 6 POWER SERVICE 911 AND WINTER CONDITIONER**
- 7 OWNER'S MANUAL**

"There are all kinds of items you can look up in your owner's manual, including what dash light symbols mean and what different gauges are."
- 8 FLASHLIGHT**
- 9 SUPPLY KIT**

"Zip ties, Gladhand seals and duct tape can be perfect items for temporarily repairing items on your truck or trailer, including reefer chutes."
- 10 SPRAY BOTTLE FILLED WITH SOAPY WATER**

"Spraying soapy water on tires, airlines or fittings can often help identify where an air leak is coming from. You could also use your soapy water to help your trailer tandems slide."

A buffalo chicken lettuce wrap is an easy and tasty Instant Pot meal that's good for you, too.



← recipes →

HIGHWAY TO HEALTHY EATING

Give your gut a break with easy-to-make nutritious meals in the Instant Pot.

BY DRU BERRY

Gary Danielson is the health and fitness coordinator located at the Springfield terminal.



UNSTUFFED CABBAGE BOWLS

Cooking oil spray
1 pound 93-percent lean ground beef
1¼ teaspoon kosher salt
1 cup chopped onion
1 clove garlic, minced
1 tablespoon dried marjoram
Black pepper, to taste
8-ounce can tomato sauce
½ teaspoon Hungarian paprika
1 cup low-sodium beef broth
2 tablespoons raisins
1 cup cooked brown rice
1 medium head cabbage, cored and chopped (9 cups)

DIRECTIONS:

Press the sauté button on the Instant Pot. **Spray** with oil then **add** beef and salt. **Cook**, breaking the meat up until browned, about five minutes. **Add** onion, garlic, marjoram and black pepper and **stir**. **Add** tomato sauce, paprika, beef broth and raisins, **cover** and **cook** on high pressure for 15 minutes. **Quick release**, **add** rice and cabbage and **cook** on high pressure for 3 minutes. **Quick release** and **serve** with additional rice if desired.

Nutrition Information: 4 Servings, Serving Size: 1½ cups; **Amount Per Serving:** Calories: 338 calories; Total Fat: 8 g; Saturated Fat: 3 g; Cholesterol: 71 mg; Sodium: 808 mg; Carbohydrates: 36 g; Fiber: 8 g; Sugar: 5 g; Protein: 30.5 g

BUFFALO CHICKEN LETTUCE WRAPS

24-ounce boneless skinless chicken breast
½ onion, diced
1 celery stalk
1 clove garlic
16 ounces fat-free low-sodium chicken broth
½ cup cayenne pepper sauce
6 large lettuce leaves, Bibb or Iceberg
1½ cups shredded carrots
2 large celery stalks, cut into 2-inch matchsticks

DIRECTIONS:

Combine chicken, onions, celery stalk, garlic and broth (enough to cover your chicken, add water if the broth isn't enough) in the Instant Pot. **Cover** and **cook** on high pressure for 15 minutes. Natural release. **Remove** the chicken from pot, **reserve** ½ cup broth and **discard** the rest. **Shred** the chicken with two forks, return to the pot with the ½ cup broth and the hot sauce and **sauté** two to three minutes. Makes 3 cups of chicken. To prepare lettuce cups, **place** ½ cup buffalo chicken in each leaf, **top** with ¼ cup shredded carrots, celery and dressing of your choice. **Wrap up** and enjoy!

Nutrition Information: 6 servings, Serving Size: ½ cup + veggies; **Amount Per Serving:** Calories: 147.5 calories; Total Fat: 0.1 g; Saturated Fat: 0 g; Cholesterol: 0 mg; Sodium: 879 mg; Carbohydrates: 5.2 g; Fiber: 1.5g; Sugar: 1.5g; Protein: 25g

As the Coordinator for Driver Health and Fitness at Prime Inc., Gary Danielson communicates with drivers daily and is responsible for assisting drivers in maintaining their physical and mental health. Eating healthy while on the road can be challenging, with a plethora of fast food options available at most exits offering an easy, greasy fill up, but devices like the Instant Pot make the challenge of refusing fast food easier. Instant Pot speeds up the rate of cooking and provides drivers a convenient route to nutritious, tasty food.

It's difficult enough sustaining a healthy lifestyle without the added obstacle of being seated the majority of the day. Keeping this in mind, Danielson picked two recipes from skinnytaste.com that utilize the Instant Pot and altered them to offer nourishing meals light on the stomach.

Curb the carbohydrate intake by ditching the bread for a lettuce wrap. This one simple step can cut out large quantities of carbohydrates and sodium, two major contributing factors to an unhealthy gut. Too much sodium bogs down the stomach and induces that icky bloated feeling requiring a loosened belt. With almost 70 percent of the immune system located in the gut, one firing on all cylinders is ideal for work and life performance.

HELP IS ON THE WAY

Prime Inc.'s 24/7 guidance resources are there to help steer you toward success. Whether you need legal advice, budgeting assistance or counseling services, just pick up the phone.

BY ETTIE BERNEKING

There are some issues that aren't always easy to resolve. Antsy teens, trouble in a marriage, aging parents or mounting debt can all take a toll on your mental and physical health. Try addressing those issues while steering an 18-wheeler down the highway. To give drivers a helping hand, Prime has teamed up with ComPsych—a telephone guidance resource. Company drivers and in-house associates can connect with qualified counselors, accountants and attorneys 24/7, 365 days a year. "You can call them on Christmas, and someone will be there to help you," says Brandyn Mallard with Human Resources and Insurance at Prime.

Ever since Prime added ComPsych's call-in services, Mallard has been on a mission to let associates and drivers know that help is there whenever they need it. Seeking advice on college planning? Just call ComPsych. Need pet care or assistance with job relocation? ComPsych can help. In fact, they can help with a lot of things.

Wellness on the Road

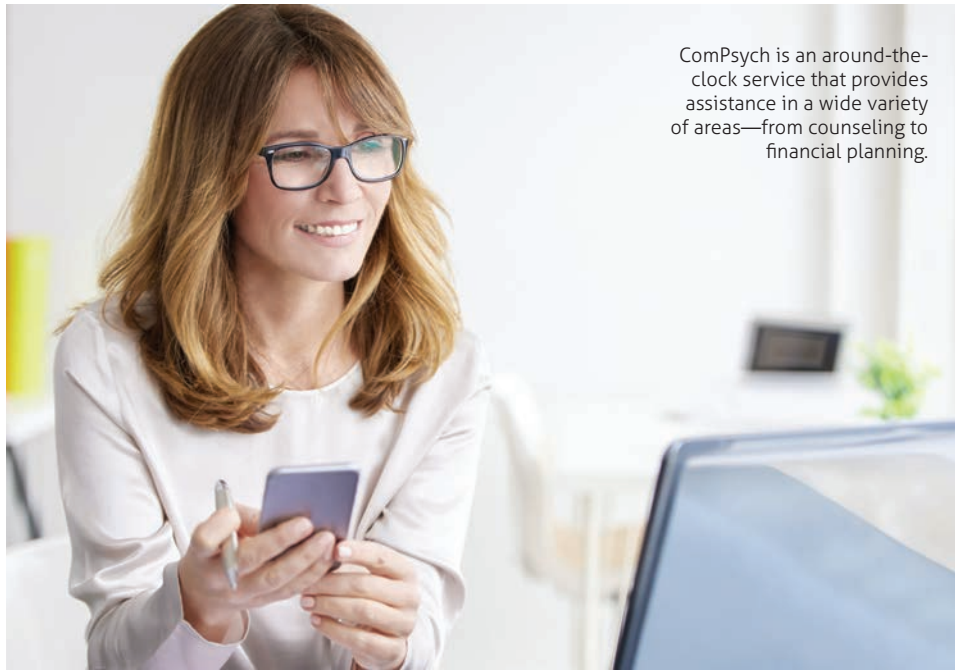
ComPsych's scope goes well beyond your normal counseling service. Call in and you can get advice and assistance on credit and loan problems, tax questions, retirement planning, home repair, child care, bankruptcy, legal advice, substance abuse and grief counseling. That's just a sampling of what ComPsych can help with. The service covers confidential counseling, financial resources and planning, legal support and

work-life solutions. The best part? You can call in anytime and anywhere. The service is part of Prime's associate assistance program and was added to the roster to help drivers who were calling in looking for counseling services they could use while on the road. "Drivers are on the road and away from their families for long periods of time," Mallard says. "We started getting phone calls asking what could we do to help with tough situations. All we could do was say your insurance covers counseling services. But how do you do that when you're on the road?" The answer was ComPsych.

How It Works

The way Mallard describes it, ComPsych is like an associate's personal Google. They call in, tell an agent what they need help with, whether it's legal advice, tax preparation or marriage counseling, and then they're connected with an expert who can help. If it's counseling services an associate is looking for, ComPsych offers three free in-person or telephonic counseling sessions per person, per issue, per year. And it's totally confidential. "Nine times out of 10, I don't know if someone is using this service," Mallard says. "I don't hear about it unless an associate lets me know they've used ComPsych and it's worked for them while they were having a hard time." But success stories do find

ComPsych is an around-the-clock service that provides assistance in a wide variety of areas—from counseling to financial planning.



their way to Mallard. He's seen one associate find assistance moving her mom into a nursing home, and he's heard of other drivers whose children have benefited from the program's counseling services. His own wife is using ComPsych's financial services to reduce debt and create a financial plan. "I tell our drivers to just call the number and ask," he says. "If you're in California and you want to find a gym, they'll help. That's what they're there for—to take the stress off you while you're on the road."

Who's Eligible

A similar program is available for Prime's independent contractors—nearly 5,500 men and women. The service is a new addition for independent drivers and provides via telephone professional counseling plus confidential guidance on issues including finances, budgeting, debt consolidation and health care. Prime finalized the details in June in collaboration with NAWP (National

Association of Workplace Programs). The new benefits mean contract drivers who own their own rig, lease from Prime or who have their own trucking company but who haul Prime cargo, can all access the telephonic services and counseling resources. "You don't have to be in debt or struggling," Mallard says. "Even if you just want to prepare for your future, you can use this."

GIVE THEM A RING

COMPSYCH

Company drivers and in-house associates call 844-393-4975
guidanceresources.com
WebID: PRIME

ENROLLMENT FIRST

Independent Contractors and
Owner-Operators call
866-951-8419
Ask about the NAWP assistance
program benefits.

Brianne Madura and Heather Tackett at the 2017 Prime Picnic 5K.



CAB TO 5K TRAINING PROGRAM

← fitness →

OUT FOR A RUN

If running 3.1 miles after 10 weeks of training sounds impossible, Prime Inc. Personal Trainer Johanna Norsic Masterson challenges you to think again. "Exercise is very mental, and your attitude will dictate your success," she says. "Stay positive." Masterson, who has spent the past 14 years helping Prime associates gain control of their physical and mental health, designed this beginner's Cab to 5K training program that makes it easy to get up and get moving.

BY ADRIENNE DONICA

PRO TIP:

Don't forget the fuel! Prime Personal Trainer Johanna Norsic Masterson recommends eating plenty of clean whole foods, such as fresh produce and lean protein, to power your workouts.

Photo by Mark Harrell

WEEK	DAY	TRAINING
1	1, 3, 5	Alternate 30 seconds of jogging with one minute of brisk walking for a total of 20 minutes.
	2, 4	Walk for 25 minutes.
2	1, 3, 5	Alternate one minute of jogging with one minute of brisk walking for a total of 20 minutes.
	2, 4	Walk for 30 minutes.
3	1, 3, 5	Jog for 90 seconds, briskly walk for 90 seconds, jog for two minutes and briskly walk for two minutes. Repeat once.
	2, 4	Walk for 30 minutes.
4	1, 3, 5	Jog for 90 seconds, briskly walk for 90 seconds, jog for three minutes and briskly walk for three minutes. Repeat once.
	2, 4	Walk for 30 minutes.
5	1, 3, 5	Jog for ¼ mile (or three minutes), then walk for 90 seconds. Jog for ½ mile (or five minutes), then walk ¼ mile (or for 2½ minutes). Repeat once, but during the last walking period, walk for a total of five minutes to cool down.
	2, 4	Walk for 30 minutes.
6	1, 3, 5	Jog ½ mile (or five minutes) then walk ¼ mile (or three minutes). Repeat once. Jog an additional ½ mile (or five minutes) before cooling down.
	2, 4	Walk for 30 minutes.
7	1, 3, 5	Jog ½ mile (or five minutes) and walk ¼ mile (or three minutes). Jog ¾ mile (or eight minutes) and walk ¼ mile (or three minutes). Jog ½ mile (or five minutes) before cooling down.
	2, 4	Walk for 30 minutes.
8	1, 3, 5	Jog 2½ miles (or 25 minutes).
	2, 4	Walk for 30 minutes.
9	1, 3, 5	Jog 2¾ miles (or 28 minutes).
	2, 4	Walk for 30 minutes.
10	1, 3	Jog 3 miles (or 30 minutes).
	2, 4	Walk for 30 minutes.
	RACE	Before the race, warm up with a five-minute walk. Run 3.1 miles to the finish! Once you cross the finish line, cool down with a five-minute walk.



TRAINING THE FUTURE OF PRIME

There are two common threads that run through all of the honorees at the 2017 Top Instructors & Trainers of the Year Banquet. One is experience. These trainers are exemplary Prime associates, those who have paid their dues and been around the block—really the whole United States—a few times. The other, and perhaps most important, thread is passion. These instructors and trainers care deeply about keeping Prime stocked with devoted, dedicated drivers. They know what it takes and what this job can mean to people. It's this mind-set that guides their work. **BY EVAN GREENBERG**

Trainers are vital for new drivers—and the company—to stay successful.



Fleet manager Zack Teisher
with Danny Gibbons



DANNY GIBBONS

"I HAVE A PASSION FOR IT. WHEN I DECIDED TO COME TO PRIME AS A DRIVER, IT GAVE ME THE OPPORTUNITY TO COACH AGAIN, TO COACH PEOPLE ONE-ON-ONE. I JUST GET A LOT OF JOY AND PLEASURE OUT OF THAT."

Danny Gibbons has been around trucks for most of his life. He was a truck driver in high school. For several years, he was a commodities broker, arranging trucks to transfer his freight. He was looking for a change of pace and joined Prime almost 11 years ago. He was with Prime for a year before becoming a trainer, and developed his own style based on intuition.

Now, the Prime Instructor of the Year holds the final key for Prime trainees to become Prime associates.

"A lot of [training] is almost like on-the-job training for a job," Gibbons says. "[It] shows you how the industry works. [It] gives you a taste of what really goes on in a truck driver's life. One-on-one experience of what it's like for a truck driver to be on the road away from family, living with someone you've never met before."

Gibbons' prior experience as a driver allows him perspective to pass on to his trainees, to empathize with them and prepare them for the road. "The joy of it is,

when they're done taking their test, and I can get to see their face with a big weight lifted off of their back because they're trying to take care of family—when I look at them, I can see it right in their face right off the bat. I just get a glow out of it."

Gibbons is inspired every day in his job. It validates a lot of what he hopes to instill in others. He tells stories of times on the road when he's feeling down and then sees a family less fortunate than him and how it provides perspective. When he's on the road with a trainee, he pays for their meals—"I don't let them spend what little money they have," he says—and sometimes gets emotional about the gravity of it all.

He's coached for his three girls' sports teams, and now at Prime the feeling of helping someone reach their goal, regardless of context, remains the same.

"I have a passion for it," he says. "When I decided to come to Prime as a driver, it gave me the opportunity to coach again, to coach people one-on-one. I just get a lot of joy and pleasure out of that."

Photos by Mark Harrell, courtesy Shutterstock



JOHN LEWIS

John Lewis has been a Reefer trainer and instructor at Prime since 2002, but he isn't stubborn. He's willing to be open and free with his thinking.

That's not to say he doesn't feel he has wisdom to pass on—quite the opposite. But with new generations come new ideas and ways of doing things that someone stuck in a certain way of doing things might not have thought of.

"The easiest way to look at it is, no offense, I'm old-school," Lewis says. "You get these new guys in, and the knowledge they can get from me and the older trainers is where trucking should be like a family. You help each other out."

Lewis spends very little time at home, returning home once every two months for a few days and staying out on the road for the majority of his time. His daughter lives in Springfield, and he credits her as a big help in arranging his affairs. He prefers it this way, making lasting connections and seeing off a new crop of drivers.

"Training can be rewarding because you're passing on your knowledge, and you're helping somebody that started out where you started," Lewis says. "You're passing on what you know. Because certain things change in that where I get a perspective from what they're looking at, and I can add that to what I already know to pass on to the next person."

Prior to getting into trucking, Lewis was a certified chef. Some health problems forced a career change, and his father put him through trucking school. "I've always been fascinated with driving a truck," Lewis says.

He's been in the business for 25 years now. Prior to Prime, Lewis worked four years at another trucking company. With that much mileage under his belt, he's seen



Fleet manager John Sample with John Lewis

some things. He's had students drive off course two states without saying a word—there were admonishments but he laughs about it now. He says that the coolest load he's ever hauled was transporting fish from Tampa, Florida, back to Springfield for Johnny Morris' Wonders of Wildlife National Museum & Aquarium, escorted by marine biologists.

But even through it all, Lewis remains humble, harping on the fact that although he's an old dog, he's not immune to learning new tricks. "It's kind of a give-and-take really, because you learn something new," Lewis says. "Even from somebody that's new because one little thing may have changed. And it's something you don't know."

"TRAINING CAN BE REWARDING BECAUSE YOU'RE PASSING ON YOUR KNOWLEDGE, AND YOU'RE HELPING SOMEBODY THAT STARTED OUT WHERE YOU STARTED," LEWIS SAYS. "YOU'RE PASSING ON WHAT YOU KNOW."



TIM RYAN

Tim Ryan believes in the power of training. Oftentimes, when one of his Tanker trainees wants to knock out their 30,000 miles, he is committed to staying out on the road with them without taking home time.

Ryan cherishes his time on the road and what it's given him, from life lessons to lasting relationships.

"I run my own truck basically, and there's always been good people to work with, and I've grown a lot of good friend relationships from people in Prime and people I've met out on the road," Ryan says.

Ryan has been in trucking for more than 30 years. When he joined Prime, he started with the training program as soon as it was introduced. Ryan stresses to his trainees that even when they leave his care, the conversations shouldn't stop. "My trainees, whenever they get off my truck, it doesn't mean they stop learning," Ryan says. "I've been out here going on 30 years, and I still learn things every day."



Fleet manager Chase Darling with Tim Ryan

Ryan says he gets calls from his former trainees "at all hours of the night." They can't cover absolutely everything in their time together, and Ryan's professorial approach helps encourage an open and on-going dialogue.

Ryan sees value in this mind-set. If drivers know they have someone to lean on in times of crisis or trouble, they'll feel less alone and more willing to attack whatever they might be facing head on.

"If they ever have any questions, they know they can call me," Ryan says. "That also helps them stick around, because they're less frustrated knowing there's somebody they can get ahold of if they're

having problems. I always let them know, I've been with Prime long enough to know if I can't help them, I know where to send them where they can get help."

Ryan has been around long enough to see several generations of new drivers. As a veteran, he understands that creating a positive, lasting experience is just as important as making sure new drivers have the necessary skills.

"If they know the ins and outs of the way things are supposed to operate, the more they know the more they can be productive, the more they can stay at it," Ryan says. "If they're not given the right knowledge, they're not going to stick around."

Photos by Mark Harrell, courtesy Shutterstock, Prime Inc.



▲ Sharon Bailey likes her independence as a trainer and is fulfilled by the rewarding feeling of her students succeeding, like former student Joshua Risner.

WOMEN WHO TRAIN

The ratio of male trainers to female trainers at Prime doesn't exactly favor women. With this in mind, *Prime Ways* spoke with Sharon Bailey about her experience as a female trainer at Prime and her interactions with male colleagues at Prime and in her previous professional environments.

Four to five years after I was a driver [I became a trainer]. [It was] kind of a fluke that I became a trainer. My son came back with me, and he had been a driver. We both took a class for TNT, and it just sort of happened. I was on another truck, and then I got a trainee. I was only going to have him for a short period and then, well that grew into, I completed his training miles. You really feel good when they make it and [they're] doing good.

When I started, there were far fewer women out here, and a lot of the women were more with their spouses or their boyfriends. I wasn't married to anyone driving a truck or anything—it was just me. Most people kind of assumed you had a husband. But I'm just out

Brian Jeffers
with Fleet Manager
Ken Auman



Photos by Mark Harrell, courtesy Shutterstock



BRIAN JEFFERS

here by myself driving. More and more [women] have come out in the last few years.

It really makes you feel good when somebody you worked with is out here, and they're doing it, and they're making money and being safe. It just makes you feel like, "Alright!" When you get a good trainee on that really wants to do it and really—it's pretty nice. It's kind of like you have an extra member of the family because you're on these trucks. You know everything practically by the time they make it. I have found that if you're able to do your job, whoever you're working around will give you the respect you're due.

—As told to Evan Greenberg

Brian Jeffers has truck driving in his DNA. It's all his grandfather ever knew, and his uncle has always been interested in trucks. Prime is the only trucking company he's worked for in his six-year tenure. He's been a Flatbed trainer for about five years. As he tells it, he was on campus one day as a driver and was bombarded by 13 students lobbing him all kinds of questions. "I figured I could probably help, so I did," Jeffers says.

That was a turning point, and he's been training since. He says he enjoys "being able to help people get their careers on track." He's out on the road most of the time, returning home about once a month. He enjoys the social aspect of it—"I'm more

BECOME A TRAINER

Thinking about becoming a trainer? It's fairly simple.

If you're interested in becoming a trainer—developing personal relationships, seeing people grow in their roles and getting the satisfaction of seeing them succeed—reach out to your fleet manager. You'll need a year of safe driving experience, too, but it's never too late to step into this fulfilling position.

of a one-on-one kind of guy," he says. It gives him time to get to know his trainees and develop lasting relationships. "My favorite part is getting to know students," Jeffers says. "I like the 30,000 [miles] part of it. We can each do our job. I don't have to sit around and micromanage anybody. I can train an associate."

That's about to change, though. His kids with his wife, Toshanna, are grown, so he's apart from her and their home in Ozark a good bit. Toshanna recently decided to take matters into her own hands. She's in the midst of training to become a driver with her husband as her guide. "When she wants to be out here, I won't be training so much because I'm training my permanent partner right now," Jeffers says. "If an instance comes where she wants to go home, I don't have to stop her."


Now, the pair can be together, traversing the open road and doing jobs as a team. "I've been [training] for so long, and I miss my wife, too," Jeffers says. "We're going to get some time together." Training or not, Jeffers has developed a work ethic and a clear understanding of the demands of the job. With his wife in tow, that will certainly make things easier. "You gotta be willing to put in full hours," Jeffers says. "Nine-to-five guys, they don't really cut it here."

ALL OR NOTHING:



Photo by Coady Photography

RUNNING THE RACE OF A LIFETIME



Out of about 20,000 thoroughbred horses registered with the Jockey Club each year, only 20 make it to Churchill Downs for the prominent Kentucky Derby. That's just one-tenth of one percent. To earn a spot at the starting gate, 3-year-old colts must travel along The Road to the Kentucky Derby, a series of designated races at tracks across the country and around the world. Points are awarded to the top four finishers in each race, and the 20 horses with the most points earn a spot at the starting gate on the first Saturday in May. This year, at the 144th Kentucky Derby, Robert and Lawana Low's bay thoroughbred Magnum Moon made it.

BY REBEKAH OLSON

In early January, jockey Luis Saez rode Magnum Moon to first place in the Maiden Special Weight race at Gulfstream Park in Hallandale Beach, Florida.



SECURING A START IN KENTUCKY

At the Oaklawn starting gate in Hot Springs, Arkansas, nine thoroughbreds shuffle and twitch restlessly at the post. Once all are loaded, the gates part. Magnum Moon breaks and takes the lead, his black mane flying behind him in the cool April air. Competitors Solomini, Quip and Combatant are hot on his hooves, but Magnum manages to keep a half-a-head to a three-and-a-half-length margin between himself and his peers throughout the tense two minutes. He comes to the final 16th of the racetrack with a burst of energy, speeding toward the finish line and becoming the undefeated winner of Oaklawn's 82nd Arkansas Derby.

"Winning the Arkansas Derby was amazing," says Holly Hurshman, assistant farm manager at Primatara in Springfield, Missouri. "Magnum Moon ran exceptionally and showed everyone his talent and what he was capable of."

MAGNUM MOON'S ROAD TO THE KENTUCKY DERBY

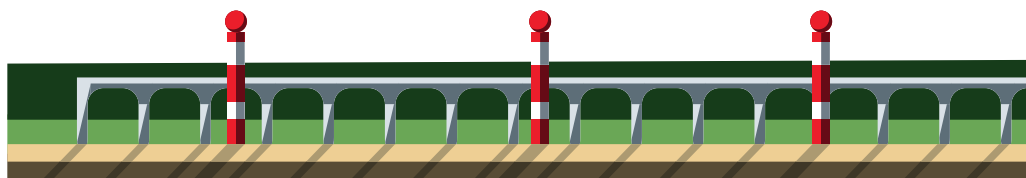
It takes skill and grit to make it to the famed Kentucky Derby. Only the world's fastest 3-year-old thoroughbreds even get a shot at the starting line. This is how our Queen City sweetheart made it to Churchill Downs in the spring of 2018.

"IF LOSING A RACE DESTROYS THE JOY IN THE SPORT THEN YOU'RE IN THE WRONG GAME."

—Robert Low

Primatara Owners Robert and Lawana Low consider Oaklawn their home track. "So being able to celebrate such a huge win there was incredible," Hurshman says. "They definitely deserved it."

Magnum Moon didn't need to place at the Arkansas Derby to qualify for a trip to Louisville. By March, he had already earned himself the qualifying points for his once-in-a-lifetime chance at the Kentucky Derby. But win he did anyway—making him a favorite to win again in May with 6-1 odds.



SEPTEMBER 2016:

Robert and Lawana purchase Magnum Moon at the Keeneland Association Yearling Sale for \$380,000.

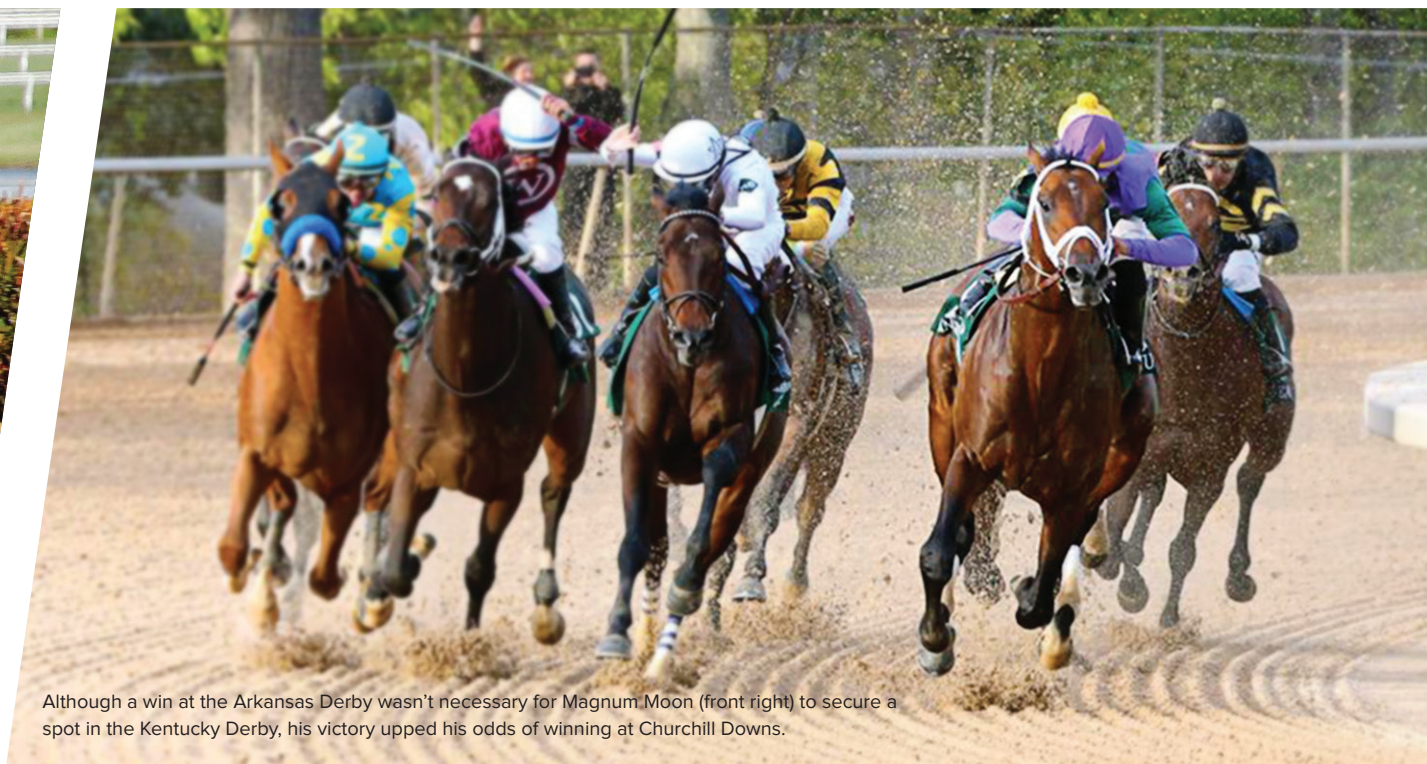
SEPTEMBER 2016:

Magnum Moon arrives at Payton Training Center in Ocala, Florida, for some initial training with J.J. Pletcher.

NOVEMBER 9, 2017:

Magnum Moon arrives at Todd A. Pletcher Racing Stables in Elmont, New York for race training with Todd A. Pletcher.

Photo by Coady Photography, Illustration by Alex Wolken



Although a win at the Arkansas Derby wasn't necessary for Magnum Moon (front right) to secure a spot in the Kentucky Derby, his victory upped his odds of winning at Churchill Downs.

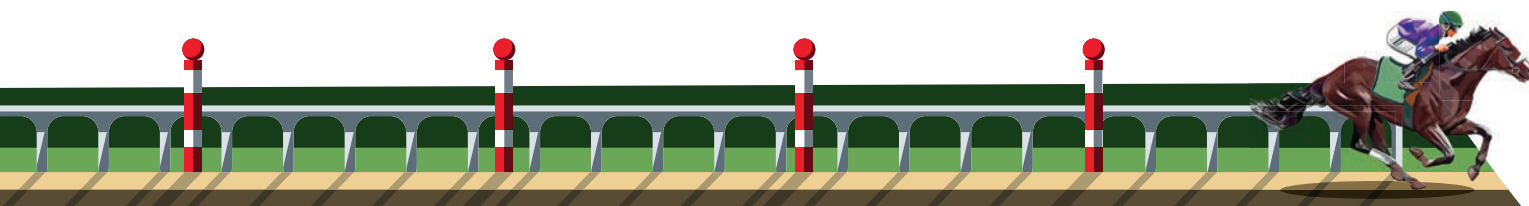


Jockey Luis Saez and Magnum Moon broke ahead of the pack to become the clear and away winner of the Arkansas Derby.



Magnum Moon's win at the Arkansas Derby put him at 6-1 odds to win the Kentucky Derby.

Photos by Coady Photography, courtesy Kentucky Oaks



JANUARY 13, 2018:

Magnum Moon places first at the Maiden Special Weight at Gulfstream Park in Hallandale Beach, Florida.

FEBRUARY 15, 2018:

Magnum Moon places first at the Allowance Optional Claiming at Tampa Bay Racetrack in Tampa Bay, Florida.

MARCH 17, 2018:

Magnum Moon places first at the Rebel Stakes at Oaklawn Racing & Gaming in Hot Springs, Arkansas.

APRIL 14, 2018:

Magnum Moon places first at the \$1 million Arkansas Derby at Oaklawn Racing & Gaming.

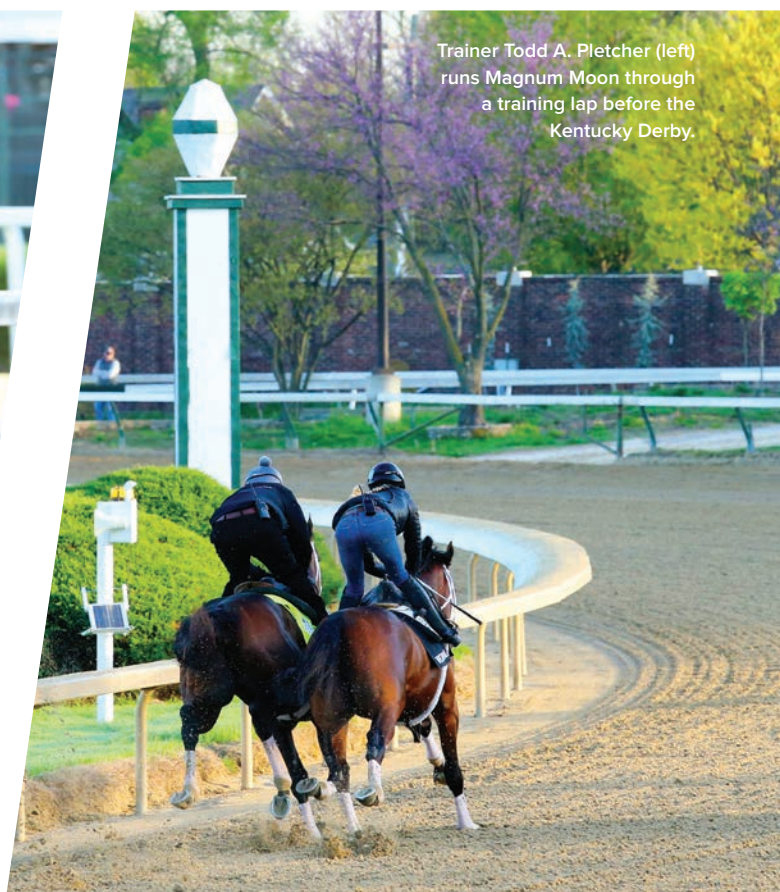
MAY 5, 2018:

Magnum Moon starts at the famed \$2 million Kentucky Derby at Churchill Downs in Louisville, Kentucky.

Record-setting rains poured onto Churchill Downs during Magnum Moon's appearance at the 2018 Kentucky Derby.



Arriving at Churchill Downs a few days before the race allowed Magnum Moon to work out any nerves.



Trainer Todd A. Pletcher (left) runs Magnum Moon through a training lap before the Kentucky Derby.

A YOUNG MAN'S DREAM

For Robert Low, the dream of owning a racehorse like Magnum began at an early age. He grew up with horses on his family's farm in Missouri and attended races with his parents. "I went to the races with my mom and dad at Santa Anita Park before I was 10 and Oaklawn as a teenager," Low says. "Then Lawana and I started going to the races together at Oaklawn in our mid 20s. From the start, we dreamed of someday owning a racehorse."

The realization of that dream began back in 1995, with the construction of Primatara, a 275-acre, Kentucky Pedigree horse farm just north of Springfield. Since then, owners Robert and Lawana Low have bred, raised, sold and raced more than 200 thoroughbreds.

Today, the farm is composed of dozens of elite horses, including broodmares with foals, yearlings, 2-year-olds and a few racehorses. However, despite how many horses are at the farm, coming across a colt like Magnum Moon is a rare occurrence. "The odds are against you to find the right horse at the right time with the right trainer—all of the stars must align," Hurshman says.

With high hopes, Robert and Lawana purchased Magnum Moon at the Keeneland September Sale in 2016 and immediately hired some of the best horse trainers in the country—J.J. Pletcher and his son Todd A. Pletcher—to work with him. But if there's one thing the Lows have learned from their years of horse racing, it's that patience is a virtue. "There can be injuries and setbacks along the way that are out of your control," Low says. "You've got to enjoy the wins, but you've also got to be able to cope with the losses. If losing a race destroys the joy in the sport then you're in the wrong game."

Trainer Todd A. Pletcher prepares Magnum Moon for this Kentucky Derby debut.



PREPPING MAGNUM FOR THE KENTUCKY DERBY

Magnum Moon ran under the watch of nationally renowned trainer Todd A. Pletcher to prepare for the Kentucky Derby. He ran high intensity workouts every two weeks leading up to the race, with periods of rest in between for partial recovery. Interval training techniques like this promote gradual muscle, tendon and bone adjustment. In that way, Pletcher trained Magnum Moon to cope with the increased demands of higher speed work, a necessary skill for a race of this caliber.

Churchill Downs is a huge, mega-popular track, and horses tend to stress at the first sign of change. So, Magnum Moon arrived in Louisville days before the event to get accustomed to the crowd and the course. "We tried to keep him as happy as possible and on an even schedule," Hurshman says.


Magnum Moon wasn't the only one prepping for the Kentucky Derby. "We had shirts and hats made in support of Magnum, and Robert bought 180 derby tickets for Prime associates to attend the race in Louisville," Hurshman says. "We had a lot of fun getting everybody involved in the event." The atmosphere was one of pure excitement all around. "No matter how much we worried or stressed, we knew we couldn't run [the race] for him. So, we just tried to enjoy every moment of it while it lasted," Hurshman says.

RACE RESULTS

Rain hit Churchill Downs all day on Saturday ahead of the evening's annual Kentucky Derby, breaking the record for most rain on race day. In the slop, 20 thoroughbreds broke from the gates, seemingly eager for a chance at glory.

Magnum Moon placed 19th at the 144th Kentucky Derby in May 2018. And even though he didn't win the race, he won a place in the hearts of those who cheered him on in Louisville and back home in Springfield. "Just to have the opportunity to watch the best 20 horses in the world run—with yours being one of them—was priceless," Hurshman says.

A racehorse's career doesn't usually end at the Kentucky Derby. Often, healthy thoroughbreds without injury can race an additional two or three years after the all-or-nothing event of a lifetime. Unfortunately, after taking a much-needed break from the limelight Magnum Moon was training again in New York when he suffered a catastrophic injury to one of his front legs on June 23, ending his racing career permanently. Magnum Moon now faces a long and difficult road to recovery, though his first surgery in June was successful.



Robert and Lawana Low's horse Magnum Moon wins the Arkansas Derby at Oaklawn—which the Lows consider home turf.


LEGENDS AT PRIMATARA FARM

It's rare for an individual to have a hand in all aspects of this sport: breeding, raising, selling and racing. The many that do get involved in horse racing often choose to specialize in just one area. The Lows, however, do it all while providing the very best care for each animal at Primatara. For Robert and Lawana Low, "It's not about the money," Hurshman says. "It's about their passion for horses."

Primatara provides state-of-the-art facilities for raising Kentucky Thoroughbred horses, most of which come from the Lows' comprehensive breeding program. The farm features two horse barns that can accommodate up to 53 horses and a gazebo-style covered exercise ring for conditioning the yearlings that are scheduled to be sold in the fall each year.

Horses lucky enough to live on the Lows' estate graze in rolling pastures of Kentucky Bluegrass and receive meticulous care and attention from experienced staff. From individual nutrition programs to rubber pavers for hoof comfort, Primatara thoroughbreds hardly want for anything. "These horses—our foals, broodmares, yearlings in training and horses running on the track—require the best nutrition and veterinary services to keep them in optimal [racing] health," Hurshman says. She, along with nine other staff members on the farm, works with the animals daily, feeding, grooming and exercising them in preparation for greatness.

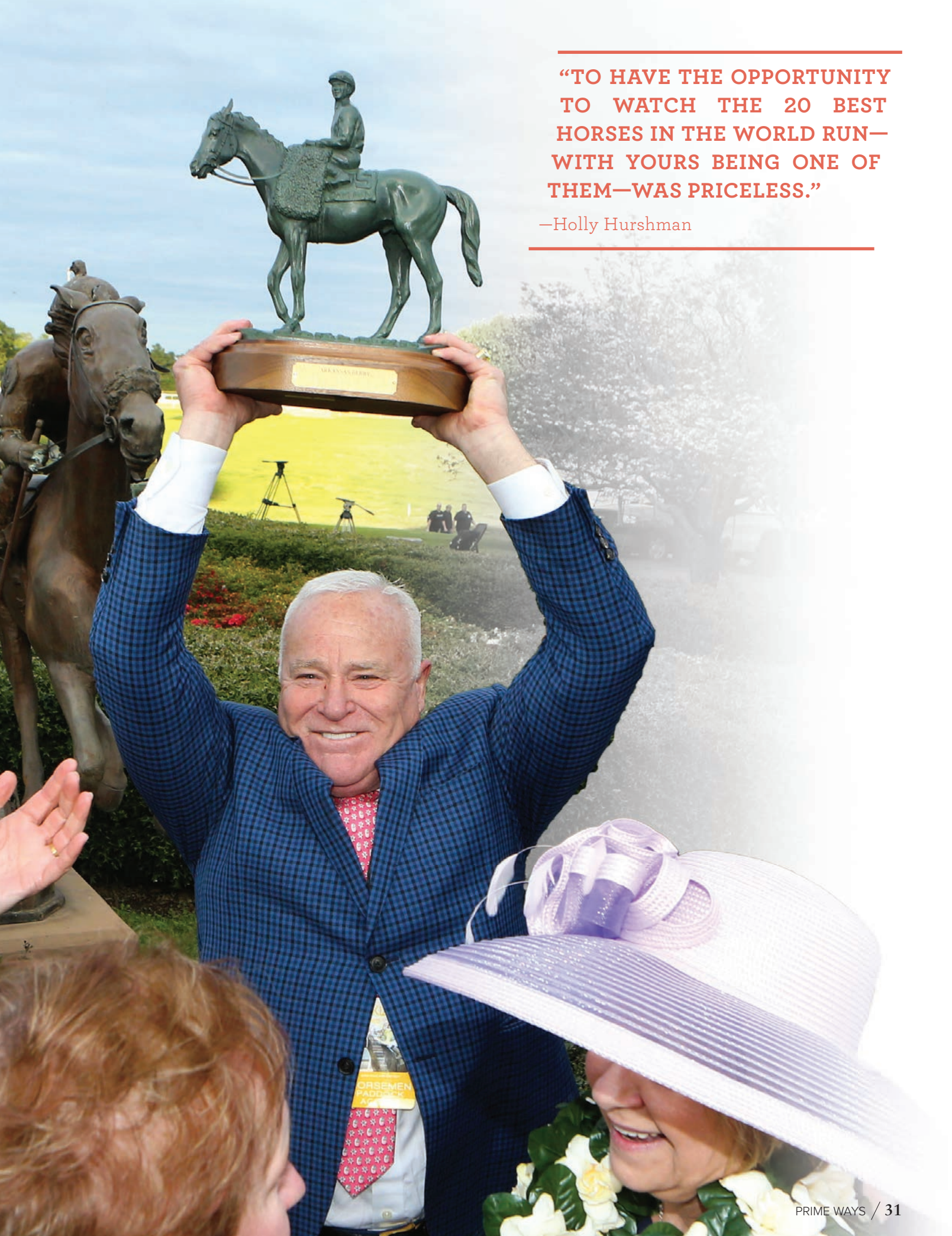
The quality care methods exercised at Primatara seem to work well. Throughout the years, the farm has seen success with horses such as Capote Belle, Green Fee, Agent Di Nozzo, Steppenwolfer (the Lows' racehorse who placed third in the 2006 Kentucky Derby) and Magnum Moon. These top-tier animals are building a legacy for the cutting-edge facilities based just outside the Queen City. Plus, they're fulfilling a young boy's dream of one day owning a racehorse.



Magnum Moon's victory at the Arkansas Derby paved the way for his appearance at the Kentucky Derby.

**“TO HAVE THE OPPORTUNITY
TO WATCH THE 20 BEST
HORSES IN THE WORLD RUN—
WITH YOURS BEING ONE OF
THEM—WAS PRICELESS.”**

—Holly Hurshman



PRIME CALENDAR

Stay up-to-date on industry and community events.



SEPTEMBER 9-15
DRIVER APPRECIATION WEEK

OCTOBER 31
HALLOWEEN IN THE HALLS

NOVEMBER 16
DRIVER ADVISORY BOARD
Oasis Hotel & Convention Center



NOVEMBER 3
VETERANS DAY PARADE
Willard High School

← family ties →

IT'S MY TURN

Pamela Wilday and her husband, Brian, found a way to share the burden of missing out on family time while on the road.

BY CLAIRE PORTER



Pamela Wilday knows the strain driving puts on families. As the daughter of a driver, Pamela says her father missed out on most of her childhood. Her husband, Brian, drives for Prime Inc., but with the couple's youngest daughter, Jessi, starting high school, neither wanted to miss out on her last years at home. Pamela had driven before their four kids started school, so she went through the CDL program again, and now she and Brian split their time driving—rotating five weeks on the road while the other parent is at home. “[Jessi] makes the joke that, ‘Now when I get tired of one of you, I know I can get rid of you soon,’” Pamela says with a laugh. The schedule allows for overlap so everyone can be home together for a time, and it means Jessi gets to see a little of both of her parents.

To allow the flexibility to accommodate Jessi's school and band commitments, Pamela and Brian became owners of Wilday Transport. They credit their business partner, Thomas Long, with getting them home when they need to be there, but, no matter how flexible the company is, this only happens with everyone's buy-in.

Despite her 16 years, Jessi is “way ahead of her years in maturity,” Pamela says. “She would love to have both of us here, but she knows that's just not practical,” Pamela says. With her own car and bank account, Jessi can take care of the house and has earned her parents' trust, which Pamela says is important to making this arrangement work. The other key? Staying in touch. “The difference between when I was growing up with my dad being a truck driver versus us being [truck drivers now] is technology,” Pamela says. Pamela and Brian can leave their headsets on so they can take calls, and at night, they can FaceTime for an even closer connection. They use Friend Finder to keep track of where each other are on their runs, and through email updates, they stay plugged-in to school activities.

Knowing things are running smoothly at home means the Wildays can focus on providing superior service while driving. Pamela's perfect driving and service records—in addition to her acts of goodwill—earned her the Highway Diamonds Excellence Award in 2018, and she and Brian strive to embody their company's slogan, “Will to Serve Every Day,” in every way they can, both at home and on the road.

Photos by Brandon Alms, courtesy Pamela Wilday

VIEW FROM THE ROAD

What awe-inspiring landscapes have you seen from behind the wheel? Submit a high-resolution photo (usually 500 KB or higher) of your truck to primeinc@primeinc.com. Include your name and caption information about where and when the photo was taken.



Raymond Revoir took a moment to snap a picture of his truck—and his pup!—in front of the Mackinac Bridge one sunny day in northern Michigan. The suspension bridge connects the upper and lower peninsulas of Michigan across the straits of Mackinac, making for a picturesque photo backdrop.

Better benefits down the road.

The Retention and Rewards Program was created to give independent contractors long-term benefits similar to those in a retirement plan. Under the administration of UBS Paine Webber, independent contractors may earn investment returns on contributions made entirely by Prime and/or Success Leasing.

Distribution Example

If you begin working with Prime when you are 32 years old, lease a truck with Success Leasing, and continue to do so until retirement at age 65, you could have a total benefit of **more than \$250,000** (if taken in annual installments over 3 years, assuming an 8% return).

Enroll in our **Retention & Rewards Program** now!

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