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# THE VOICE

MARCH 2023

The Official HTA Monthly Newsletter

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## LEGACY PARTNER



## A Recap of #SheDrays Luncheon and Top Golf Challenge Fundraiser

Written by Karla Sanchez, Director of Programs & Communications

This month, the Harbor Trucking Association hosted two incredible events: a #SheDrays Luncheon in partnership with Envase Technologies, and a Top Golf Challenge to raise funds for the Boys and Girls Club of Los Angeles Harbor.

It was fortunate that both events took place over the course of a holiday, which brought excitement to the event and made it a memorable experience for everyone involved.

#SheDrays Luncheon took place at Port Town Brewing Co. in San Pedro on March 8th - International Women's Day. Over 60 women were in attendance, including men, who showed up to support and elevate women in the transportation and logistics industry. A panel of three accomplished professionals in their respective fields shared insights and experiences on what it is like to build a strong career in transportation:

### Heejoo Ramsey, VP of Logistics, WinFibre

Heejoo started the shipping world by working for HMM and APL U.S. HQs in export cargo management/vessel planning. Currently she is the VP of Logistics for WinFibre, an exporter of wastepaper handling over 100k TEUs annually.

### Sandra Magallanes, Sales Account Executive, Milestone Equipment Holdings

Sandra has been in the logistics industry for over 20+ years. She is currently the Regional Sales Manager at Milestone Equipment Holdings, the fastest growing lessor of premium new marine chassis.

### Claudia Geller, Regional Manager, PCC Logistics

Claudia is a Regional Manager at PCC Logistics. Claudia has been in logistics for almost 30 years and is involved in almost every aspect of Supply Chain Management and International Logistics. She has been at PCC since 2005.



Envase launched the #SheDrays project in late 2022 to attract more women to the intermodal drayage sector. This project was designed to inspire and develop future leaders and promote gender equality in business and industry.

The Top Golf Challenge was an excellent way to celebrate St. Patrick's Day, and it also raised money for a very worthy local charity. Attendees were encouraged to wear green and participate in the festivities. There was a professional golf trainer on hand for those who needed it. Overall, it was plenty of fun. FORE!

Congratulations to the leaderboard challenge winners!



The Boys and Girls Club of Los Angeles Harbor received **8,000 dollars in donations thanks to your support, as well as two 55 inch TVs**. The donations were accepted by Executive Director Mike Lansing and Director of Development Tony Tripp.

## PLATINUM SPONSORS



# FMCSA Announces Proposed Changes to Safety Measurement System (SMS)

Originally published on *North American Transportation Management Institute (NATMI)*

In December 2010, the Federal Motor Carrier Safety Administration (FMCSA) launched the Safety Measurement System (SMS) to prioritize motor carriers for a variety of interventions - targeted roadside vehicle inspections, offsite record reviews, compliance reviews, etc. This system was launched as part of a new enforcement initiative called Compliance, Safety and Accountability (CSA) that - **for the first time** - held drivers accountable for their actions, whether those actions resulted in warnings or citations. Although the program was much better than the previous system, the need to continually improve data-driven decision-making was clear.

Following input from stakeholders - including government at all levels, industry, non-profit/advocacy, researchers, and the public - the FMCSA has proposed changes to SMS methodology. A new website has been launched to allow motor carriers to log in and see what their prioritization results would look like under this new approach. No changes will be implemented in SMS at this time, and it will continue to be used to prioritize motor carriers for intervention during this preview period.

Significant changes include:

1. Vehicle Maintenance and Unsafe Driving BASICs were reorganized.
2. Behavior Analysis Safety Improvement Categories (BASICs) are now called "Safety Categories."
3. Intervention thresholds for three safety categories were adjusted to focus on motor carriers with the highest crash rates.
4. Percentiles will only be calculated for safety categories in which a motor carrier was cited within the past 12 months.
5. Accounting for non-preventable crashes (something industry has been demanding for more than a decade) by integrating the Crash Preventability Determination Program into the methodology.

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All the proposed changes to SMS are explained in detail on the [CSA Prioritization Preview website](#). You can watch a video demonstration about an example motor carrier by [clicking here](#).

Motor carriers and other stakeholders are strongly encouraged to preview how data will appear under the proposed approach and submit comments. Comments on the proposed changes must be submitted to the Federal Docket Management System ([www.regulations.gov](http://www.regulations.gov)), Docket ID Number: [FMCSA-2022-0066](#).

## The Coming Paradigm Shift (Part 2)

Written by Jack Khudikyan, Owner MDB Transportation, Inc. Originally published on *The Star Carrier*, October Issue 2022

Last month, we discussed the seismic shift in thinking that will herald technological improvements in battery electric vehicles (BEV). For this issue of Tech Corner, I'd like to explore that same dynamic for another technology ripe for innovation: fuel cell electric vehicles (FCEV).

First, a quick bit of background. Just like BEVs, FCEVs produce energy that operates an electric power train/motor that powers the vehicle. The chief difference is in their energy source and storage. While battery electric power requires the rare earth mineral lithium, fuel cell technology runs on hydrogen gas, one of the most abundant elements on Earth.

Hydrogen can be stored in cylinder tanks on the rail mounts like diesel tanks, or on the back of the cab like compressed natural gas tanks, while BEVs need Lithium-ion batteries for storage.

However, FCEV technology in trucks lags a bit behind BEVs, in part because hydrogen fuel stations for heavy-duty trucks are a fairly new

concept. There's also a distinct lack of hydrogen distribution around the country, another hurdle that will have to be overcome.

While hydrogen gas can be transmitted through natural pipelines, there's a lot of politics around the subject that has stymied serious development. Outside of Texas—where there are 1,600 miles of hydrogen pipelines—hydrogen distribution in the U.S. is extremely limited.

Hydrogen gas can be made one of two ways: electrolysis and reformation.

1. Electrolysis involves shocking purified water with electricity, causing the water molecules to split. That releases oxygen into the atmosphere and produces hydrogen gas, which is captured and stored.

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We'd love to hear from you! If you have Zero Emission and/or Alternative Fuel Projects, please contact us at [info@harbortruckers.org](mailto:info@harbortruckers.org).

So, if you use renewable electricity through wind or solar, then you have "green hydrogen". Recently, researchers at the California Institute of Technology have made strides in obtaining "green" hydrogen from sea salt water, giving us another outlet for production.

2. Reformation involves heating natural gas up to 900 degrees Celsius to release carbon (which can be captured for use in other industries) and then you get two hydrogen molecules from this process. So, if you use renewable natural gas from dairy farms and the source of energy to heat up to 900 degrees Celsius, then you will have green hydrogen. There are companies that are developing these technologies right now. Even though 1 kg of hydrogen costs between \$8 and \$16, you can drive about 6-8 miles per kg. This favorably compares with compressed natural gas (CNG), which costs between \$2.50 and \$5 for every diesel gas equivalent, but only gets between 4 miles and 5.5 miles. Researchers have also had success in getting renewable hydrogen via reformation by using solar power as the heating source.

The price of a hydrogen truck is not available yet, since it will likely be more cost effective down the road, but it eventually will come down enough to compete with CNG and BEV.

Also, with enough tanks on the truck, you can store enough hydrogen gas to to between 700-1,000 or more miles.

There's still a lot of inspiration needed to get this technology where it needs to be, as they call hydrogen the "oil" of the future.

In an article, last month, Toyota and Kenworth state that they had jointly developed a Class 8 truck with a hydrogen-powered fuel cell that can match the performance of diesel, including the weight-hauling capacity, fueling time, speed and maintenance schedules.

Stay blessed!

*Jack Khudikyan*



The Vehicle Interoperability Testing Symposium (VOLTS), organized by CharIN and sponsored by the California Energy Commission, will support EV charging interoperability

## Major International Electric Vehicle Testing Event To Be Hosted By WattEV

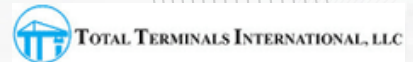
**LONG BEACH, California - (March 9, 2023)** – As demand for electric vehicles skyrockets, the urgency to expand a flawless customer charging experience through the proper application of open and interoperable charging standards grows.

Thanks in part to the generous contributions of the California Energy Commission, automakers and EV charging hardware and software providers from North America and beyond will be attending a major interoperability testing event from May 9-11, 2023 at the new WattEV Port of Long Beach Megawatt Charging-capable location. The event is organized by EV testing expert organization, the Charging Interface Initiative (CharIN). This event will focus primarily on a major international EV communications standard, ISO 15118, which unlocks a wide-variety of customer-friendly solutions, including the highly popular Plug & Charge feature.

### GOLD SPONSORS



### SILVER SPONSORS



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# WattEV

According to Patty Monahan, a Commissioner at the California Energy Commission (CEC), "California's ambitious goals to support a 100% zero emission transportation future require a robust and reliable EV charging network. Whether driving an electric car or big rig truck, consumers should have a charging experience that is at least as good as refueling at a gas station. CEC is happy to support one of the largest testing events in North America, which will improve charger reliability and the customer experience."

CharIN will bring together an estimated 50 different manufacturers to perform one of the single largest EV testing events in North America. CharIN is a leading industry association driving global decarbonization through the worldwide electrification of transportation. Members of CharIN include global automotive manufacturers, charging station companies, component suppliers, energy providers, government officials, research institutes, influencers, and grid operators. In addition to the testing event, there will be a one-day hybrid conference featuring EV experts from across the public and private sectors.

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WattEV is building a nationwide network of heavy-duty charging facilities, starting in Southern California, that will serve fleets of electric trucks, and has been in testing with several shippers and carriers along major freight corridors. Expanding services through this partnership, routes are being developed from the Port of Long Beach to the Inland Empire and Central Valley and will be expanded to Northern California and Arizona.

"We are so excited to be the selected host of this year's CharIN VOLTS event," said WattEV CEO, Salim Youssefzadeh. "This is an exciting opportunity to connect with the great minds of this industry and see the latest innovations in the space. As proud CharIN members, we look forward to inviting thought leaders to our Port of Long Beach site."

"We are thrilled to partner with WattEV to host this major testing event and conference. Given new federal rules requiring ISO 15118 compliance for National Electric Vehicle Infrastructure (NEVI) program funding, this event will provide critical support to the EV industry," stated CharIN North America Executive Director, Erika Myers.

"We have been able to accompany the success story of CharIN Festivals and now VOLTS. These kinds of testing events not only generate valuable insights, but also bring together the global community to accelerate an international knowledge-transfer. We are pleased with the thought leadership and commitment of the CEC and WattEV to interoperability," added Andrè Kaufung, Managing Director of CharIN e.V.

Details about the event can be found at <http://VOLTSesting.com>.

[Read More](#)

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## Exclusive Fueling Discount for HTA Members

Do you want to make your dollar go further? U.S. Gain, a division of U.S. Venture, Inc., is offering an exclusive fueling discount for HTA members at their AJR Trucking and MDB Transportation CNG station—located at 435 E Webber Ave, Compton, CA 90222. Open 24/7/365 and featuring fast-fill capabilities and an easy in, easy out station configuration, this site was designed specifically to accommodate heavy-duty trucks servicing the port—meeting the emission standards set by both the Port of Long Beach and the Harbor Trucking Association. Through this limited-time offer, you will **receive up to a 50¢/gallon of CNG discount with 5¢ donated back to local charities.**

To benefit from this exclusive discount, contact Todd Pendexter today: [tpendexter@usgain.com](mailto:tpendexter@usgain.com)!



**HTA MEMBER EXCLUSIVE**



**EARN UP TO 50¢ OFF PER GALLON OF CNG WITH 5¢ DONATED BACK TO LOCAL CHARITIES**  
When You Fuel at 435 E Weber Ave, Compton, CA 90222  
Contact Todd Pendexter at [tpendexter@usgain.com](mailto:tpendexter@usgain.com) to get started!

# MEMBER OF THE MONTH

Sponsored by  ENVAASE

**This month, the spotlight is on Aura Benchetrat, Head of Marketing at BlueCargo for being named HTA's March Member of the Month.**

Aura answered a few questions to commemorate this achievement:

- **If you had to teach a class on one thing, what would you teach?**

If I had to teach a class, it would be one directed to kids. I would focus on teaching respect as being the best gift you can give to others. The idea or value of respect extends beyond one's own family. The benefit of respecting others is not found in what might be gained by showing such respect alone, but also in adherence to the value in and of itself. To live a life respecting others means to realize that everyone is unique, and everyone should be valued as such. This is the essential element of my Golden Rule. When one adds humility to active listening, one also elevates that invisible dynamic between him/her and the person opening up and sharing. To me, it is the foundation of trust and deep true relationships whether in friendships, in business, and within the family.

- **What is the best advice you've ever received?**

The best advice I have ever received is: images speak louder than words. Thus, when you create videos or deliver key messages, never forget the "why" behind it.

- **If you did not work in this industry, what field would you pursue?**

If I were not working as a digital marketer in the logistics and supply chain industry, I would probably be a digital marketer/media producer for the Perfume Industry. Perfume-making is my little secret passion. The whole process of creating scents is fascinating to me. I admire creators who can share emotional stories and memories behind olfactive processes. I am actually a member of the International Perfume Foundation.



Congratulations on your achievement as the March Member of the Month, we consider this award as our gratitude for your continued support of the HTA.

# Envisions '23

## Envase User Conference Recap



*Welcome!*

Join us in welcoming our new sponsors & members below.

Joshua Bramlett  
*Living Spaces Furniture*  
**New Carrier Member**

Brian Kempisty  
*Port X Logistics, LLC*  
**New Carrier Member**

Umar Javed  
*WattEV*  
**New Silver Sponsor**

William Zimmer  
*ZimTech*  
**New Affiliate Member**

William Hadala  
*American Lithium Energy*  
**New Affiliate Member**

Each year, Envase gathers a group of logistics leaders to offer a state of the industry and perform a deep dive on what's coming soon. The event, called Envisions, brings together the company's leadership, its product teams, [its partners](#), and, most importantly, members of its customer base.

This year was a tremendous success, with panels featuring;

- HTA's Chief Executive Officer Matt Schrap
- WW Head of Amazon Web Services Transportation & Logistics Solutions Eric Topp
- Project 44's Chief Industry Officer Bart De Mynck
- Let's Talk Supply Chain's founder Sarah Barnes-Humphrey
- Many, many more.

As you can imagine, Envase's executive team also had a lot to present, and Larry and Allen were in top form. Three critical trends emerged throughout the event.

### The Fight Against Friction

Envase's team comes from a wide range of experiences, but one critical thing unites the entire organization; Envase is dedicated to making it easier to operate a trucking company. Leaders from across the organization shared how the company is taking steps to remove friction from landside logistics.

This was demonstrated in several ways. The company's mobile app makes it easier for carriers to dispatch loads directly from their TMS, connecting both company drivers and OOs seamlessly into the carrier's operating system and eliminating unnecessary back & forth. The same app allows drivers to digitally capture and upload documents, saving time and eliminating the need for manual scanning at the carrier's location.

[The company's partnership with Nascent shines a light on what was previously a black hole and main friction point for landside operations, answering the questions "what's in my yard?". Nascent's ReadyGate allows depot operators to streamline gate flow, track equipment without extra manpower, and even monetize excess capacity at their facilities by listing their locations on SecurSpace.](#)

### The War on Spreadsheets

So many carriers rely on spreadsheets as the "operating system" for their businesses. Finding and booking capacity, tracking last-free day, adding up exceptions... right on through clicking "Y" in an in-cell drop-down list to show that a load is completed.

Envase may be battling friction, but that's only part of a full-scale war on Excel (and yes, that means Google Spreadsheets, too). Spreadsheets absolutely have a place in business, but they weren't built to serve the drayage and trucking industries, and they have tremendous gaps in their capabilities. Envase's product teams are looking to minimize the number of spreadsheets carrier send back and forth.

However, the issues with spreadsheets go beyond basics. Shippers across the globe are looking for high levels of transparency and access to a tremendous amount of data. These requests aren't solely about knowing the location of their goods; they're about helping shippers run more efficiently. If a distribution center knows a truck will arrive at noon, that's great. However, if that same location knows a truck is coming at noon and can have a team waiting at noon to expedite unloading and help the driver get rolling more quickly, that's powerful.

[One of the most powerful takeaways from the panels and breakout sessions was that data is only as good as the actions it can create](#), which today's most advanced shippers are focused on. That's why Envase is building tools to enable carriers to meet the forward-thinking needs of shippers.

### The Search for Allies

This piece included some battle references, but the most interesting finding from Envisions 2023 may be how much attention Envase is placing on its partnerships and relationships. Envase's product leaders shared how they design new tools, and inevitably, the previewed technologies were all built because they address the pain points that Envase's customers share.



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For instance, when carriers discussed the challenges of the San Pedro appointment systems (something HTA has addressed constantly), Envasé dedicated resources to creating a pre-check system to simplify the issue.

Continued feedback from the trucking community is what drives Envasé product development. Sure, a system may look pretty, but why does it matter? What problems are being solved? As Larry Cuddy asked the audience, “as you go through this event, think ‘what’s in it for me?’”.

That was a small example of how the company operates, but it was clear that Envasé is looking to build long-term partnerships with its carrier base and that the company’s product roadmap will be built to meet the needs of its customers.

Envisions 2023 was a tremendous success. The company welcomes feedback from all carriers, and each of the team members in attendance was passionate about improving things for drivers and fleets. If you’re a carrier on one of their platforms, get in touch with your customer success manager to see what’s being built today. If you’re not on their roster right now, consider exploring how the company can help your unique operations.

At the very least, be on the lookout for details of what’s to come in 2024, when the Envisions conference is bigger and better than ever.

**Thank You!**

**Heejoo Ramsey**  
VP of Logistics  
WinFibre

**Sandra Magallanes**  
Sales Account Executive  
Milestone Equipment Holdings

**Claudia Geller**  
Regional Manager  
PCC Logistics

**#SheDrays Luncheon**

ENVASE HTA

## Advent eModal® Releases New “My Appointments” Screen to Motor Carrier Community

Improved visibility tool helps truckers track and manage appointments across multiple terminals.

Advent eModal, provider of the eModal® suite of applications that simplify and accelerate the flow of cargo across the intermodal supply chain, recently released a new interface for motor carriers that provides better visibility of a trucker’s appointments and enables enhanced filtering capabilities. The new “My Appointments” interface consolidates the “PreGate Moves” and “PreGate Visits” screens into a single, intuitive page, allowing users to instantly view all eModal® appointments – whether single move or dual move transactions. By default, “My Appointments” will display the trucker’s open appointments across all terminals for today’s date forward, permitting dispatchers to focus on their current workload. Easy-to-use filtering capabilities enable users to customize their view and display what is most important to them; among others, filters are available for date range, appointment status, move type, and terminal. Customized views can quickly be saved for future use.



The “My Appointments” page does not only provide visibility of appointments in an easily digestible list view. Executional tools are also available to enable users to take action on existing appointments, or even create new appointments. Users can click on warning icons associated with appointments to instantly view potential issues and resolve them before dispatching trucks to terminal gates. They can cancel or reschedule existing appointments in seconds. With the click of a button, users can also launch the appointment creation screen to add a single visit or multiple visits.

Advent eModal® encourages all motor carriers to use the “My Appointments” screen and become familiar with its extensive functionality. A quick reference guide and video tutorial are located on its support page here: <https://www.adventemodal.com/emodalsupport.html>.

**Meet Our Team**

**Left to Right:** Karla Sanchez, Director of Programs & Communications; Matt Schrap, Chief Executive Officer; Melissa Summers, Membership and Events Manager.

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