



We won't be silenced.

# THE VOICE

An Official HTA Newsletter

“this is not goodbye,  
but rather a new hello.”



Weston LaBar

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and more..

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What can I say about my time as CEO of the Harbor Trucking Association (HTA) and what we've accomplished over these last seven years? It has been an amazing ride and one I will always cherish. Our mission has been admirable, our successes have been commendable, but most importantly the people have been like family.

When I took the reins in November of 2014, there were so many challenges. We were still a startup organization in many ways. I knew I needed to fully understand our industry and the many complicated dynamics and challenges the members of the HTA faced on a daily basis. Even more challenging would be helping the HTA grow and mature into one of the most recognizable trade associations in the intermodal industry. Perhaps the most challenging aspect of my new opportunity was starting during one of the most contentious labor negotiations between the ILWU and the PMA. This would be the first of many unique challenges I would encounter as CEO, but certainly not the last.

**Together, as an organization, we have weathered many storms and ultimately helped give our industry a voice that is helping change our business for the better. There is still, and always will be, a great deal of work left to do, but we now have a voice to question and overcome the most difficult of issues.**

As I look back, there are so many accomplishments I am proud to have been a part of. The biggest of which is the culture we have created at the HTA. Any organization, any cause, anything that becomes truly special in our world is often because of the culture that is created. At HTA our members knew that it was about the industry first and foremost.

I was so proud of the many members who were able to put aside easy short-term opportunities to buy into the big picture. By prioritizing the cause of bettering the drayage and intermodal trucking industry through collaboration, I was able to speak on behalf of the industry as a collective. This gave our industry a voice of power. One that didn't exist when we tried to overcome challenges as fragmented individuals.

Second, and maybe most obvious, is the powerful and collaborative voice we made. While the words would be coming from my mouth, the message was coming from hundreds of companies and thousands of drivers. We adopted the moniker of "The Voice of Drayage" and became part of the local, state, and federal conversation. Our message was one of collaboration, equity, and inclusion in an industry where we had been marginalized for generations and instead of identifying problems, we made sure to prioritize solutions. We made certain our message was heard, that our voice was heard, and over time we didn't need to speak up because we were invited to be part of the conversation. Recently, I was asked "how were you able to rise up in this industry, with no experience, to become a major player?" My response is one I hope the HTA will embrace far after my time as CEO; I told this person "I have never felt uncomfortable sitting at any table. I always feel like I belong and I am not afraid to stand up for what I know is right."

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The result of this mentality has been constant feedback that “the truckers have been the most valuable and engaging stakeholder group” from agencies and stakeholders at all levels of government.

This mentality and our involvement in the public discussion has fueled unprecedented growth. We have worked tirelessly on major policy issues including labor, environmental, land-use, and industry specific issues such as detention and demurrage. Our efforts led to the Federal Maritime Commission tackling detention and demurrage as a real policy issue and issuing formal interpretive rules on what are acceptable and reasonable business practices. We have added new types of members, including terminal operators, chassis providers, beneficial cargo owners and more in an effort to think as an ecosystem and not in a trucking silo. We have added members throughout the country and have become an active and sought-after leader on issues that impact intermodal truckers.

We developed tools for our members to be successful, such as fuel, chassis, and insurance programs for drivers, micro-fleets, and large motor carriers when the market didn't bare solutions that fit our members' needs. Together, we have made a real and material difference.

I have said many times, since the announcement that I would be stepping down, that **“this is not goodbye, but rather a new hello.”** For me, it was time to tackle a new opportunity and challenge myself in new ways. It was time to pass the baton to a new leader who can bring fresh and creative ideas to the HTA. It is bittersweet to be writing my last article as CEO of the HTA, but I can take solace in several key victories. First, that the HTA and the industry are in a better position today than when I took over in November of 2014. Second, that the HTA cannot and will not be defined by one person, but rather as an institution that will continue to grow and flourish; one that will fight for equity and dignity for the trucking industry. And lastly, that I will have the honor of remaining involved, standing shoulder to shoulder with each and every one of you as a passionate volunteer. Leaders don't need titles or fanfare. Leaders just need an opportunity to make a difference.



## GOING ELECTRIC WITHOUT GOING IT ALONE

Freightliner eMobility

Zero emissions. Quiet performance. Loads of torque. While there's a lot to like about electric trucks, there's also plenty of uncertainty. There are questions about charging, financing and incentives, vehicle maintenance and more. That's why the Detroit eConsulting team is ready to take the guesswork out of electrifying your fleet.

But what makes Detroit eConsulting stand among the best in the industry? In addition to substantial expertise and experience supporting mixed fleets, the Detroit eConsulting program is deeply integrated with Freightliner trucks. Combined, the eCascadia® and eM2® electric trucks have racked up more than 800,000 miles in real-world fleet testing, and the Detroit eConsulting team has performed more than 40 site visits and assessments to support fleet owners, ensuring they are just as prepared as the trucks. The Detroit eConsulting team can answer all your charging questions, too. They can help you determine what's right for your location, particularly when construction is needed for grid and infrastructure upgrades. The team can provide guidance on scheduling, connect you with utilities and contractors and show you the best options for charging hardware, including Detroit's eFill chargers.

The long-term benefits of electric trucks are undeniable, and Detroit eConsulting can also help you realize shorter-term benefits. An eConsultant can assist with grant writing for local and regional incentives that might be available, and they can help you track down additional incentives at the state and federal levels. These incentives are often based on where an electric truck will be deployed and not where it is purchased, so their expertise can really pay off.

While adding an electric truck to your fleet isn't as simple as plugging in an extension cord, doing so can create massive opportunities. Whenever you're ready to go electric, the experts at Detroit eConsulting and the innovations inside every Freightliner electric truck are ready to support you at every turn.



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## WHY SHOULD SHIPPERS FOCUS ON SUPPLY CHAIN SUSTAINABILITY?

In an industry where the transportation of freight by ocean, air and land is so reliant on fossil fuels, it seems impossible to meet any significant sustainability goals. How are logistics players going to vastly reduce freight emissions to meet worldwide carbon emissions metrics?

In a recent LinkedIn survey of Blume Global customers, nearly 70 percent of industry stakeholders said that their clients are pushing them toward more sustainable practices. A little more than 10 percent were focused on the impact of regulations forcing them to decrease their carbon emissions. Blume customers see supply chain visibility as a pressing issue in 2021, second only to the need to digitize logistics processes.

The best way to move toward sustainability is to examine internal processes. Don't wait for autonomous trucks and more sustainable fuels; shippers, 3PLs and all other logistics stakeholders can take steps right now to reduce their carbon emissions. Innovative technologies offered by logistics technology companies can make a huge impact on supply chain sustainability by eliminating empty miles, improving asset efficiency, and even helping shippers and 3PLs measure the carbon impact of their supply chain decisions while they wait for cleaner energy sources. Utilizing technology to weigh CO2 emissions as a key criterion for carrier selection can also make an immediate difference.

### BALANCE INVENTORY AND SPEED TO REDUCE EMISSIONS

For retailers, supply chain sustainability is part of the conversation about inventory. Just-in-time inventory levels have helped retailers and other shippers grow without holding vast amounts of inventory in their warehouses, but I-need-it-now shipping practices prioritize speed at all costs.

If shippers work to better balance customer demand and inventory levels, they can choose more sustainable, slower freight transportation options.

*The carbon-neutral supply chain technology provider Blume Global is part of the sustainability discussion at every logistics company, helping stakeholders make better, greener selections when considering freight transportation options and showing them how to use technology to reduce carbon emissions in the supply chain.*

Ready to see how Blume can help with your [supply chain sustainability goals](#)?

Selecting service levels and modes with an eye toward supply chain sustainability, and not solely based on price, will help turn supply chain sustainability from a concept to an engrained practice. Every freight transportation user should be asking: Am I accounting for my carbon footprint when balancing logistics costs with inventory costs? This is part of the social and environmental responsibility of supply chain stakeholders.

### SUPPLY CHAIN DECISIONS ARE NOT STATIC

Thinking about supply chain sustainability can also shift how companies view freight transportation in general. Instead of always using air cargo simply because cargo shipping is seen as a static decision, try selecting freight transportation routes and modes based on the most emissions-efficient option.

There's no escaping the fact that the transportation industry needs to make sustainability a priority. One or two companies reducing empty miles through Blume Global's Domestic Reload and Street Turns solutions won't move the needle on freight transportation emissions. It should be a concerted, focused effort.

Supply chain sustainability isn't a passing fad, and there is a more mainstream acknowledgment of the costs of doing nothing than ever before. In its 2020 report on supply chain sustainability, the MIT Center for Transportation & Logistics and the Council of Supply Chain Management Professionals found that sustainability is becoming a mandate at the corporate level, with more than 80 percent of the 1,100 industry stakeholders surveyed saying sustainability is now an important issue. More than 45 percent of respondents said they were under pressure to adopt supply chain sustainability practices. Though corporations are starting to pay attention to supply chain sustainability, less than half of those surveyed in the CSCMP report know how to make their processes more sustainable.

## BRONZE SPONSORS



# INVITING ALL DRAYAGE CARRIERS AND OWNER OPERATORS TO PORTPRO'S OPEN HOUSE HAPPY HOUR!

PORTPRO, which offers the industry's leading transportation management system for drayage carriers, is pleased to announce our newest office location in San Pedro, California! Located next to the Ports of Long Beach and Los Angeles, we opened this office location in order to continue providing the best customer service to our customers located in the Pacific Time Zone.

We'd like to invite all drayage carriers and owner operators to our OPEN HOUSE HAPPY HOUR on **Thursday, June 17th from 5 - 8 PM PST.**

Come mingle and network with your fellow carriers, enjoy complimentary beverages / hors d'oeuvres, and learn more about how PortPro can streamline and optimize your drayage operations.

» REGISTER HERE



Welcome!

Join us in welcoming our new sponsors & members below. Thank you for joining the community and for your continued support.

Kennon Pearre  
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## CHASSIS

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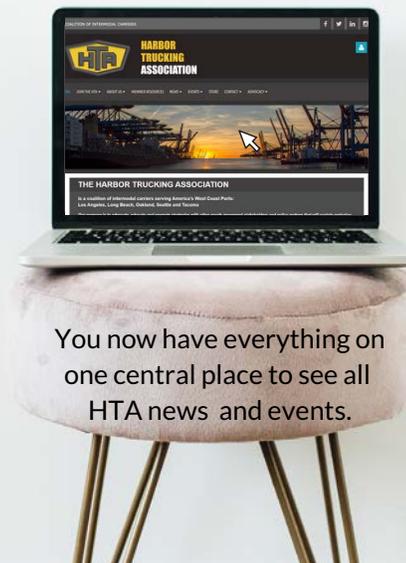
## FUEL

Fuel discount cards are available for TAP members at Harbor Truck Stop! Members can take advantage of a great fuel discount by simply asking one of our friendly HTS team members!

## TELEMATICS

BlackBerry Radar® is a complete asset tracking solution providing reliable visibility to trailer, chassis, containers and equipment. These ruggedized devices are easy-to-install, low maintenance and long-lasting to minimize operational disruptions and maximize your ROI. HTA members can enjoy a free pilot program to try Radar H2 today. Go to <https://www.blackberry.com/us/en/products/blackberry-radar> to learn more.

Our new website is now ONLINE.



You now have everything on one central place to see all HTA news and events.

- Central Hub for all your HTA Member Resources.
- Searchable member directory
- Easier log-on and profile maintenance.
- Tailored communications to your profile.

MONETIZE EVERY SQUARE INCH

How ITS ConGlobal turned unused spaces into \$600,000 in revenue in 6 months.

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