



# Bulldog<sup>®</sup>

## Exit Strategy

Succession planning  
for next generation

### **Being Evel**

Today's Mack Pinnacle delivers  
Evel Knievel's classic 'Big Red'

### **App up your workplace**

14 apps for fleets and drivers

### **Customers star in the 2016 Mack calendar**

Meet the winners

Vol. 3 2015

# A SEASON OF SAVINGS



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# Exit strategy

## 8 Succession planning for the next generation

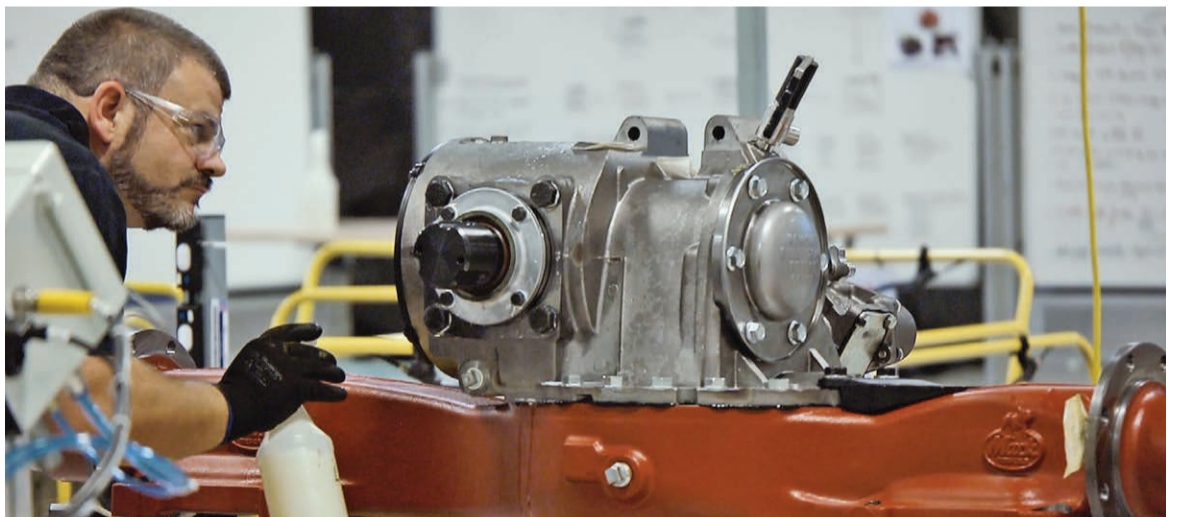
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**Y**ou have to wear many hats to be an effective and profitable small business owner. Even so, you won't always have the resources in house needed to handle every situation. That's why Mack is positioned to help small business owners by providing tools to help them be more productive, without having to hire additional staff.

Through Mack's resources and our knowledge of how customers use their trucks, we have useful insights into fleet operations — and the ability to deliver new products and services based on these insights. Our goal is to help customers achieve the lowest total cost of operation and the highest uptime, and we understand our responsibility doesn't end when we hand over the keys.

For instance, we use our telematics platform not only to proactively monitor the performance and operating condition of Mack® trucks, but also to provide regulatory compliance tools, sophisticated mapping applications and vehicle "health check" reporting.

Our prepaid preventive maintenance programs provide customers with defined maintenance intervals to optimize vehicle performance, including service at any Mack dealer nationwide. Plus, we will help schedule the appointment and manage the paperwork with Mack's OneCall® support center.

Customers who perform maintenance in house can order parts online through their Mack dealer, have the parts delivered and track the history of their parts purchases.

A pilot program is underway to track actual vehicle mileage and inform the customer when it's time to service the truck, while providing him with the parts list and a link to a local dealer to order parts. It's just one of the innovative programs Mack is working on and, once again, it's where Mack's deep experience with our trucks and how our customers use them leads to

advances to save customers time and money.

Our desire to be a resource for small businesses extends to this issue of *Bulldog* magazine. The cover story examines the challenge family businesses face when it comes to succession planning — how to pass the enterprise on to the next generation in good order. How do you let go of something that has been a huge part of your life, and how do you do it successfully for everyone concerned?

We also take a look at how mobile apps are playing a vital and growing role in fleets for management and drivers alike.

There's a double dose of Hollywood in this issue. The first is Hollywood Feed, a fast-growing Memphis-based chain of pet stores with an affinity for all things Bulldog. The second Hollywood moment is Mack's role in helping to resurrect the legend of Evel Knievel, with the restoration of the daredevil's vintage Mack FS cabover, Big Red.

And there are several articles demonstrating the passion our customers have for Mack, our trucks and our history, including the winners of the 2016 Mack Calendar Contest and a letter from a World War II veteran who built a successful company with the help of his Mack: Because helping customers achieve success is our passion.

Born Ready.



**Stephen Roy**  
President, Mack Trucks North America



## Mack Pinnacles star in new season of 'Ice Road Truckers'

**P**olar Industries, the big dog fleet in the "Ice Road Truckers" series, switched to Mack Pinnacles with *mDRIVE*<sup>™</sup>. The show's newest competitor, Darrel Ward, drives the Rawhide Edition Sleeper, Alex Debogorski operates rugged terrain with his Pinnacle, and Todd Dewey is featured navigating mud and ice in his Pinnacle.

Polar Industry owner Mark Kohaykewych ordered two bright white 2015 Mack Pinnacle tractors with 70-inch mid-rise sleepers, spec'ed with Grand Touring interior trims and Polar's name all over them. Darlene Biblow, truck sales associate for Mack Sales & Service of Manitoba, says the new Macks have powerful Mack MP8 445hp engines paired with *mDRIVE* automated mechanical transmissions for more hands-on-the-wheel control.

"When working with customers who run on the treacherous ice roads in Canada everything is, 'I need it now,'" Kohaykewych says.



'Ice Road Trucker' Todd Dewey in front of his new Mack<sup>®</sup> Pinnacle<sup>™</sup>

## Mack Trucks Historical Museum curator honored with Historian of the Industry Award

**M**ack Trucks Historical Museum Curator Don Schumaker received the Historian of the Industry Award from the American Truck Historical Society (ATHS). The award recognizes individuals who have been diligent in their pursuit of the history of the trucking industry and was presented to Schumaker during ATHS' National Convention in York, Pennsylvania.

"Don has made significant contributions to protecting and promoting the history of Mack Trucks, and we're proud to see his efforts recognized with the Historian of the Industry Award," says Stephen Roy, president of Mack Trucks North America, "Through his decades

of service, first as an employee and then as curator of the museum, Don has been a true ambassador for Mack."

Located at the Mack Customer Center in Allentown, Pennsylvania, the Mack Trucks Historical Museum is a separate, not-for-profit corporation that explores the history of Mack and demonstrates the industry-leading manufacturing techniques that have kept Mack at the forefront of heavy-duty trucking.

In addition to the museum, the Mack Customer Center is home to the Mack Heritage Center, a Mack showroom and a performance track where customers can test drive Mack vehicles. For more



Mack Trucks Historical Museum Curator Don Schumaker, left, recently received the Historian of the Industry Award from the American Truck Historical Society for his diligent pursuit of the history of the trucking industry. Schumaker will retire at the end of 2015, with Michael Kitsock, right, assuming the role of museum curator. Schumaker was featured in the spring 2015 issue of *Bulldog* magazine.

information about the museum, including available tour hours, please visit [macktruckshistoricalmuseum.org](http://macktruckshistoricalmuseum.org).



# Pin-up trucks



## 2016 Mack Trucks Calendar includes six Mack Truck owners and their winning trucks

**M**ore than 240 Mack owners submitted photos of their trucks hoping to be chosen for the 2016 Mack Trucks Calendar. That means there were 40 entrants for each available spot. So no wonder the owners and drivers of the six trucks ultimately chosen were really excited. For many, it was personally important, while for others it was all about bragging rights. No matter which reason, it turns out these folks really like to polish their trucks — a lot.

The winning trucks were photographed in their local setting, which meant the Mack team traveled throughout the summer to Iowa, Pennsylvania, Vermont, Connecticut, California and British Columbia. Mack photographed these trucks in parking lots, on test tracks, in fields, in mountains, on roads and in holes (technically a quarry).

There's no question, the winners are passionate about Mack and they obviously spent a great deal of time and creativity preparing their trucks for their cameo. In fact, at least half of the trucks also make regular appearances in truck shows.

### Meet the winners

**Ron Wiemers'** winning Pinnacle™ AF is his seventh Mack, and with 1.4 million miles, he's just getting started. He's very particular about the truck's appearance. During the photo-shoot in rural Iowa, he fretted (politely) for a

few minutes over a haphazard rag swipe by one of the photo crew until, unable to stand it anymore, he rubbed out the smudge to his own satisfaction.

**Mark Shelmire's** Pinnacle AB has more lights and polished metal than a carnival, but attracts a better class of people. It also has two sets of locomotive horns. Mark's photo-shoot was dramatic: The light was good — perfect even — for less than 15 minutes at the very start, then clouds and rain. We got the shot.

**Jason Bossert's** twin-steer Superliner has so many lights in so many unexpected places that it could have doubled as the alien mothership in "Close Encounters of the Third Kind," though he really thinks of it as a Transformer.

Even a humble TerraPro™ refuse truck did its driver proud. **Kevin Adams** and Triple T Trucking of Brattleboro, Vermont, showed that no matter what your load is, a Mack hauls it in style. A heavy fog shrouded that photoshoot for several hours. But once the clouds finally lifted, the TerraPro shone.

The Titan by Mack, driven by **Jonathan Threatt**, with Big Iron Rentals near Los Angeles gleamed, too. But since it was photographed in California during the worst drought in state history, making a construction equipment heavy hauler sparkle took a lot of elbow grease and very little water; plus plenty of sweat, since the parking lot was

about 115 degrees Fahrenheit that cloudless August afternoon.

There was a serious side to this contest, too. For two of the winners, appearing in the calendar was a chance to honor their fathers who started the businesses they now carry on.

**Jason Bossert** of Sher Holdings Ltd., Kamloops, British Columbia, dedicated his calendar appearance to his father, who tragically passed away after a long illness shortly after their trucks were photographed.

The calendar competition is the "biggest thank you I can do for him to showcase the company he started and show him we're good stuff," Jason says.

"This truly is an honor and especially I think to my father, who always praised Mack for being a truck that builds a company," says **Tom Bennett** of Red Coach Trucking in Fairfield, Connecticut. "To me, it's a present that I'm giving my father at the end of his career."

He brought all seven of his Mack dump trucks to be in the photo, along with his drivers. And Tom held a "victory party" on Oct. 3 for hundreds of guests to celebrate being in the calendar. He also used the occasion as a fundraiser to fight cancer in memory of his recently deceased aunt. "Without this competition, nothing would have happened that would have touched so many people," Tom says.



Ron Wiemers



Mark Shelmire



Kevin Adams



Jason Bossert



Tom Bennett



Jonathan Threatt

The 2016 Mack Trucks Calendar can be ordered from The Mack Shop at [mack-shop.com/eshop/p/1517/2016-mack-wall-calendar-available-november-2015](http://mack-shop.com/eshop/p/1517/2016-mack-wall-calendar-available-november-2015)

# HEADLIGHTS

## Look the part

Holiday gift suggestions from the Mack Shop



Mack Performance Work Socks (white, black & grey)  
\$8.99 pair



Full Zip Thermal Hoodie  
\$59.99

**H**e's making a list and checking it twice! Here's a roundup of stocking stuffers for your favorite trucker.

Mack Flag Grille T-shirt  
\$19.99



Black & Grey Mechanic Gloves  
\$15.99



Hood Ornament Keychain  
\$6.99



Gray, Red & Black Stripe Polo  
\$49.99



Black Mack Knit Cap  
\$16.99



Silver Mack Watch  
\$149.99

Find more gift ideas at: [www.mack-shop.com](http://www.mack-shop.com)



## 30 million

### THAT'S HOW MANY

real Christmas trees are sold in the U.S. every year. As the holiday season fast approaches, truckers are gearing up to haul trees to their destinations from farms in all 50 states and Canada. And Christmas trees are a truly green business: Discarded trees can be recycled at more than 4,000 tree recycling programs nationwide and for every tree harvested, one to three seedlings are planted. Merry Christmas!

Source: USDA National Agricultural Statistics Service and National Christmas Tree Association.



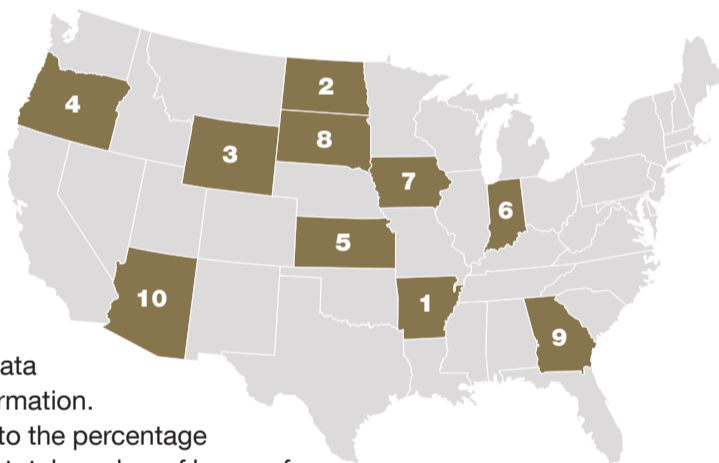
## SAFETY

### Log slog: Tell your drivers to be extra vigilant in these 10 states

#### KEEPING LOGBOOKS

**CURRENT** is always important, but if your operation runs through any of these 10 states, be extra vigilant. These are the states where hours-of-service violations under the Federal Motor Carrier Safety Administration's Compliance, Safety, Accountability program, were highest, according to CSA data analyzed by RigDig Business Information.

All states are ranked according to the percentage of all violations that make up their total number of hours of service violations issued to drivers.



## CONSTRUCTION



### Construction flexes its economic muscle

**BOOMING.** That's the term many financial analysts are using to describe the construction industry's rebound, with year-over-year spending in August at its strongest since 2006, residential activity up 16.4 percent, a 12.3 percent gain in nonresidential spending and hiring at pre-recession levels.

And the industry currently makes up nearly 5 percent of the country's GDP, according to a note to clients from IHS Global Insight economist Patrick Newport, making the construction sector the strongest part of the economy, many analysts say.

## ON-HIGHWAY

### Pay-to-park? A 50-50 proposition

#### TRUCKERS AGREE

that there is a shortage of available parking spaces, especially as afternoon stretches into evening. When it comes to asking them to pay for the privilege, however, nearly half (48.2 percent) said "no way" while the remainder were willing to pay anywhere from \$1 to more than \$21 per space, according to an American Transportation Research Institute survey.

A related survey done by the Department of Transportation, found 37 states have a shortage of truck parking, a problem that's worse in densely populated regions and along major freight corridors. The worst state for trucking parking? Tiny Rhode Island, with only 31.4 spaces per 100,000 truck miles traveled.

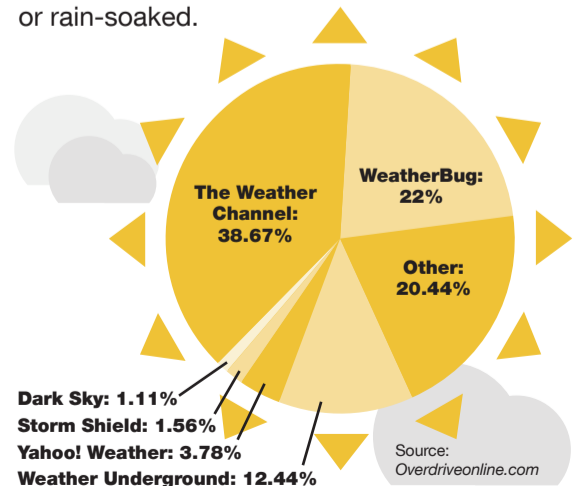
Source: American Transportation Research Institute



## WEATHER

### Rain or shine, there's an app for that

**KNOWING IN ADVANCE** what Mother Nature might throw at you is a big help whether you're headed cross-country or out to the jobsite. Tapping an app on your smartphone is an easy way to be prepared and might help you avoid getting snowbound or rain-soaked.



**COVER STORY**

# Exit strategy

Succession planning prepares family  
and business for the next generation

By Denise Rondini



Photo by Carmen K. Sisson

**T**he trucking industry is rife with stories of seemingly successful fleets that disappeared or were gobbled up by a competitor upon the unexpected illness or death of the fleet owner. Even if you've worked hard all your life to build your business, it could be shuttered if you fail to plan for the orderly transition of leadership.

"Simply put, without a succession plan your business has no future," says Tom Marx, CEO of Marx Group Advisors, which provides consulting services to clients in the automotive, heavy-duty and commercial-vehicle aftermarkets.

Having a succession plan allows your business to continue regardless of what happens to you. "It is really dangerous and risky not to have a succession plan in place," Marx adds. "It is like burying your head in the sand."

Succession planning is a process through which a company identifies and develops people who can take over key leadership roles within the organization as positions become available or when the current owner steps down.

Unfortunately, too many fleet owners put off succession planning because, like most business owners, "they are in denial and just don't see their own humanity," Marx says. "They think they are going to live forever or they will always have great health or they refuse to admit they are getting older."

Lack of knowledge about the process and benefits of succession planning and failure to understand the risks of not having a plan are other reasons fleet owners neglect this task.

While some fleet owners do look at succession planning, many of them wait until they are approaching retirement age to begin the process. This is a mistake, says Hugh Roberts, partner in the Rawls Group, which assists businesses with succession plans.

*continued on page 11*

# Basic steps of succession planning

There are a lot of decisions to be made during the succession-planning process, says Leslie Fry, partner in Dixon Hughes Goodman LLP. “There is no succession-planning checklist or cookie-cutter approach you can use. Each plan is unique because you have so many different variables to consider.” However, these basic steps will get you started.

**Step 1:** According to Mack Financial Services, it’s important to start the succession process early – 5 to 10 years in advance of the transition is the recommended time-frame. The earlier the better, as this helps smooth out the transition, as opposed to rushing through the process. A well thought out plan will give your business the best chance to succeed after your departure.

**Step 2:** Choose the right consultant. Go with someone who has experience in handling family business issues in your industry. One place to start is the Family Firm Institute ([www.ffi.org](http://www.ffi.org)). FFI describes itself as “educating, connecting and inspiring professionals who serve family enterprises. It is the organization of choice for the advisors, consultants, educators and researchers who help perpetuate trans-generational family business wealth.”

**Step 3:** Have accurate books and financial statements. “You need to know where the business is in order to design for the future,”

says Tom Marx, CEO of the Marx Group Advisors. Hugh Roberts, partner in The Rawls Group, says you need to know if the business is positioned well for success. “And you have to know what are the deficiencies and what landmines are out there that could blow things up.”

**Step 4:** Understand the difference between the sales price if you were to actually sell the business and the value of the business if you are transferring it to a family member or members.

**Step 5:** Know your goals and objectives. “Be clear about what you are trying to do,” Marx says. “Are you trying to develop a retirement plan for yourself or do you want to extend the business, but work fewer hours? You really need to know what your objectives are before you can design the actual succession plan itself.”

**Step 6:** Make your plan from a logical standpoint, keeping in mind what is best for the overall business, the customers and your employees. Keep key participants, including

## Choosing the leader

Decide your successor realistically based on who is best fitted to lead the company in the future. Often, the first-born child may not be the best fit for the position. You may consider giving the person who will run the company a larger share of the ownership, or more voting rights. Everyone can’t be equal. You may want to separate ownership from management of the operations. Always consider what is in the best interest of your company.

Source: Mack Financial Services



the successor(s), involved and engaged in the process. Keep them informed about your plans. “More importantly, this is the time to be objective,” Marx advises. “This is not the time to get caught up in emotions. Succession planning is not just the owner looking at his own values and what he wants; it is also about communicating with the people who are going to be the successors. This is not a one-way street. It is a two-way process between the owner and the person who will be running the business when the owner retires. The sooner the communication starts, the better.”

**Step 7:** Review the plan annually. Make sure you are coordinating your succession plan with your will and trust so everything is aligned. “If there is something contradictory in the documents, the will overrides the succession plan,” Marx says. Roberts adds, “If you want your planning engine to function the way it should, you need to give it regular tune ups and make the changes that are necessary as things change in your life and in the business.”

## Exit strategy *continued from page 9*

“Succession planning is all about making sure that your business is as strong as possible today so it can withstand whatever the future holds,” he says. “You need a plan in place that says what will happen going forward.” Roberts contends, and statistics bear him out, that average companies generally don’t survive.

Roberts’ definition of succession planning is “the continuation of the business through the next generation. The key word is through,” he says. “We are not just talking about handing the ball off. We see it as preparing the whole business to be ready for the seamless transfer of leadership through the next generation.”

While the formal succession-planning process, on paper, can be completed in as little as six to 12 months, it can take much longer to make sure your chosen successor or successors are completely ready to step into your shoes. That is why it is critical to begin the process and identify the person you want running your fleet when you no longer want to or are no longer able to.

### It’s a process

Succession planning is not something you merely mark off your to-do list.

First, the current owner determines his goals for what will happen after ownership is transferred. He needs to decide how much money he will draw out of the business while leaving it financially sound.

Secondly, he needs to focus on the best way to accomplish those goals. He needs to sit down with advisers such as accountants, attorneys, financial planners, and family business consultants, but also with the family. “Sometimes the answers [about what needs to be done] are easy,” says Leslie Fry, partner with public-accounting firm Dixon Hughes Goodman LLP, but other times they are complicated by the fact that some of the owner’s children may be involved in the business and some may not be.

Succession planning is not the same as estate planning, so don’t think you are in the clear if you have drawn up a will or trust. “Estate planning is a planning mechanism to minimize federal income tax that is owed as a result of the assets you have accumulated over your lifetime,” Fry explains. “While succession planning dovetails with estate planning, succession planning actually is planning for the orderly transition of your business.”

Third, you need to choose the right

people to run the business.

There may be a clear leader in waiting or it may be a leadership team to guide the business transition into the next phase once the owner decides to retire or in the event something happens to him.

### Family matters

When family members are involved, succession planning can include an estate-planning component as the business owner tries to make an equitable distribution of his assets to children who are involved in the business, as well as those who are not.

Fry says the fleet owner needs to develop a short-term bridge plan to share with his management team. Rawls says this can be implemented if the business owner becomes unable to run the business but the successor is not quite ready to take over the reins.

Rawls says there is no such thing as having too many committed, talented, hard-working family members in the business, but urges caution about family members who bring a sense of entitlement. “This creates all sorts of problems,” he says. “A strong successful business owner who would not even think about bending the rules for a non-family manager will bend them all day long when it comes to bringing their kids into the business.” He says it is imperative that any family members — especially potential successors — be treated the same way as other employees and not have their statures elevated beyond what they have earned and are capable of doing. “A parent can give a child a job, a title and a paycheck, but what they cannot give them is respect, and without respect they do not have a chance of being successful in the long run because nobody is going to stick with them through the tough times.”

Failure to have a succession plan in place can interrupt your normal business operations as well. “People may quit the business if they are worried that in the future it will close and they won’t have jobs,” Marx says. “Suppliers may leave, too, if they feel the current owner is not paying attention to what will happen to the business in the future.

“Another real possibility is that the owner himself may not get the value from his own blood, sweat and tears that he spent over all those decades building the business. Frankly, from the day the business is designed, it should have a succession plan.” ■



## Case study: Perrault's Trucking

**History:** The company was established in 1978 by brothers Wayne and David Perrault and in 1984 it became a sole-proprietorship owned by Wayne. Using eight Mack trucks, Perrault's hauls dirt, river silt, sand and limestone within a 50-mile radius of Baton Rouge, Louisiana. Perrault's has purchased 30 Mack trucks since its inception. The company typically employs 14 to 15 people.

Ron Perrault, operations manager, started working in the business when he was 15 years old, helping with payroll, fueling and minor repairs. Over the years he has worked in every aspect of the business. "There is nothing I haven't done." In fact, he says, "I will not ask my employees to do anything I haven't done. You will see me welding, changing parts, running to get parts, moving equipment, helping the finance people get the paperwork right, et cetera."

**Business transition:** The transition of leadership from Wayne to his son, Ron, began in 2006 when Ron says he started "running 75 percent of the daily operations." Asked how the transition began, Ron says, "We don't have an 'ask for it and get it' relationship. It is more like, 'show me what you can do.' My dad has to be shown that someone can handle something." One of the first decisions Ron made was to purchase five tri-axle Mack trucks to replace the tandems the fleet had

been running.

One reason Ron got more involved in running the operation was the growing use of technology both in trucks and to run a business. He says he is much more comfortable with technology than his dad is.

**Growth:** Under Ron's leadership, the business has expanded and has moved from being located at home to an office — even adding a shop and doing its own repairs. "We had huge growth when we built an office and added personnel in 2009," he says.

Ron says he is more of a risk taker than his parents. His mom, Ronda, is president of the company. "I do take risks, but most of the time they are educated and calculated." This can be seen in his decision to acquire six new trucks — the single largest one-time purchase in the company's history — in 2014. "I started digging through the numbers and found it is not 'cheaper to keep her.' Once I saw what the older trucks were costing us in maintenance and downtime it just didn't make sense to keep them." For the first time in the company's history not all the trucks were purchased outright. While the trucks have identical specs, three were purchased and three were leased.

While Ron is handling the day-to-day operations, Wayne is still involved in the business. "He is more of an employee now," Ron says.



Ron Perrault (standing) is taking over the reins of Perrault's Trucking from his dad, Wayne, who started the company in 1978. Ron runs the day-to-day operations but still consults with his dad on major decisions like new equipment purchases.

"He likes to get in a truck whenever I have one free so he can drive and haul. When he feels like hunting and fishing, he just does that. He calls it semi-retirement, but it is pretty much full retirement during hunting season."

The leadership transition is not 100 percent complete, but Ron says he makes about 99 percent of the decisions. For bigger decisions, like the one to acquire six trucks at once, he gathers the facts and makes a recommendation to his parents.

**Advice:** Ron says it is difficult to separate business from family but he and his parents try to handle business issues during business hours. "If something comes up when I am at their house swimming or at a birthday party I suggest to them that I take care of it on Monday," Ron says. "A lot of times there is nothing we talk about outside of work that can be actually fixed outside of work. I think it eases their minds when I tell them I will take care of it."

Ron says he has benefitted by learning from his father's mistakes. He listens to his father talk about the past. "He will tell me 'I did it this way and this is what I messed up.' You have got to learn lessons and you can learn them by listening to what happened in the past."

**Looking to the future:** At 36 years old, Ron has already given some thought to the future leadership of the business. He has two sons, Kaden and Liam, and in Ron's words "obsession is an understatement" to describe his younger son's interest in trucks, dirt and equipment. "He is only 4, so if he does not get burned out by time he is 15 I see him coming into the business." ■

"[Wayne] will tell me 'I did it this way and this is what I messed up.' You have got to learn lessons and you can learn them by listening to what happened in the past."

Ron Perrault



# Never caught off guard.



You don't have time for surprises, so GuardDog® Connect provides 24/7 proactive monitoring of your truck. When it detects a problem, a OneCall® agent connects you with our coast-to-coast dealer and repair network to quickly get you back on the road. And our fleet management tools further enhance operational performance, reduce cost and increase safety. Because with Mack, it's always all systems go.

[MackTrucks.com](http://MackTrucks.com)

**BORN READY.**



Hollywood Feed specializes in premium food and products for dogs and cats. The company decided to lease their own fleet of Mack Pinnacle trucks to take their distribution to the next level.

## A breed apart

### Mack Trucks drive Hollywood Feed's premium pet product success.

Story and Photos by Carmen K. Sisson

**M**emphis business owner Shawn McGhee believes in being the best, and that culture of excellence has resulted in astronomical growth for his company, Hollywood Feed. Today, he is reshaping the pet industry and setting a new standard for his customers.

It is no coincidence that when he decided to operate his own, in-house fleet, Mack® trucks were his equipment of choice for reliability, reputation and cost efficiency. There was another benefit: The bright yellow Mack Pinnacles™ are so eye-catching that they have become an integral part of Hollywood Feed's branding campaign.

McGhee is no stranger to success. He rose rapidly through the managerial ranks of both AutoZone and Office Depot, and when his keen eye spotted three failing feed stores, he knew he could make them profitable. In 2006, he purchased the stores and revamped them from the ground up.

Today, Hollywood Feed focuses exclusively on premium products for dogs and cats, with more

than 40 stores in five states — Tennessee, Alabama, Mississippi, Arkansas and Texas. McGhee expects to build 20 new stores in 2016. Revenue is increasing by 40-50 percent per year.

"If we can't do something really well, we don't do it at all," he says.

Keeping costs down was a top priority, but when McGhee ran the numbers, he realized he could get better service at a lower price if he operated his own fleet rather than relying on a carrier. There was an added advantage, too: The stores are busy in the daytime and parking is scarce, but if he hired his own drivers, he could schedule overnight, unattended deliveries.

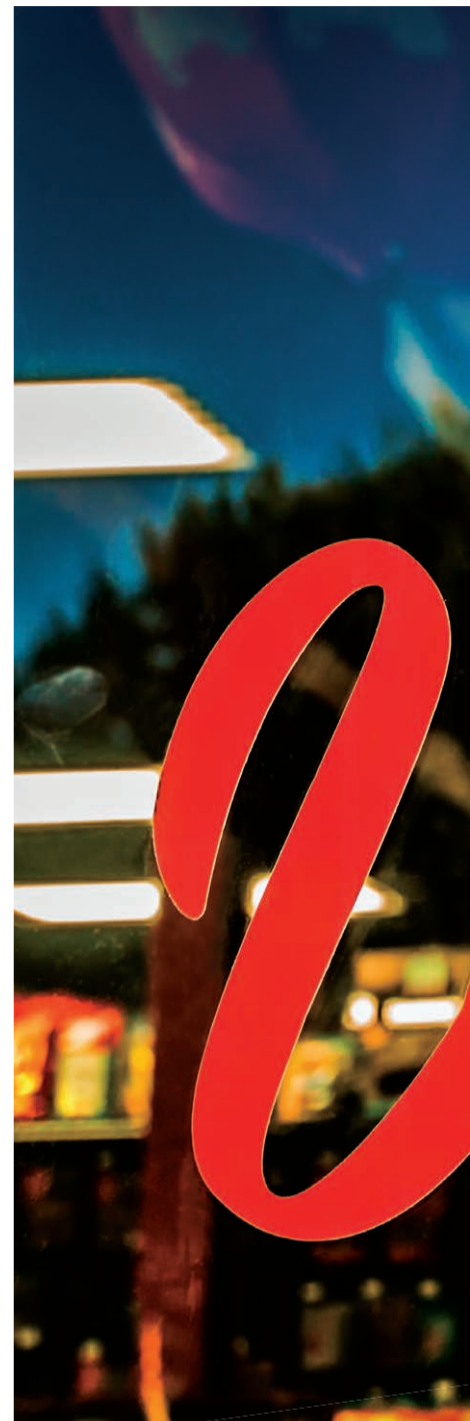
He started out with another OEM, but in 2013, he called Tri-State Truck Center in Memphis. The company was growing fast, and he needed equipment better suited for his operation. After exhaustive research, he decided Mack Trucks could take Hollywood Feed's distribution to the next level.

He currently holds full-service leases on five Mack Pinnacle models and plans to rotate them out every four to five years.

"We chose Mack because of the reputation and reliability," McGhee says. "We drove other brands, but we weren't happy with the drivability and cab accessories. Our drivers love the Macks."

Each tractor and trailer is custom retrofitted to meet the company's unique needs, says Eric Fite, vice president of Tri-State Truck Center in Memphis.

The biggest challenge was spec'ing the right wheelbase size and trailer size to maximize payload and maneuverability. They decided to go with an extra-short, extra-wide trailer 42 feet long with an interior of 100 inches wide.



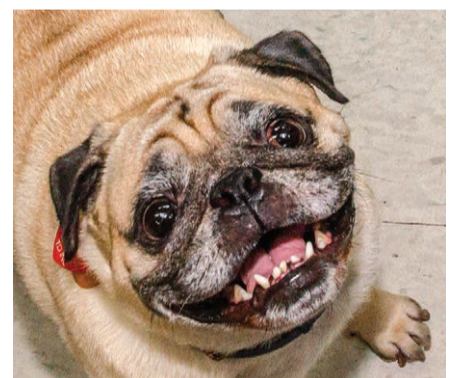




In keeping with the canine theme, the word “Woof” is painted on the headquarter’s door as a friendly greeting to customers.



Hollywood Feed president Shawn McGhee stands on the loading deck at the company headquarters in Memphis, Tennessee.



Employees are encouraged to bring their dogs to work, and on an average day, there are as many as 20 dogs roaming throughout the building.

- Company:** Hollywood Feed
- Location:** Memphis, Tennessee
- Tagline:** “A different breed”
- Employees:** 250
- Equipment:** Five Mack® Pinnacles™
- Specs:** Engine: MP8 with 445 HP,
- Safety features:** Mack Road Stability Advantage system
- Mack dealer:** Tri-State Truck Center, Memphis, Tennessee

# AT WORK

Because every minute counts toward the bottom line, McGhee had 250-300 gallon fuel tanks installed, minimizing the frequency of fuel stops.

And he had one more request: He wanted his drivers to be as happy and comfortable as possible. The cabs are equipped with microwaves, televisions, satellite radios, GPS navigation and even PlayStations.

“They’ve got a ton of bells and whistles on those trucks,” Fite says. “It’s unusual for someone to pay that much attention, but McGhee didn’t mind paying extra for lots of small options to keep his drivers happy.” Happy drivers mean low turnover and recruiting costs and greater customer satisfaction. His drivers are proud to drive the flashy, bright yellow trucks with the canine theme. A massive red paw is emblazoned on the hood, right behind the Mack Bulldog. The trailers are built by Great Dane and feature the Great Dane logo on the rear door, along with a large dog silhouette and the word, “Woof!” The sides feature more silhouettes of dogs.

The positive brand image extends to customers who say they like the trucks so much that they take photographs when they see them on the road, tagging Hollywood Feed on social media.

“The trucks are a nice adjunct to the business,” McGhee says. “They get a lot of attention. Our trucks are the nicest on the road.”

As the company grows, McGhee anticipates adding more Macks to the fleet and appreciates his relationship with his dealer.

“Mack handles the whole fleet maintenance equation,” he says. “We don’t even think about it. We don’t have any mechanics on staff. We entrust Mack with the service and care.”

McGhee focuses instead on how to grow his company, coming up with new ways to delight pet owners and improve the lives of their animals.



“The trucks are a nice adjunct to the business. They get a lot of attention. Our trucks are the nicest on the road.”

Shawn McGhee,  
president of  
Hollywood Feed

## A different breed

The company’s tagline is “A different breed,” and McGhee personally oversees every product they sell and is constantly seeking fun and innovative solutions for his growing clientele. They have had great success with the Mississippi Made line of dog beds, and they are now making collars and leashes from the left-over bedding material.

McGhee’s main focus is improving the lives and well-being of companion animals, and employee education is a critical component. Each of the company’s 250 employees starts out with 80 hours of training in animal nutrition and health, taught by veterinarians, researchers and nutritionists, and they receive an additional 40 hours of instruction per year.

And they are not just spouting textbook knowledge either. Each employee receives up to 500 pounds of food per month, with Hollywood Feed providing food for around 1,200 employee-owned dogs. Their pets are allowed free rein in the store, with sometimes as many as 20 dogs roaming the building, acting as four-legged ambassadors.



An array of pet products — many sourced locally — greets customers at Hollywood Feed in Memphis, Tenn.

“We believe in our product,” McGhee says. “We buy it, we feed it, we support it. We have a passion for pets.”

That passion extends to the community, with Hollywood Feed donating a significant amount of time and money to charitable causes, from animal adoptions to providing free doghouses and straw for dogs left outside in the cold Tennessee winters.

Outsiders might expect such largesse to be costly — and it is — but through hard work and business savvy, Hollywood Feed should continue to grow for decades to come.

“God blessed me with the ability to absorb and understand where opportunities may lie,” McGhee says. “We think about the business at a level I don’t think many companies do. We focus always on quality. We want to be the best.” ■



# App up your workday

Smartphone apps have revolutionized the way many people spend their free time and consume entertainment products. Now they're quickly making inroads in the worlds of business and industry – with some bridging the personal-professional divide. The transportation industry is ideally suited for gains in efficiency, connectivity and productivity through mobile-app technology, as evidenced by the more than 40,000 trucking-specific apps in the Google Play store alone. Here is a small sampling of the apps that attempt to make life easier for drivers, fleet owners and construction contractors.

## 7 apps for fleet owners

### McLeod Anywhere *mcleodsoftware.com*

★★★★★ at Google Play



**Cost:** Free for McLeod Software LoadMaster and PowerBroker customers; use of the app requires purchase of a server-side component

**What it does:** McLeod Anywhere gives you up-to-the-minute access to your customer and driver information, delivery receipts and the status of dispatched orders, tractors and trailers. You can fully manage the order lifecycle from pre-assigning equipment to dispatch to setting driver/carrier pay.

**Popular features:** Messaging drivers and sending wire codes for cash

**User review:** "Must-have application! Great tool and invaluable. Highly recommended this application if you use McLeod's transportation management software." – Paul Erickson

**Download at:** Google Play, iTunes

### TransFlo Mobile *transflomobile.com*

★★★★★ at Google Play



**Cost:** Free, but you need to obtain a fleet ID or broker ID from an authorized broker or Pegasus TransTech

**What it does:** With this app, drivers can send paperwork to carriers and carriers can send paperwork to brokers, speeding payment times. Take photos of documents, then index and doc type them before submitting. An image-optimization feature allows the app to handle even carbon-copied documents and those with light gray text over a colored background.

**Popular feature:** Scan and send multiple documents together.

**User review:** "A must-have app for the trucking industry." – Lynn Hensley

**Download at:** Google Play, iTunes

### REVEAL manager app *fleetmatics.com*

★★★★★ at Google Play



**Cost:** Free; users must be Fleetmatics customers

**What it does:** The REVEAL app provides full-function access to your Fleetmatics fleet-tracking account. Monitor each vehicle's performance and compare it with benchmarks, locate any driver in your mobile workforce, investigate incidents in the field and receive real-time activity alerts and notifications.

**Popular feature:** Find and send the nearest technician to an urgent job.

**User review:** "I love this software." – Douglas Tiller

**Download at:** Google Play, iTunes

# ON BUSINESS

## Safety Meeting *mcleodsoftware.com*



★★★★★ at iTunes

**Cost:** Free

**What it does:** With this app, you can and record and track OSHA-required safety meetings, accidents, near misses, employee attendance, and more.

The app includes pre-written safety meetings covering more than 950 topics pertaining to 35 industries, date stamps each meeting you hold, allows you to use your device's camera for proof of attendance and captures signatures to document disciplinary actions.

**Popular feature:** Because multiple administrators are possible, your whole company can use one app and say goodbye to messy/lost paperwork.

**User review:** "Works very well. We have been using this app for several months. I like the fact that when I am done my documentation is already complete." – Harvey Johnson

**Download at:** Google Play, iTunes

## Construction Manager *snappii.com*

★★★★★ at iTunes



**Cost:** Free

**What it does:** This app enables accurate and regular flow of information including maintenance logs, daily reports, project estimates and timesheets between company headquarters and construction sites. Daily Report and Maintenance Log forms help workers record each day's important events, providing a uniform, complete record of your projects.

**Popular feature:** Create on-the-spot estimates and retrieve and share pdf forms of estimates, timesheets, maintenance logs and daily reports.

**User review:** "What an app – would give it a 10. Does everything you need and so much more. Way to go team." – Jack Blackburn

**Download at:** Google Play, iTunes



# 7 apps for drivers

## ITS Trucker *truckstop.com*

★★★★★ at Google Play



**Cost:** Free, but you must have an active Truckstop.com subscription. A standard subscription is \$35 per month.

**What it does:** ITS Trucker connects you with one of the industry's largest load boards. You can search for loads using GPS or another location, access load details, post your truck and save preferences and favorite searches. Broker credit checks allow you to see days-to-pay and industry references.

**Popular feature:** Use the "Get Me Home" button to view loads that will take you back to your home base.

**User review:** "Excellent app. My son-in-law and I use it every day." – Neal Monter

**Download at:** Google Play, iTunes, Amazon

## MyDAT Trucker *dat.com*

★★★★★ at Google Play



**Cost:** Free

**What it does:** This app shows nearby truck stops, travel plazas, diesel prices, truck-friendly hotels and services, CAT Scales and more plus loads from the DAT Extended Network. See truck-stop amenities, get directions and receive discounts from Hotels4Truckers.

**Popular feature:** Sort nearby truck stops by distance, diesel price and parking spaces.

**User review:** "This app is a must for any trucker – owner-operators for fuel cost and company drivers for the closest big-name truck stop." – Louis Stermer

**Download at:** Google Play, iTunes

## Big Road *bigroad.com*

★★★★★ at iTunes



**Cost:** Free for drivers; fleets pay \$15 per month per user.

**What it does:** This driver-log app tracks your duty-status changes and builds clean, editable daily logs. Using hours of service rules, it automatically calculates your available drive time. Send your logs, vehicle-inspection reports and scanned documents directly to your fleet or print or save pdfs of logs.

**Popular features:** GPS-enabled map with traffic and ability to find truck stops, scales, dealer locations and other points of interest

**User review:** "I use this every day. It protects me from mistakes and costly fines. Excellent program. Highly recommend." – Chris Schuts

**Download at:** Google Play, iTunes

## LoadDOCS *loaddocs.co*

★★★★★ at Google Play



**Cost:** Free

**What it does:** LoadDOCS allows you to scan and manage all your paperwork. You also can upload images, and the app backs up your files so they won't get lost. Share your documents and invite others to leave comments as well.

**Popular features:** Unlimited uploads of paperwork and images are free, and you can quickly access previous documents.

**User review:** "With LoadDOCS, there is never a question of if, when or where a load was delivered. Our drivers love it as the mobile app allows them to get paperwork back to us without burning HOS searching for a truck stop fax machine." – Gabe Anders

**Download at:** Google Play, iTunes

## Toodledo toodledo.com

★★★★★ at Google Play



**Cost:** Free

**What it does:** Toodledo is a productivity tool for managing your checklists. It will organize your to-do list and notes, tracking the priority, start date, due date, time, length or status of tasks. You can search, filter and sort items in a variety of ways and ensure the most important and timely tasks float to the top.

**Popular features:** Audible, popup alarms and the ability to access your data on any device

**User review:** "The best task-management app so far! Make it simple or complex, as you wish. The task could be coupled with a goal – very important to see and remind yourself WHY you want this task to be done! One of the useful options is sorting by importance+urgency."  
– Joseph Gutin

**Download at:** Google Play, iTunes

## Macropoint macropoint.com

★★★★★ at Google Play



**Cost:** App is free; Pay-per-load pricing for carriers

**What it does:** Macropoint uses drivers' cell phones to provide real-time, validated load tracking. From one integrated interface, you can see quickly which loads are on time, behind schedule or in trouble. Send trip information to drivers and receive arrival/departure and loaded/empty notices from drivers. MacroPoint is built to integrate with other software you're likely using.

**Popular feature:** Eliminates check-in calls

**User review:** "Very simple, easy way to get load info." – John Rapport

**Download at:** Google Play, iTunes

## ScaleBuddy scalebuddy.com

★★★★★ at Google Play



**Cost:** Free

**What it does:** This app tells you the locations of weigh stations and whether they're open. As you near a scale, you're prompted to update its status so other users of the service will have the latest information.

**Popular feature:** Allows you to make sure your logs are in order before you approach a scale.

**User review:** "Works great. Now just needs more people to update it more. I am telling everyone about this app." – Jacob Schandua

**Download at:** Google Play, iTunes

## TeamCME teamcme.com

★★★★★ at Google Play



**Cost:** Free

**What it does:** The TeamCME app gives locations of certified clinics for DOT physicals and alerts you when your certificate is expiring. The service can send expiration alerts to your phone and email account one month before, one week before and on the day your certificate expires. It also can send alerts to your employer.

**Popular feature:** If you're worried your medical condition will affect your driving status, consult the medical library for commercial drivers and be prepared for your next physical exam.

**User review:** "Great app." – Robert Twaddell

**Download at:** Google Play, iTunes

## NIOSH Lift Index ★★★★★ at Google Play



**Cost:** Free at Google Play; \$2.99 at iTunes

**What it does:** This app quickly performs the National Institute of Occupational Safety and Health's lifting equation to determine the recommended weight limit for a given task over a certain time period. NIOSH Lift Index condenses 43 pages of equations and descriptions into one, easy-to-understand screen where you input object weight, start and destination position, frequency of lifts, duration and more.

**Popular feature:** The app analyzes both start and destination positions and computes the lift index for the most stressful position.

**User review:** "Very useful and helpful. Thank you." – Indah Nisa

**Download at:** Google Play, iTunes



## Apps for fleet owners, drivers and, well, pretty much everyone

### Audible

★★★★★ at Google Play



With this app, you can listen to a good book whenever your eyes and hands are busy. Choose among more than 180,000 titles, including best sellers, classics and much more. The Audible app offers chapter navigation, bookmarking, sleep mode and variable-narration speed.

### Skype

★★★★★ at Google Play



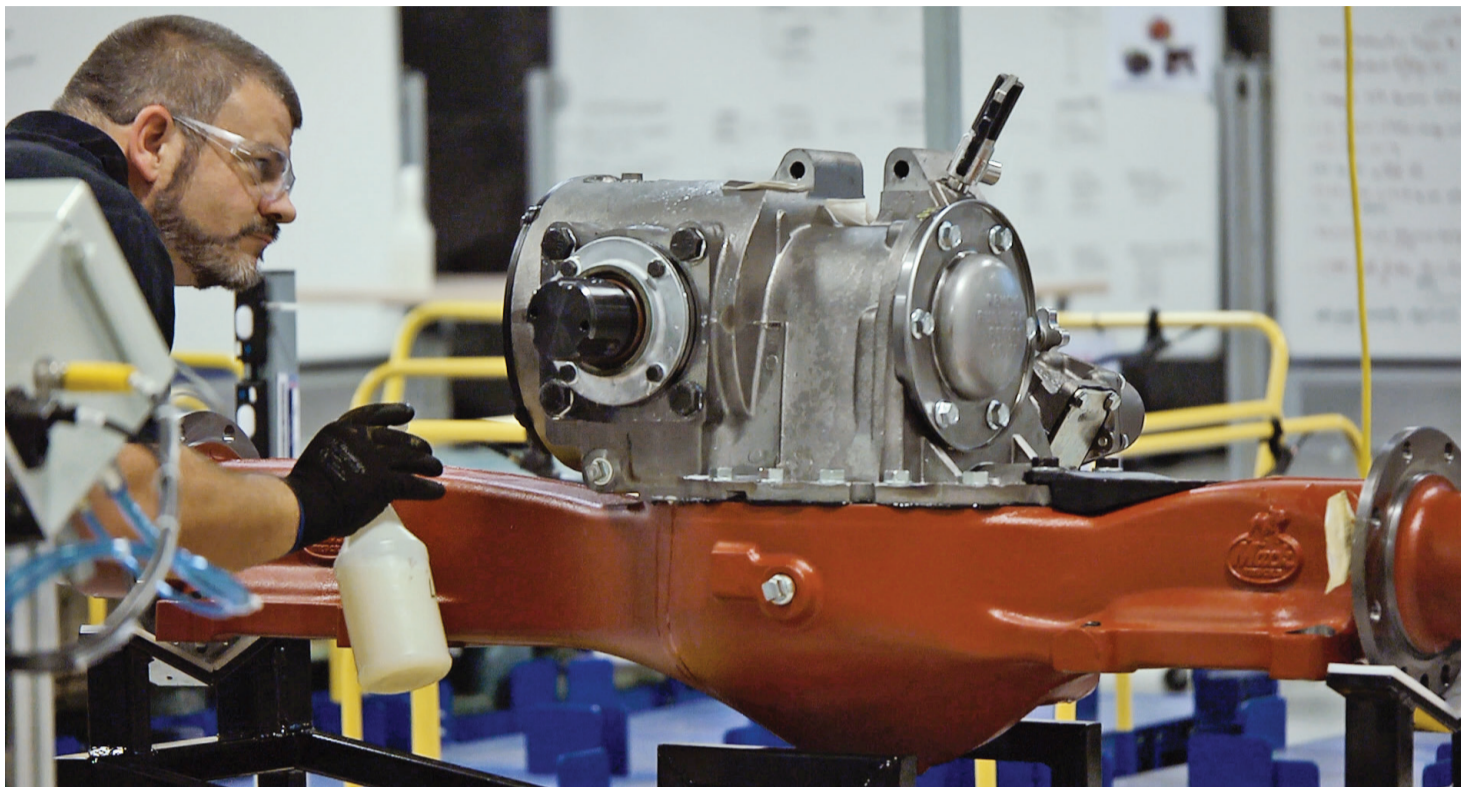
Connect with friends and family members anywhere in the world with Skype. You can have a voice or video call and send instant messages, photos and videos, all for free. Skype works on smartphones, tablets, PCs, Macs and even TVs.

### Calorie Counter

★★★★★ at iTunes



Calorie Counter can help you quickly track your exercise and diet, including: calories, fat, protein, carbs, sugar, fiber, cholesterol and more. Its database includes more than 5 million foods, a barcode scanner recognizes more than 4 million food items and you can import and track any recipe on the Web. Enter goals based on recommendations from your doctor or nutritionist or receive personalized goals based on your diet profile. Keep yourself motivated with charts of your progress.



## Integrating production of an integrated powertrain

Mack adds axle production line to the Hagerstown, Maryland, plant that manufactures all its heavy-duty diesel engines and transmissions

**W**ith the addition of an axle production line at its Hagerstown, Md., facility earlier this year, Mack Trucks is now building engines, transmissions and drive axles under one roof, a move Stephen Roy, president of Mack Trucks North America, says demonstrates commitment to integrated powertrain design.

“Bringing axle production to Hagerstown allows us to oversee the manufacturing process — from design to assembly — and deliver the high-quality components our customers depend on,” Roy said when the new axle line was inaugurated in mid-October.

This is a key time to bring axle production in house, given the importance of down-speeding and fuel efficiency to the trucking industry today, and the growing focus on greenhouse gas emissions, says Stu Russoli, Mack highway and powertrain product marketing manager.

“If we can save our customers money at the pump, we lower the total cost of ownership and create value,” Russoli says. “As we develop new, faster rear-axle ratios, it’s key to

have them produced in our plant where the testing is done and where the engineers are based.”

Mack has assembled powertrain components at the Hagerstown plant since 1961. The new line, which brought assembly of all Mack® heavy-duty drive axles and machining of Mack carrier housings to the facility, was part of a \$30 million investment.

This investment also funded upgrades to the engine-assembly process and centralization of aftermarket core warehousing operations.

### Unique axle elements enhance performance

Production began on the new axle line in July. Unique features of Mack proprietary drive axles include a top load design and spiral bevel gears. These attributes work together to deliver superior durability and increased fuel efficiency.

According to Russoli, the top-mounted carriers used on Mack axles allow the driveline

to connect directly into the front of the carrier, while providing a straight path for the inter-axle driveline to the rear-drive axle. Designs from other axle manufacturers have a 3 to 8 degree angle for the inter-axle driveline, which creates a parasitic loss and reduces efficiency by 5-20 percent.

The spiral bevel gears and helical gears Mack uses are 3-15 percent more efficient than industry-standard hypoid gears, while Mack’s power divider is active only when needed, which also increases efficiency.

“Mack’s whole powertrain is designed to most efficiently deliver the power from the engine to the where the rubber meets the road,” says Russoli.

For even greater fuel efficiency, customers can spec Mack proprietary axles in combination with the Super Econodyne powertrain package. Super Econodyne integrates the Mack *mDRIVE*™ automated manual transmission, a Mack MP7® or MP8® engine and Mack’s custom software. The combination of Mack proprietary axles and Super Econodyne is available on Mack Pinnacle™ highway



In October, Mack Trucks inaugurated its new axle line at the Hagerstown, Maryland, facility where the company's powertrain components have been assembled since 1961.

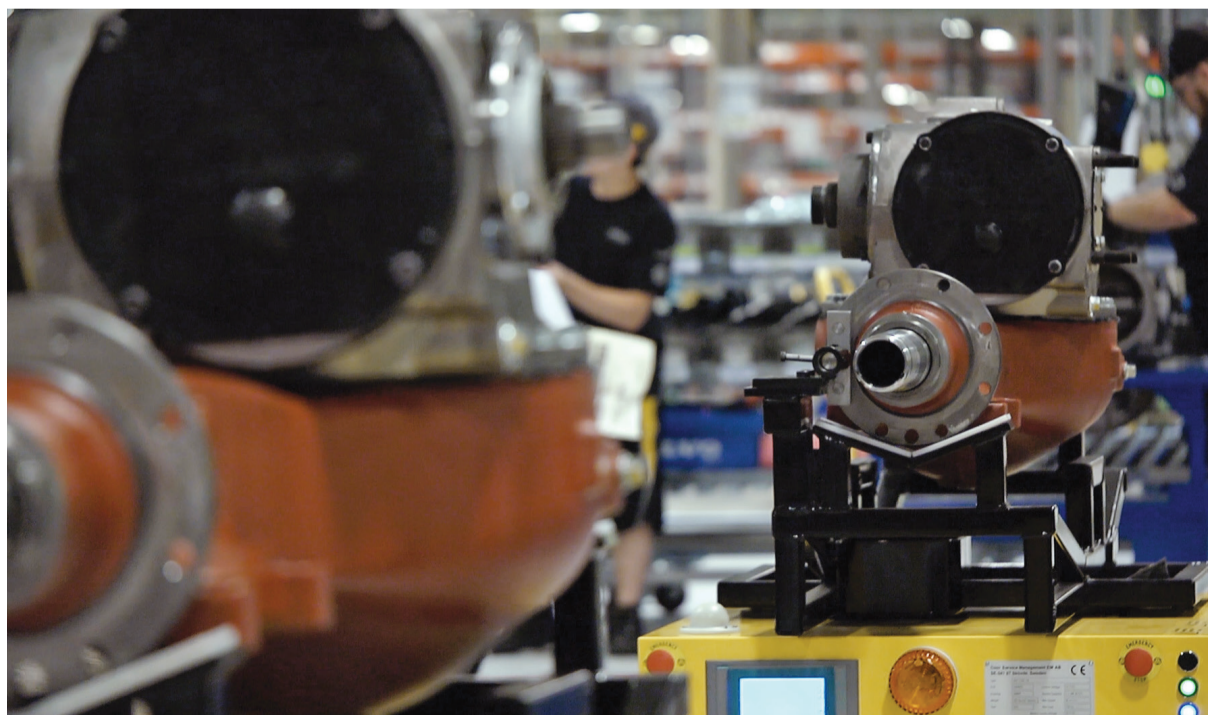
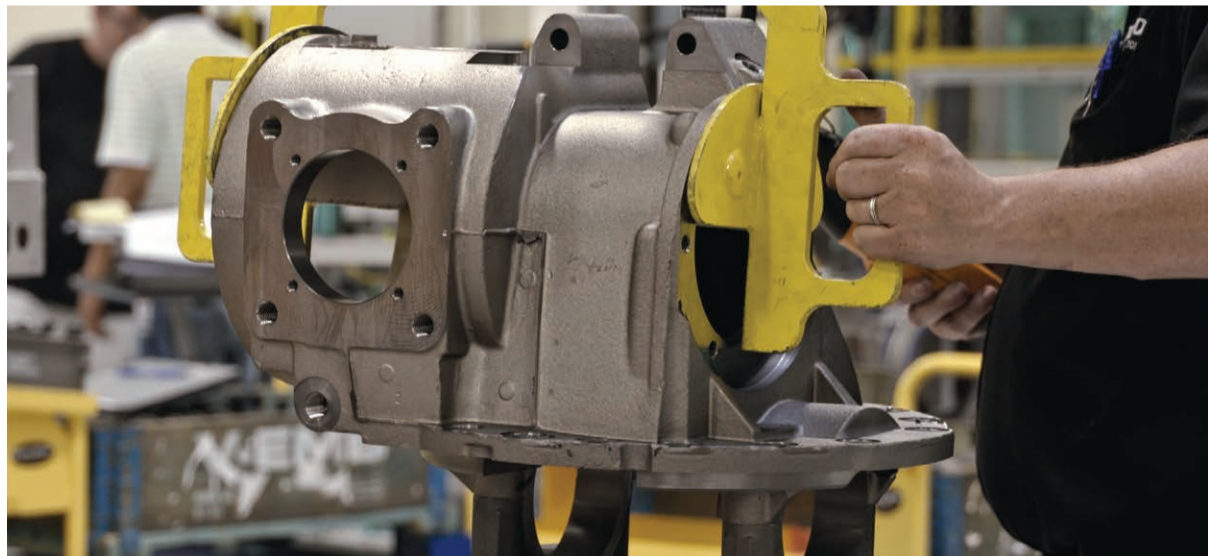
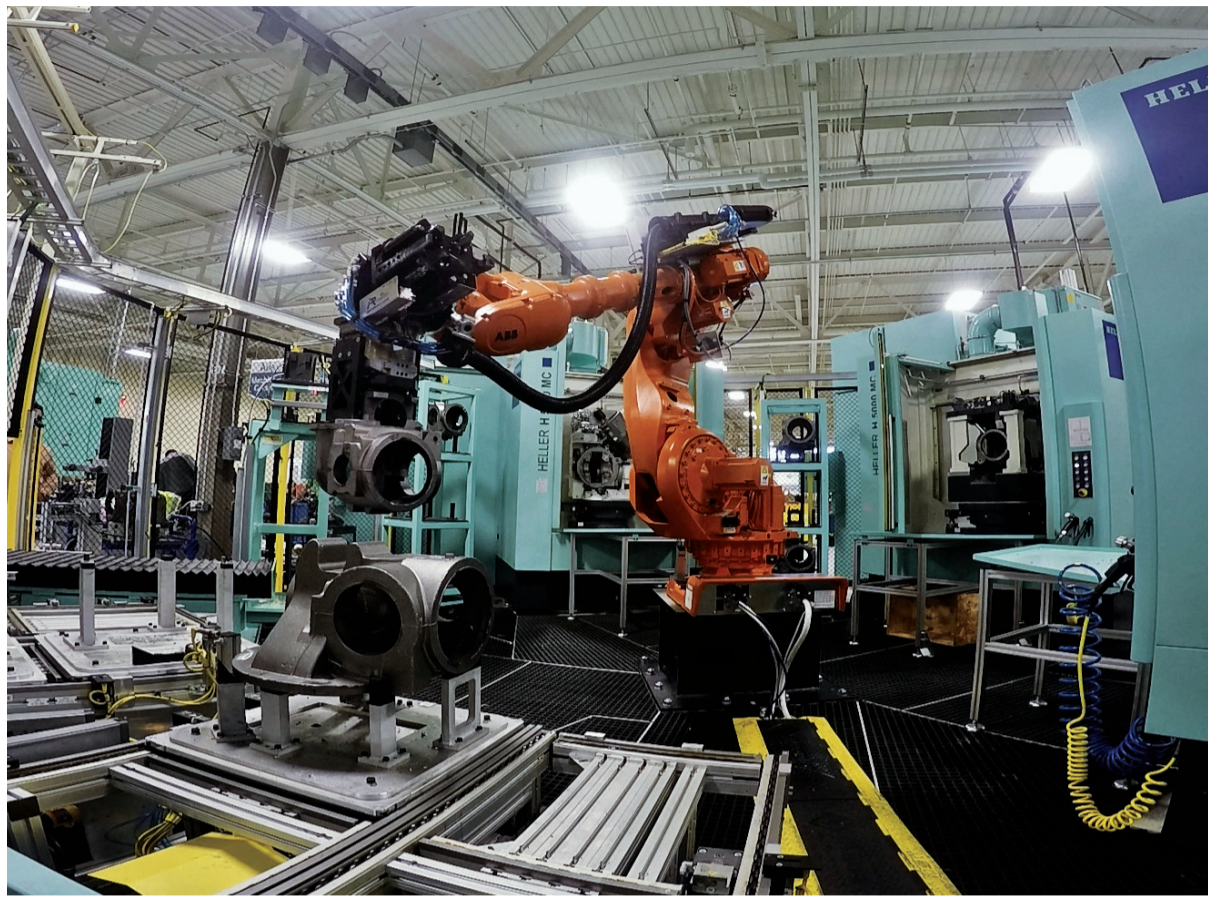
models, and this arrangement increases fuel efficiency up to 4 percent compared with similarly spec'd vehicles.

## Seamless operation

Powertrain integration always has been a pillar of Mack's design approach. Integration provides the opportunity to engineer components to work seamlessly together in ways that optimize vehicle performance and increase fuel efficiency.

Assembly of the *mDRIVE* automated manual transmission, which is standard on the Pinnacle model, came to Hagerstown in 2012. *mDRIVE* automatically selects the best gear for optimized fuel economy at the desired road speed, putting less stress on the driveline and leading to less wear and longer life. The *mDRIVE HD*, a heavy-duty version of the *mDRIVE*, was announced in February 2015. Also assembled in Hagerstown, the *mDRIVE HD* is standard on the Mack Granite® and Titan by Mack models and offers improved performance for demanding on- and off-road applications.

"Hagerstown has played a crucial role in powering Mack's truck models for more than 50 years," says Pierre Jenny, vice president of powertrain production for Mack. "With this new axle-manufacturing capability, we are truly the birthplace of Mack's famous Gold Bulldog, which adorns every Mack model equipped with a complete Mack proprietary powertrain." ■





# AT WORK

## Superior Success

Mack Pinnacles and Titans  
power Superior Transportation's  
growth in specialized hauls

Story and photos by Carmen K. Sisson

MACK

**S**uperior Transportation CEO Pat Barber has been a Mack enthusiast his entire life, so it was natural for him to choose Mack equipment to power his fleet. He's proud of his company's reputation for superior service transporting high profile, challenging cargo and credits his professional drivers and top-of-the-line Mack equipment for this success.

Barber started Superior, based in North Charleston, South Carolina, in 1998 as a one-truck owner-operator. Once he reached five trucks, he officially came off the road and began managing the fleet that specializes in heavy hauls of rare, difficult, oversize or high-value cargo — a perfect fit for Mack's combination of durability and power. They have successfully completed more than 100,000 shipments of large loads, seamlessly combining truck, rail and barge transport. They operate throughout 48 states but primarily haul east of the Mississippi River.

### Born Ready

Barber's loyalty to the Mack brand began early: When he was born, he and his mother came home from the hospital in his father's Mack wrecker, and when his father replaced that truck with a newer Mack, he took his young son to the local Mack dealer and let him choose the color — green.

Today, his Mack pride is on display in his office where bookcases tower from floor to ceiling filled with miniature Mack trucks. "I've always had an affinity for Macks, especially green ones," Barber says, pointing to a faded photograph of him and his brother in front of his dad's 1972 Mack.

There has been a lot of industry consolidation recently, but Barber says Superior Transport is here for the long haul. Though the Great Recession was brutal, he says the company survived thanks to its strong relationships with vendors, banks and insurers. Superior's goal is to be the go-to company

for customers with challenging cargo, and as the years pass, their reputation continues to grow, with annual revenue of \$15 million.

Barber's proud of his 40-truck fleet, consisting primarily of 2013 and newer Mack Pinnacle™ and Titan by Mack models, and says the equipment attracts and helps retain reliable, professional drivers.

### A trucker's truck

With industry driver turnover trends at nearly 84 percent according to the American Trucking Associations, recruiting and retaining good drivers is crucial to the success of any trucking company. Barber, who was previously a mechanic and a driver, feels strongly about his drivers. He knows how hard the job can be and he wants his nearly 40 drivers to operate as safely and comfortably as possible.

That's why he was excited to take a delivery of 13 Mack Pinnacle axle-forward





Pat Barber stands in front of a Mack truck at Superior Transportation in North Charleston, South Carolina. Barber started the company in 1998.

sleepers, with the optional Rawhide edition interior. Beneath the hood is the MP8® 13-liter engine with the Mack *mDRIVE*™ automated manual transmission. Inside the cab is a luxurious expanse of button-tuck ultraleather and two-toned embroidered seats. On the dash, a small emblem states: “Custom Built for Superior Transportation.”

Drivers were initially hesitant about the *mDRIVE*, but they are now enthusiastic converts.

“It’s a huge fatigue buster and makes their day easier,” Barber says. “We would have a tough time getting any of these guys out of those trucks now.”

Still, he worries about the future of the trucking industry as older drivers retire and younger generations turn to computers or other professions. He has two drivers who



Photo by Jim McNamara

One of Superior Transportation’s Mack Pinnacles delivers a fermenter to the new Sierra Nevada brewery in Mills River, North Carolina, this past April.



Pat Barber stands in front of a Mack Superliner with his son James.

have been with him from the beginning, but he’s always looking for new drivers as he expands. That’s why he offers high-tech equipment along with lucrative pay and benefits packages.

Drivers start out with an annual salary of \$47,000, and the company’s average driver earns \$64,000 annually. They are also provided with uniforms, work boots and personal

protection equipment, and their trucks are washed and maintained for them in-house.

They receive quarterly bonuses of \$1,200 for safe driving, and the company has received safety awards nearly every year from the South Carolina Trucking Association.

“It’s harder than ever to retain employees and pay is not the only answer,” Barber says. “I take care of my people. I still drive. I still get

# AT WORK

out there and get my hands dirty.”

“Most CEOs think taking care of customers is their number one priority,” Barber says. “But if you take care of your drivers, they’ll take care of your customers. They will be your best salesmen.”

## Reliable and durable

What matters the most to the bottom line of Superior is keeping the trucks out of the shop and the wheels rolling. The majority of Superior’s freight is over-dimensional, over-weight and out-of-gauge with gross vehicle weights ranging from 80,000 pounds to 240,000 pounds, and there’s no room for downtime. Macks are reliable, and that was a big selling point, Barber says.

Barber knew he wanted to work with Mack Trucks because of his loyalty to the brand, but Mack sales representative Bill Peek knew that they would fit his needs perfectly.

“He hauls these gigantic loads and needs a really durable, powerful truck,” says Peek, who handles Barber’s account at Hughes Motors Inc., in Charleston, S.C. “Mack’s high-horsepower, high-torque trucks were the workhorses he needed to haul these super heavy, supersize products.”

Superior Transportation was the first carrier in the state to use the Titan. With 605 horsepower and 2060 lb-ft maximum engine torque, it was “the beast he needed,” Peek says.

Superior Transportation has a fully



Superior Transportation technician Merrick Diggers talks with Safety Director Drew Lemacks as a Mack Pinnacle undergoes routine maintenance.

equipped shop to handle their own maintenance and mechanic work, but they still benefit from GuardDog® Connect. These days, though, they worry a lot less about breakdowns.

“He had (another brand) that he couldn’t keep out of the shop,” Peek says. “They were breaking down all over the place. He needed the reliability of Macks as well as the durability to accommodate his customers’ needs and delivery schedules.”

Barber has also equipped the trucks with the Eaton VORAD Collision Warning System.

“He’s big into safety and the latest innovations,” Peek says. “He’s well-versed in Mack specs and is technically proficient enough to tell you exactly what the specs are. Spec’ing out a truck for him is easy.”

They’re also easy to spot.

“He keeps them in immaculate condition,” Peek says. “Those are some of the cleanest trucks you’ll see on the road.” ■

## Full steam ahead

**N**orfolk Southern selected Superior Transportation for a special project — transporting a 1927 replica of the “Best Friend of Charleston,” the nation’s first steam locomotive built for passenger and freight service. For Norfolk Southern’s 175th anniversary, they hired Superior to bring the train from Charleston to New York and set it up for display on Wall Street in front of the New York Stock Exchange. A few years later, Superior carried the train to Atlanta and installed it in Norfolk Southern’s David R. Goode Building. Later, Superior again moved the locomotive, bringing it from Atlanta back to its home in Charleston.

The moves were challenging, Barber recalls, partially because of the train’s size, partially because it was high-value cargo — but also because it was a unique part of history. The project was so important that



Pat Barber, president and CEO of Superior Transportation, sits in the Best Friend’s engineer’s chair as his crew prepares to roll the locomotive onto a turntable in the Goode building lobby.

Barber accompanied his crew, sitting in the locomotive’s engineer chair to release the engine’s handbrake and guide the movers as they inched the 8,000-pound train through the glass-paneled lobby, hoisted over a lamppost, between two trees and

onto a trailer.

“It was priceless,” Barber says of the train. “Although it was a replica, it had sentimental value to thousands and couldn’t be rebuilt. All eyes were on us.”

And as always, they delivered.



Photo: Paul Hartley

## Mack lovin' @hellbenthagen takes to the Twitterverse to spread the word about his Mack truck By Carolyn Magner Mason

**J**amie Hagen, a trucker from Aberdeen, South Dakota, is one Mack lovin' guy. He's so into all things Mack that his Twitter account handle, Mack Lovin, perfectly describes his feelings about his prized possession, a 2016 brilliant blue Mack Pinnacle. Hagen, who is leased to Cliff Viessman Inc., shows his Mack enthusiasm through his more than 5,000 tweets to his 644 followers.

He took time to talk to *Bulldog* magazine about his social media exuberance.

### **Q: How long have you been trucking?**

A: I'm a leased owner-operator now but started driving a truck when I was 17 years old. My dad was a truck driver and farmer, and I grew up around trucks and machinery. In 1992, the year I turned 18, I started driving full time. When I turned 21, I bought my first truck and went over the road, where I've been ever since.

### **Q: Tell us about how you decided to buy the Mack Pinnacle.**

A: I've been driving for Cliff Viessman for 17 years, the past five as an owner-operator. Last year, I decided to buy a new truck and knew I wanted a classic look with the latest technological advances. I was not really familiar with Mack so I sat down with the salesman at the

local dealership (Sheehan Mack in Aberdeen, S.D.). I wanted to know about fuel economy since I'm trying to make good business choices. After that, I went to the Mid-America Trucking Show and drove a Pinnacle and then came back and bought one!

### **Q: What's special about your Pinnacle?**

A: It's a 2016, brilliant blue metallic Pinnacle Econodyne with *mDRIVE*, GuardDog Connect, MP8 13-liter engine and SuperEconodyne. I'm pretty proud of the fuel efficiency and average 8.6 mpg. Sometimes I even post photos of a few 9s I've gotten. I like all the high-tech features. I'd have to say it was the technology features that helped make my final decision.

### **Q: What's her name?**

A: She's "Ozzy," but most people who see her call her Cookie Monster.

### **Q: How did you get so involved on Twitter?**

A: I love communicating with other truckers through social media. I like to post photos of my truck and talk about the great mileage I get. It's obvious how much I love my truck and the Mack brand. My followers get a kick out of my posts and I've met a lot of great people through social media. I've always embraced technology and feel like Twitter is a great way to stay in touch with friends and family. It's today's version of the CB radio.

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**"I'm pretty proud of the fuel efficiency and average 8.6 mpg. Sometimes I even post photos of a few 9s I've gotten."**

**Jamie Hagen**

## Being Evel

The restored 1974 Mack FS Model gets its close-up in a new film about Evel Knievel

**W**hen *Big Red* recently appeared at the premiere of “Being Evel,” a documentary about the life of legendary daredevil Robert Craig “Evel” Knievel (1938-2007), it marked the culmination of years of restoration work on the 1974 Mack FS cabover, a process that transformed the former icon from near scrap to celluloid star.

As Knievel’s transport truck in the 1970s, Big Red not only hauled the stuntman’s motorcycles, Cadillac station wagons and pickups, and the famous SkyCycle, it also served as a custom-built office and dressing room, decked out in Knievel’s signature red, white and blue color scheme. The meticulously restored interior features memorabilia from Knievel’s life on the road, including a lucky horseshoe he would touch before making every jump.

### Carrying on the legend

As part of a partnership with Evel Knievel Enterprises and Historic Harley-Davidson of Topeka, Kansas, where Big Red was restored, Mack has provided two Pinnacle highway models – a DayCab and a 70-inch high-rise sleeper – to help transport the definitive collection of Knievel memorabilia, including Big Red, to stops across the country. The traveling memorabilia collection features not only the truck, but also several of Knievel’s motorcycles, leathers, helmets, medical X-rays, casts and other unique items collected by Evel enthusiast and world-renowned skateboarder Lathan McKay.

After Big Red was featured by Robb Mariani on his TV show, “American Trucker,” McKay tracked the Mack down at a salvage yard in Clearwater, Florida. He says the cab’s roof looked like Swiss cheese and was filled with 20 years’ worth of pine needles. McKay bought the rig and eventually enlisted Historic Harley-Davidson owner Mike Patterson to rebuild the combo.

“There was more sky than metal in the cab when we got the truck,” Patterson says. “It took us the last year-and-a-half, with the help of more than 96 businesses and individuals in and around the town, to rebuild it.”

Big Red has been showing off its facelift: It headlined the 14th annual Evel Knievel Days in Knievel’s hometown of Butte, Montana; appeared at the Sturgis Motorcycle rally in South Dakota, was on site at the Great American Trucking Show in Dallas; and graced the red carpet at the premiere of “Being Evel,” in which it plays a supporting role.

“Seeing Evel’s restored Mack FS model in the film, then experiencing the rig in real life, adds a great dimension to Evel’s fascinating story,” says John Walsh, Mack vice president of marketing. “Not just anyone can be depended upon to haul a legend, and what better choice than a present-day Mack Pinnacle model to deliver Big Red to the premiere.” ■





Known affectionately as “Big Red,” the truck is the centerpiece of a traveling exhibit of Knievel memorabilia. The truck has been restored to as close to original condition as possible, including the red, white and blue cab and Knievel’s personal dressing room.

Ryan Cavanaugh



A Mack Pinnacle 70-inch high-rise sleeper model delivered Evel Knievel’s fully restored 1974 Mack FS786LST model show truck during the theatrical premiere of “Being Evel,” a documentary film that chronicles the life of the legendary daredevil.

## Transporting Big Red

Take a look inside

- Engine:** Mack MP8 505C MaxiCruise
- Transmission:** mDRIVE automated manual
- Wheelbase:** 227 inches
- Gross combination weight:** 80,000 pounds
- Horsepower:** 505 HP
- Torque:** 1760 lb-ft

### Featuring

- Mack fully integrated powertrain
- Mack Twin Y™ air suspension
- Co-Pilot driver display

# LETTERS

## 1927 Mack helps launch successful business



Edward J. Imperatore operates a 1927 Mack P&H crane in the early 1950s.

**M**y name is **Edward J. Imperatore**, the founder and owner of Imperatore crane service in Cranston, Rhode Island, for 55 years. I am writing to you because I bought a Mack truck (with a) P&H Crane, when I first started my business; and it was integral to my success.

When I was discharged from the Navy in 1945, I won a bid on a Mack truck P&H crane (sight unseen), from the U.S government, for \$8,500. It was a 1927 Mack with a chain drive and between the rear tires it had a chain sprocket to drive the two wheels in the back duels.

I went to pick up the crane at a government surplus equipment yard in Framingham, Massachusetts. Upon inspection, I determined that it was in deplorable condition. I was so disheartened that I sat next to the crane on the ground and cried.

Then I composed myself, lifted the hood, and saw the engine, I didn't know where to begin to get it back home. I had no money to buy batteries, fuel, or registration plates. Luckily, the men at the yard helped me by giving me three big 12 volt batteries, fuel, and they helped me get it started.

For one month, I traveled from Providence to Framingham to repair it. Finally, it was ready to take home, (it was winter and snow was falling). I left Framingham at 11 a.m. and proceeded, slowly, down the road, and came to a railroad bridge in Uxbridge, Mass. I was unsure that the crane could clear the bridge. So, I got out, assessed the situation, and oiled the chains. I spotted something like oil dripping under the main rear end and transmission. So I had to get on my back in snow and sleet to see

what was wrong. The rig housing was cracked in half and all the gears were showing.

I didn't know what to do, so I got back in the crane. Finally, that night, at 11 p.m., I arrived in the Olneyville area of Providence, on "a wing and a prayer" to the Mack Truck shop for repairs. The Mack Truck shop fixed it, and, finally, I could go to work in Rhode Island.

For the next 12 years, I did crane work with that 1927 Mack truck P&H Crane. (It was one of only three truck cranes in the Rhode Island area at that time). During that time, I made between \$10 million and \$12 million dollars! I sold it in 1958 for \$12,500.

I want you to know that I have a high regard for you and your company. Your Mack truck helped me build a successful business.

Best Regards,  
Edward J. Imperatore

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*We love reading your letters and seeing photos of your Mack trucks. Send letters and photos to Jim McNamara, Bulldog Editor, Mack Trucks, Inc. 7900 National Service Road, Greensboro, NC 27409 or email: james.mcnamara@macktrucks.com and yours may be selected to appear in the pages of Bulldog magazine. Letters may be edited due to space. To help us verify information, please include a phone number.*



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