



Roger A Placzek  
Vice President, Sales & Pricing  
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First I must qualify this email with my reluctance to support TCG to potential T/L competitors. I do not want them to become more sophisticated in how they manage their business and smarter in how they cost and price their traffic. But since Jack Jones is a friend and associate of ours here at deBoer, and whom I have personally worked with over the years, in implementing TCG into deBoer Transportation's business model, it is now the reason I write to you today.

First allow me to introduce myself, my name is Roger Placzek, and I am VP of Sales & Pricing for deBoer Transportation Inc. deBoer is a second generation family run, Wisconsin based TL carrier, currently running 450 power units, and 1100, 53' dry vans. We service the Midwest, Southeast, and Texas regions, along with CA, OR, and WA, and run regional operations out of our Wisconsin and Dallas facilities, along with intermodal (TOFC) and brokerage divisions.

deBoer Transportation Inc. has been utilizing the TCG program, and all its modules since December 2005. Since its conception it has been fully supported by the family, and management staff of deBoer, and is now indoctrinated into our front-line personnel the CSR's, and fleet managers. TCG is now part of our culture, and aids us in how we manage our business, and cost and price our traffic. It has proven to be an invaluable source of identifying bad and good business, along with new business development. The TCG program provides us the supporting data to make the tough decision on the business we handle, and accept, and or walk away from. We find we have "no bad business, only badly priced business", is our saying around here. And it is safe to say that without TCG's assistance, we probably would not be here today.

From the costing module, to the report writer module, lane look up reports, fuel measurement reports, and the various management reports, all which support our daily managing of our business. TCG's front-line tools "lane look up" aids our front-line people in assuring our assets are being directed to the best traffic! And as you are most certainly aware, its a means of managing and finding the "pennies", in our business, since our margins are currently unacceptable for the capital investments, risk and ROI, and general frustrations of being in the truckload industry. This to will change, the shipping public is only now becoming aware of this need. TCG is tool that has transformed deBoer to managing "profits", and not just miles, revenue, and all the traditional measurements that are and have been used in the TL industry for years. The best RPM, RPD per truck, and DH ratios are meaningless, if profit is not found, and the assurances overhead is covered.

Every decision we make relative to customers, network development, new business development, starts with a TCG component one way or the other. Our financial

department and management uses TCG as the hammer to challenge OP's and Sales, asking why we are handling various customers business, and why the results are what they indicate. TCG offers management credible reports and hands on tools, to keep that hammer swinging to the benefit of deBoer. Or now more then ever, how can we put more of our limited assets on the known profitable business! We are not adding asset capacity, primarily due to the lack of qualified drivers, and must be certain every power units and driver are providing margin, or contributing to overhead, or ideally both, and TCG provides the tools to measure these two very important components. TCG has proven to our management that the data provided, and the reports available, are accurate, as they reconcile directly to your General Ledger, bean counters especially like that aspect.

I could go on, but as I mentioned earlier I am reluctant to do so, and if you do not take my email seriously, I am perfectly fine with that. But if you would desire to speak more about TCG and how it relates to our companies survival in this very challenging industry, please do not hesitate to contact my office.

Most Respectfully,  
Roger A Placzek  
Vice President, Sales & Pricing  
deBoer Transportation, Inc.