

# TRUX TRAX

## Company Newsletter

Mmmmmm.....



Fall is in the Air!

Shelba Johnson  
Fall 2012



## Do You Really Know - - The Story of Joe?

Over the last 12 years, many people have wondered just how Joe Wade came to own Shelba Johnson Trucking, and what, if any, experience he had in running a trucking company. Those are fair questions to ask. How do you know unless you ask, right? Well, Joe's career is quite amazing – a true testament to hard work and ambition. It hasn't always been easy, but Joe has never taken **NO** for an answer, and he has never let anyone tell him he couldn't accomplish something. That only made him work harder at his goals. I could tell you his whole life story.....but let's start in high school. Joe's dream was to attend **CAROLINA**. He's **TARHEEL**, through & through. His high school guidance counselor informed him that he was "not Carolina material". Can you believe that? A guidance counselor is supposed to "guide" you, right? Well, never tell Joe **NO**. He applied and was accepted anyway, much to the surprise of his counselor. Joe worked three jobs and paid his own way through college. He had help from no one. It was all up to him. Four years later he graduated with a degree in Political Science and got his first job working for a textile company doing a little bit of accounting. He soon learned that he had a love for working with numbers. After a change of jobs and a move to Greensboro, he sought an accounting degree, as a night student, through Guilford College. Joe's next goal was to pass the NC CPA exam. He studied long and hard. He had to take the test 4 times, but he finally passed. Never tell Joe he can't do something. Fast forward a couple of years.....marriage, a job change and a move to Charlotte...Joe reads an ad in the newspaper for a new MBA program at Duke University.....a 20 month weekend program. He applies and is accepted. There's a job promotion, a

newborn son, and relocation to Rutherfordton, NC which is a 4 hour drive from Duke University. For the next 20 months, he travels every other Thursday night, with wife and baby in tow, to Durham for weekend classes. It's a long, hard 20 months, but he accomplishes his goal and he graduates with an MBA from Duke University. Joe leaves his job in Rutherfordton and heads for North Wilkesboro where he becomes a long-range financial planner for Lowe's Hardware Stores. He has a 10 year career at Lowes until a restructuring & downsizing in the company hits, and he loses his job. He's unemployed for a year. After a year of searching for new employment, the opportunity to work for Dixon Odom CPA firm in High Point presents itself. One of his first assignments at Dixon Odom is to be the "fill-in" controller at Shelba D. Johnson Trucking until they can hire someone. He fills in for several months, someone is hired, and he's back to his desk at Dixon Odom. Things don't work out for the new person at SDJ, and they need for Joe to fill in again until a new person is found. After working at SDJ for several months, off and on, Red Johnson approaches Joe about buying the company. Shelba Johnson passes away, and Red receives the news that he has lung cancer. Red trusts Joe and knows he has the business background to take the company forward. Joe has always wanted to own his own business, but he never thought it would be trucking. He says **NO** to Red's offer several times. Red stays after Joe. Joe starts believing that he can do this. He approaches a few friends to see if they might want to be partners in buying SDJ. They turn him down because they think it's too risky. Never tell Joe he can't do something. Joe wonders if the bank will take a risk on him alone. To his surprise – **THEY DO!** The rest is history. Joe's career hasn't always been easy. He has faced a lot of the same issues that many of you have faced.....job change, difficult bosses, job loss, relocating family, unemployment, and people telling him he doesn't know what he's doing. But through it all...he has stayed positive and accepted every challenge. The past 12 years have definitely been a learning experience for Joe. He knows more about

trucking than he ever dreamed possible. He has learned to deal with bankers, lawyers, and the government! He loves his company. He loves coming to work each day and interacting with his employees. Although he may not see each and every one of you every day, he knows you're doing a great job for him. His vision for the future is to grow Shelba Johnson Trucking to the very best it can possibly be. No, he'll probably never be a truck driver. But, then again, most truck drivers aren't accountants. Every person has something unique to offer in this world. Working together and sharing knowledge makes for a positive future. We all have a story.....and this is just part of Joe's.



**NATIONAL TRUCK DRIVER  
APPRECIATION WEEK  
September 16 - 22, 2012**

Do you know the importance of trucks to our daily lives & the nation's economy? If you wear it, drive it, live in it, sit on it, look at it on your wall, drink it, eat it or feed it to your dog – a truck brought it. If it mows your grass, entertains your children, tells you stories or mops your floor — a truck brought it. And each truck, making deliveries large & small to factory, home or mall, has a driver – a driver who piloted that big truck across mountains, through freeway backups, & congested city streets. Drivers deal with toll booths, extreme weather conditions, crowded rest areas, rising fuel prices, and freight that doesn't load itself. Latest statistics show that 70% of all U.S. freight tonnage moves in trucks & more than 80% of our nation's communities are served exclusively by trucks. Virtually every consumer good that we enjoy is delivered by a professional truck driver. And these professionals are doing a tough & dangerous job safely. U.S. Department of Transportation statistics

show truck driving at it's safest since DOT began keeping records in 1975, with a 20% drop in fatalities involving a large truck. **National Truck Driver Appreciation Week** is September 16-22, 2012. Please take time during this week to say "Thank You" to our drivers. Where would Shelba Johnson Trucking be without drivers?

## Behind the Scenes



And, while we're at it, let's not forget how valuable our warehouse workers, shop and maintenance employees are to the company. Trucks have to be loaded and unloaded in the hot, hot months of summer, as well as on the coldest days of winter. Heating and air conditioning are two things you won't find in a warehouse with open bays. Trucks have to be in tip-top operating condition before they can run. We don't want drivers stranded on the side of the road. And, I'm sure Steven gets tired of hearing "there's a mouse in my trash can", "the toilet overflowed", the heat is not working" or "it's too hot in here". These valuable employees deserve a high-five for keeping things going **behind the scenes**. Show them you appreciate their hard work.



Exercise your right to **VOTE** on November 6, 2012. Your vote counts. If you don't vote, don't complain!

## It's Worth Repeating...

We recently received the email below, complimenting the work of **Richard Tucker** and the great service we provide. We love it! Keep up the good work!

*To whom it may concern:*

*I just wanted to let you know how much we appreciate your services with Shelba Johnson. We were a part of the MGM group prior to their closing. The process of transferring most of our services to you guys was very smooth thanks to Richard Tucker. He was very prompt and very fair in making sure our proposal/ contract with you meet our needs. We have no complaints with the service we are receiving and if we do then all I do is call Richard and he takes care of it immediately. Thanks for all your service and continue to maintain customer service as your priority.*

Teresa Dankmyer  
Willis Furniture

## BLUE CROSS BLUE SHIELD

Effective September 1, 2012, we have a new insurance plan in place.....Blue Cross Blue Shield. You can earn up to 5% credit toward next year's premiums by completing the online Health Assessment, and by reaching three of your Healthy Outcomes Goals within 90 days of the effective date of insurance. Familiarize yourself with the insurance packet of information and work toward achieving that 5% credit toward next year's premiums. You can do it!



Don't let Halloween Candy mess up your figure!



**Yes, this is cute! And, what would we do without our cell phones? But please remember to put that cute phone down while driving. Texting while driving KILLS. The latest technology is great, but it cannot replace a life.**

## My Grandma's Pecan Pie Recipe

This is my grandma's Pecan Pie recipe passed down through the years. It's so simple, yet so delicious! It's good year round, but seems more special to me in the fall.

### Pecan Pie Recipe

1 lb. box brown sugar  
1 stick melted butter  
1 Tbsp flour  
1 small can evaporated milk (Carnation)  
3 eggs  
1 tsp vanilla  
Nuts (optional) – about 1 cup  
2 shallow pie shells (not deep dish)

Mix together all ingredients. Dust nuts with a little flour. Put nuts in bottom of pie shells. Cover with batter. Bake in 2 unbaked shallow pie shells at 350 degrees for 30-45 minutes.

\*\* This recipe will make 16 mini pies (Dutch Ann pie shells) with enough batter left over for 1 regular pie. If making mini pies, reduce baking time to between 30-35 minutes.

## FOR GOOD

These are the lyrics to the song "For Good" from my favorite Broadway musical **WICKED**. The song speaks of how people come into our lives & change us. This past year we have lost two work family members, Janet Ramsey Hunt and Mike Durham. I hope they touched your life the way they touched mine.

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I've heard it said  
That people come into our lives for a reason  
Bringing something we must learn  
And we are led  
To those who help us most to grow  
If we let them  
And we help them in return  
Well, I don't know if I believe that's true  
But I know I'm who I am today  
Because I knew you

Like a comet pulled from orbit  
As it passes a sun  
Like a stream that meets a boulder  
Halfway through the wood  
Who can say if I've been changed for the better?  
But because I knew you  
I have been changed for good

It well may be  
That we will never meet again  
In this lifetime  
So let me say before we part  
So much of me  
Is made of what I learned from you  
You'll be with me  
Like a handprint on my heart  
And now whatever way our stories end  
I know you have re-written mine  
By being my friend.

November 4, 2012 – Time to "Fall Back" an hour