

# In Touch with *meltco*

August 2018

*Great things in business are never done by one person. They're done by a team of people. – Steve Jobs*

## Trucking Industry **STILL** Facing Challenges

According to the US Cargo Control, there are 5 major challenges the trucking industry is still facing today, potentially leading to further delivery delays.

- ✚ **Driver Shortage** – These issues have been concerns for years, however it has dramatically increased in the past 10 years. “The problem according to ATRI research, is that nearly 57 percent of the trucking workforce is at least 45 years old.” The trucking industry estimates that there will be a shortage of 174,000 workers by 2026.
- ✚ **ELD Mandate** – The implementation hit hard at the end of 2017, and the expectations weren't quite as severe as what the outcome has been. These implementations include, less independence (due to digital tracking), lower wages, lack of flexibility in hours of service and more impatient drivers.
- ✚ **Hours of Service** – Flexible hours of service is a thing in the past. These rules are more important now than ever before and are limiting drivers to continuously drive more than 300 miles per day. Drivers are currently required by law to take at least 8 consecutive hours in their sleeper berth, before continuing their route.
- ✚ **Truck Parking** – Safe and accessible parking is a major concern for drivers. The ATRI study also indicated that 84 percent of drivers parked in unauthorized or undesignated areas at least once a week. “The difficult choice many drivers face is whether to drive beyond HOS rules allow, or to stop and park in an unauthorized or unsafe location.”
- ✚ **Driver Retention** – Since the new implementations in 2017, the driver turnover rate has dramatically increased, where large trucking industries have seen a 90 percent rate. Similarly, for smaller carrier companies, an 85 percent rate is typical. This increased, training cost and recruitment rates.

Further Reading on [Trucking Challenges](#)

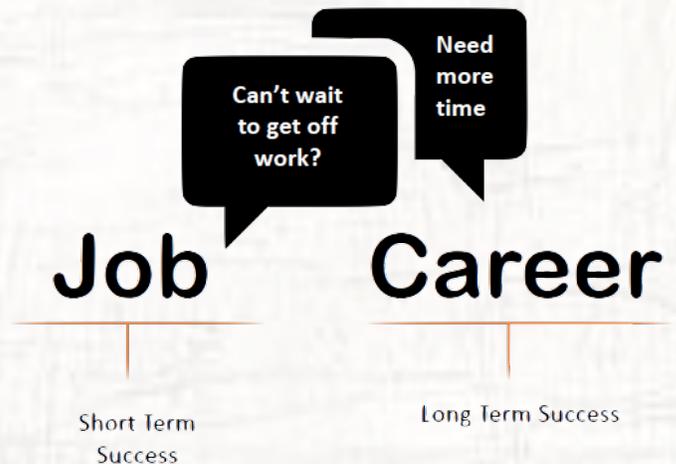
## Career VS Job

**What is the difference between a Job and a Career? What's your motive? Where do you see yourself?**

A job is categorized to “going to work and earning a paycheck.” A career refers to gaining experience in either your field of studies or interest and helping you advance in pay and experiences. The question experts tend to ask:

“Is your work experience and education leading you somewhere? Or are you just going from job to job with no plan?”

The real difference between a job and a career is your attitude and life goals. Career focused individuals strive to reach short-term and long-term goals. Once these are achieved, new goals are set to not only challenge the mind but to also grow as an individual.



### **meltco Prepping for Snow in 90 Degree Weather**

What do ice melt manufacturers do in the summer? We're busier than you'd think! As you know, our team is always focused on building partnerships. In the summer that means our sales force hits the road to assist our valued customers with sales training.

The rest of us have been working on forecasting for the upcoming season so our production team can be at their most efficient. Our facilities are prepped and ready to go!

Come on Winter!

## Feature Summer Cocktail of the month: Eucalyptus Martini

### What you'll need:

- 1 ½ oz Tanqueray 10
- ¾ oz eucalyptus syrup (water, sugar and eucalyptus)
- ½ oz lime juice
- 3 drops of egg white
- 1 eucalyptus leaf for garnish

### Method:

Pour the ingredients into a cocktail shaker with ice, double drain into a cocktail glass and serve.

## Feature Restaurant of the month: **Pizza Farms**

Great River Road, WI

The newest trend to hit the Midwest: Pizza Farms!

On Great River Road along the Western border of the state there are six farms taking part in sharing their love of pizza. In fact, this pet project seems to be popping up all along the Mississippi River.

Enjoy wood/brick oven pizza with friends and family amongst the sprawling fields and riverbanks Wisconsin's best known for.

Credited as the original pizza farm, **A to Z Produce and Bakery** opened on this road in the late 1990's. With toppings like cilantro pesto and Canadian Bacon, it's impossible to drive by. What once started as a seasonal hobby has been a local's best kept secret ever since!

Send us pictures of your Pizza Farm adventures!



## Summer Vacation, Bucket List

August is the most traveled month of the year, therefore it's the most expensive time to travel as well.

### Have you gone on your holidays yet?

[Travel + Leisure](#) put a list together including the best and most cost-effective places to visit in August. The list is comprised of an average cost for hotels and accommodations.

**Milan, Italy** – Average price per night of four-star lodging is 62% cheaper during the second week of August

**Frankfurt and Berlin, Germany** – Hotels in Frankfurt are 61% cheaper the second week of August while Berlin offers 49% cheaper travel accommodations in the fourth week of August.

**Rio de Janeiro** – Stays in Brazil are 56% cheaper during the first week of August

**Hong Kong** – An estimate of 40% cheaper sleeps during the fourth week of August

**Key West** – Fourth week of August offers 57% cheaper stays

**New Orleans** – First week of August offers 52% savings on hotels

**Austin** – 47% cheaper during the fourth week of August

**Fort Lauderdale** – 47% cheaper during the first week of August

**Houston** – 41% cheaper during the first week of August

### Did you know?

- ✚ August was named in honor of Augustus Caesar. It has 31 days, because Augustus wanted as many days for himself as Julius Caesar's month of July has
- ✚ August is related to the word "auger," a hole digging tool, because farmers dug for next season at this time every year
- ✚ The birthstones for August are the peridot and the sardonyx
- ✚ August's flower is the gladiolus. The flower was discovered in Africa in the 17-18th centuries and was initially used as food
- ✚ The month of August is associated with change and self-growth
- ✚ Female babies born in the summer have more gray matter than male babies. Gray matter is the stuff scientists think makes you smarter. So kudos, August-born girls. You're all so smart!