

# Murphy Transportation Services



Meet the Murphy National Truckload Team  
(from left to right): Brad, Bob, Sandy, Scott, Gary, Mario and Steve

## Loyalty

Many in the transportation industry would consider 2008 to be the most erratic year in memory. Unheard of rates to move loads, fuel concerns and truck availability issues and the downward swings in tonnage - it was a year to study, learn from and hopefully better prepare ourselves for another of the same. We did anticipate tough times though, to the degree of severity with which it occurred and continued, would prove to be a lesson for the industry. Through it all, it was our core beliefs that kept us strong.

- Loyalty to our carriers even when they were unable to reciprocate
- Loyalty to shippers with service oriented dedication-resolve
- Keeping honesty the key to our success
- Being innovative in a bleak economic time

## Rating 2009-2010

Understanding the direction of the economy will be paramount in rate-making in the years 2009-2010. Is this possible with the uncertainty we are confronted with? Has fuel stabilized? Will the economy nudge forward in the second quarter because that has what it has done historically? Our plan of action for 2009-1010:

- Analyze the national/local markets: daily dispatch meetings
- Utilizing the full potential of our people & technologies
- Maximize cost efficiencies with each load
- Understand and plot current geographic changes
- Avoid historical rating for current logical rating

***CALL US TO DISCUSS YOUR TRANSPORTATION NEEDS!***

## Contact Us!

Contact the Murphy Transportation Team for Solutions!

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