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2022 FLEET INNOVATORS



2022 TRUCK FLEET INNOVATORS

Meet eight fleet leaders who challenge conventional notions of how things have been done before.

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HDT 2022 FLEET INNOVATORS

SALUTING TRUCKING'S BEST AND BRIGHTEST LEADERS

HOW DO YOU DEFINE AN INNOVATOR?

Hungry for more, not afraid to fail, and a commitment to advancing the industry. These are all common traits among the most innovative fleet executives we've meet in the industry.

They're the people who introduce new technologies or new methods for doing things, and those who are no stranger to changing things up. Whether through groundbreaking and revolutionary breakthroughs, or by simply implementing something in a new way, truck fleet innovators challenge conventional notions of how things have been done before.

For HDT's annual Truck Fleet Innovator awards, now in their 16th year, it's about more than a single innovation. It's a mindset. These leaders are often early adopters of technology, or frequently work with vendors and suppliers to develop or refine products to better meet their needs. HDT Innovators try new ways to address industry issues, such as safety, sustainability and fuel efficiency.

Each year, we go through industry nominations and our own notes on innovative people we've met or read about during the year, and interview likely candidates before narrowing it down to our final winners. This year, we have eight.

The 2022 HDT Truck Fleet Innovators are:

- **Jim Fields, chief operating officer, Pitt Ohio, Pittsburgh, Pennsylvania**
- **Brian Fielkow, chief executive officer, Jetco Delivery, Houston, Texas**
- **Tim Gallagher, vice president of maintenance and facilities, United Petroleum Transports, Oklahoma City, Oklahoma**
- **Vic La Rosa, chief executive officer, Total Transportation Services, Rancho Dominguez, California**
- **Monte McLeod, director of autogas, ThompsonGas, Frederick, Maryland**
- **Fred Staugh, vice president and general manager of CRST Equipment Solutions, CRST, Cedar Rapids, Iowa**
- **Gregg Troian, president, PGT Trucking, Aliquippa, Pennsylvania**
- **Keith Wilson, president and chief executive officer, Titan Freight Systems, Portland, Oregon**

On the following pages you'll find a short profile of each of this year's honorees. We've barely scratched the surface of all the innovative things these leaders are doing, so watch our website, truckinginfo.com, for more. You also can apply to attend Heavy Duty Trucking Exchange in September, where our Innovators will accept their awards and participate in a panel discussion, at www.heavydutytruckingexchange.com.

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Innovation is crucial to the continuing success of any organization. This is true of all of HDT's 2022 Truck Fleet Innovators. These Innovators pay attention to the needs of the markets they serve – the needs of their customers – and stretch their thinking to meet or exceed those needs. The innovation is in the details, which allows them to actively seek new opportunities and invest in their companies, their processes and procedures, and above all, their people.

It is not easy to manage in these times of economic change and swiftly advancing technology in addition to a shifting workforce. Innovative business leaders, like these eight Truck Fleet Innovators, focus on their vision – where they want their businesses to go.

These innovators have more than a record or history of driving innovation, they have a commitment to it. They are bold, disruptive and look at things differently, which enables them to know how to make changes to achieve their goals.

We are proud to sponsor some of the industry's most innovative, successful leaders – HDT's 2022 Truck Fleet Innovators.

At East, we have built our reputation on listening to our customers' needs and designing better trailers to meet those needs year after year. We're building our business by helping you build yours.

Chris Cooler
VP of Sales & Marketing
East Manufacturing



Making the most of the win-win scenarios



FRED STAUGH
VP AND GENERAL MANAGER
CRST EQUIPMENT SOLUTIONS

What started as a high school hobby working under the hood of trucks has led Fred Staugh to a 37-year career in the transportation industry.

Now, he's a subject matter expert in his field, and a respected leader and colleague. He's been with CRST, one of the largest privately held transportation companies in the country, since 2014.

Under his guidance as vice president and general manager of equipment solutions, CRST moved the fleet from an older cab design to the latest and greatest, adding electric auxiliary power units and state-of-the-art collision mitigations systems.

In his current role, Staugh is responsible for all the equipment purchasing, fleet maintenance operations, fuel purchasing, and facilities for CRST. And when he makes decisions, he looks for solutions that are a "trifecta," or a "win all the way around" from a safety perspective, from a driver comfort perspective, and an economic, or fuel con-

sumption, perspective.

"You have to maintain the truck, you have to build a comfortable truck, and you have to build an efficient truck," he says. And through his career, he's learned that all those aspects are equally important.

To that end, Staugh has helped CRST stay on the forefront of safety testing, partnering with higher education institutions and conducting internal surveys to find solutions to reduce driver fatigue through testing new and novel seats and mattress designs, and developing a new cab-mounted handle to increase drivers' use of three points of contact and eliminate the risks of falls.

"We're in the process of refining an additional handle if you will, or more a point-of-contact-apparatus that would give the driver more connection to the truck as they climb in and out of the truck," he says. "It sounds fairly simple but there's way too many injuries in the industry."

On the trailer side, CRST has made great strides to increase longevity in their equipment by using the longest lasting components and coatings, such as galvanized or stainless steel to try to keep corrosion down. CRST is presently taking delivery of the first of 290 East platforms, and Staugh plans to make them last, and "survive without a lot of undue maintenance."

The fleet also uses telematics and geofencing to automate some maintenance processes. Staugh maximizes freight capacity by using lightweight aluminum components. And he works directly with tire manufacturers to produce low-rolling-resistance tires to increase fuel economy.

Staugh also embraces the next generation of technologies. CRST has placed an order for five Freightliner battery-electric day cab trucks that will run local delivery

routes in the greater Los Angeles area. The fleet is now in the process of working with utility providers and setting up the electric charging terminals.

What makes Staugh so innovative is he looks at the success of his fleet not in single projects, but as an aggregate of all the small practices that he knows makes a difference.

"It's a fairly sophisticated world out there, and there's a lot of smart people in the transportation industry," he explains. "I don't think there's one silver bullet that you can point to and say that's the best. I think it's the aggregate stack up have a lot of small things that end up being something pretty good."

He says the first step is having a program of initiatives around entire consumption fuel consumption. For CRST, that includes efforts to have low rolling resistance, get more trucks back, and longevity of equipment. All that adds up to an efficiency pickup both from a fuel standpoint and total cost of ownership standpoint on the tractor, he says.

"[Innovation] is certainly worth it," Staugh says. "If you can come up with win-win scenarios, whether it be in trucks back or driver comfort items, then you are really going to be moving forward in a positive fashion," he adds.

It's no surprise that Staugh started working on trucks at 19 years old at Builder's Transport, and by 25 he was regional director of over 10 shops. He also served four years in the United States Air Force followed by stints as maintenance manager at Triple Crown Services, VP of maintenance for FFE Transportation, and VP of maintenance for J.B. Hunt.

His career has always progressed quickly, and there's no sign of him slowing down. 

"If you can come up with win-win scenarios . . . then you are going to be moving forward in a positive fashion."