

LITTLE ROCK FARM Trucking

Thank-you for allowing us this opportunity to present to you **LITTLE ROCK FARM TRUCKING**

As is the case with a lot of business owners and dedicated employees, there is great pride in what we do and what we've achieved. When reminiscing about the pioneering stages of this company, making it an entity with a known name, a strong history and a solid future in sight, memories of days and nights with labour and sacrifice, pale to a warm feeling of accomplishment, a sense of belonging and a strong will to continue.

We hope to convey the sense of pride we feel, understanding "we are what we are" due to strong determination. That same determination that has brought us to this point, coupled with management skills sharpened by experience, will take us to the next plateau and beyond.



HISTORY

Date of Incorporation

Little Rock Farm Trucking was incorporated by its original owner, Jim Scott of Lucknow, Ontario in 1981.

Early Operations

Little Rock Farm Trucking was formed in 1981 by farmer and feed mill owner, Jim Scott. Jim envisioned that a trucking company would fit well with the work he was doing at the time, hauling grain to and from his feed mill. It didn't take long however, for Jim to explore other agriculture possibilities and soon he was buying hay in the local region and transporting it to buyers in Florida. With the goal of having a paying load on his trucks both ways, Jim started transporting produce from Florida back to the Toronto Market. That venture branched out into other areas of transporting agriculture goods, including produce from Exeter to various destinations en route to Texas again bringing back produce for his customers in the Toronto Market. Jim did a lot of different types of trucking, experimenting with all kinds of freight to and from various areas. While the business was successful, Jim became overwhelmed with the volume of paperwork and legal responsibilities that was becoming more and more prevalent in the transportation business.

In 1993 Jim Scott and Mark Reuber met and agreed that Mark would broker his truck with Little Rock Farm Trucking, put a driver in the truck and start running the office for Jim. While this arrangement worked well for both parties, Jim expressed the desire to slow down and Jim let Mark know that Little Rock Farm Trucking was for sale.

*... combining the skills that they were
at that time using separately*

New Ownership

Mark was getting attached to the business. He could see the possibilities and potential of the company and was enjoying the challenges presented by his involvement in the daily running of the company. Mark's brothers - Paul, David, and John were all in the trucking business. Paul, the eldest recently sold a trucking company he had owned and operated for over 20 years. Since the age of 17, David had driven and owned trucks and was still operating his own truck. John was also operating his own truck at that time running between Ontario and the USA. John also had an extensive background in truck maintenance and repair. The four brothers talked about the possibilities of purchasing the company together combining their skills. Paul, Mark and John embraced the challenge while David opted out. In February of 1994, Paul, Mark and John bought the shares from Jim Scott each assuming 33.3% of the company ownership.



*... do what you said you would do ...
no matter what*

Growth

With their combined experience and innovative thinking, operations progressed better than the brothers forecasted. While John headed up the maintenance and Paul and Mark managed the office, all three brothers continued to drive part time. Customers began to respond to their honesty and integrity. A simple business strategy ensued and proved effective - do what you said you would do ... no matter what. Gross revenues tripled and quadrupled in no time. As well as keeping their own trucks busy and adding trucks and trailers to the fleet, they developed a logistics service whereby customer freight would be loaded on partner

carriers when their own trucks were not available. The company's primary focus was hauling general freight and temperature controlled commodities between Canada and the USA, as well as quad axle bulk service within Ontario and the USA.

PRESENT OPERATION

Ownership

In March of 1998 Paul resigned as President of the company, selling his shares equally to Mark and John resulting in a 50% ownership for each of the brothers.

In July of 2003 Mark and John purchased the property as well as some equipment and customers of a locally established live haul carrier.

Management

John Reuber currently serves as the President of Little Rock Farm Trucking while doubling as the Maintenance Manager. His responsibilities include fleet maintenance and compliance, employee recruiting and supervision, equipment purchasing and general equipment management.

Mark Reuber is the company's Secretary-Treasurer. As such, his responsibilities include customer sales and relations, employee recruiting and discipline, as well as overseeing all aspects of office administration.



*...not as subject to market
fluctuations as those transport
companies who rely on third-party
freight*



Operations

Under the ownership of Mark and John, and the high quality of work performed by employees, Little Rock Farm Trucking has grown to become a respected name in the transportation of general freight, perishable commodities and live poultry throughout Canada and the United States. With a solid customer base we are well established.

*All power units have the latest
satellite tracking system with live
messaging to help keep track of all
shipments*

Technology and Communications

Besides newer equipment, Little Rock has kept up technologically with G.P.S. satellite tracking units and internet truckload sourcing. All power units have the latest satellite tracking system with live messaging to help keep track of all shipments. This also gives flexibility for last minute changes. This benefits the company through improved customer service, flexibility with regard to booking more and better paying freight. It also capitalizes on the efficiencies by allowing the driver to continue down the road while maintaining a direct pipeline to dispatch, as well as greatly reducing phone traffic.

The ever increasing legal responsibilities of commercial fleets to ensure their equipment and drivers comply with government standards is daunting. Little Rock is proud of the results of an in-house audit by MTO granting us the rating of Excellent! We maintain, document, and track every unit in the fleet to ensure full safety and compliance. Quality preventive maintenance translates into on-time pickups, on-time deliveries and eliminates inflated on-road repairs. The pre-employment driver qualifications demanded by Little Rock are stringent. High standards ensure due diligence and greatly reduce the odds of having an accident on the road. These practices translate into dollars saved for both Little Rock Farm Trucking and their customers.



Management Goals

Little Rock Farm Trucking is well established. Since 1994, Little Rock Farm Trucking management has proven themselves capable of rapid growth while remaining financially stable.

We're excited about the future - the prospects and possibilities seem endless! With our focus on friendly, prompt service, our future has never looked brighter.

*Our unified goal is to ensure a profitable
transportation service, provide a safe,
friendly environment for employees,
while maintaining the respect of
customers through service*

Our Motto

"We've got what it takes ... to take what you've got!"

