

New Look for Knichel Logistics

Goodbye old logo, hello new! Last year, Knichel Logistics undertook a major rebranding effort to further bolster our exponential growth by creating a bolder logo, massively updating our website, and reorganizing our operations for maximum efficiency and even greater customer service. By now you've probably seen the new logo but you may not have had a chance to visit our new site.

At www.knichellogistics.com, you can do everything from requesting LTL, intermodal, & OTR rates directly online, tracking your shipments, submitting online load tenders, meeting our staff, to gathering essential industry information. It is a much more interactive experience that will continue becoming more beneficial to both our customers and our carriers. We want to make everyone's lives easier. Take a look today!

Knichel Logistics



Leading the Way...

In times of economic and environmental uncertainty, where fraudulent companies in the industry are passing themselves off as legitimate and our natural resources are rapidly dwindling—Knichel Logistics has taken steps to ensure that we do our part to help.

Knichel Logistics is officially performance certified by the Transportation Intermediaries Association, which means that we have committed ourselves to maintaining the most professional industry standards by carrying a TIA Surety of \$10,000. We have pledged to conduct all business interactions with integrity and honesty and to adhere to the TIA Code of Ethics.



As for our commitment to the environment, Knichel Logistics has joined the SmartWaySM Transport Partnership. This program was developed by the EPA in conjunction with the freight sector in order to help improve energy efficiency and to reduce air pollutants. As a socially responsible company, we are doing our part to help reduce fuel consumption and help the environment.



Join Us on Facebook and Twitter!

Knichel Logistics has joined the social networking bandwagon. We now have both a Facebook page AND a Twitter account! On our Facebook page, you will find updates on new services, new staff additions, any special transportation events that we have attended, and quite a few fun pictures of the staff in action.



As for our Twitter account, look for us to start posting lanes where we may be offering discounts due to needed capacity in certain areas of the country. We are also planning on posting loads for carriers to pick up. Keep an eye out for these things to happen in the near future.

To follow us on Twitter or to become a fan of Knichel Logistics on Facebook, simply log onto the home page of our website and follow the respective links below the news feed.

Changes in the OTR Department

Terry Rosky has been promoted to Director of Carrier and Customer Development. As the former Director of OTR, Terry's new functions will fulfill many needs within the realm of expanding our dedicated opportunities, dealing with carrier and vendor relations, revisiting past customer opportunities, and analyzing the most efficient lane assignments for our carriers. His duties will greatly enhance the optimization of our carrier base.

The responsibilities of overseeing the OTR department are now in the hands of Ruth Lekawa who is our new Manager of OTR Services. Ruth was formerly the OTR Team Leader and has been with Knichel Logistics for over 2 years now with prior experience in the transportation industry. Congratulations to both Ruth and Terry!

Customer Service Week 2009

Every year during the first week of October, Knichel Logistics celebrates National Customer Service Week. This annual event is a great way to boost morale, motivation and teamwork, reward employees for their hard work, raise companywide awareness of the importance of customer service, and remind our customers of our commitment to customer satisfaction. Plus it's also a lot of fun!



Past Customer Service Week events have included Crazy Hat Day, Office Chair Races, sundae bars, taco bars, bingo, and in-office massages—just to name a few. This year the activities ranged from putt-putt mini golf, plank races to exercise teamwork skills, bean bag tosses to win prizes, an in-office version of the game Plinko, and a modified version of Let's Make a Deal. This game involved looking for randomly called out objects that are not usually found in offices. The first one to find the object received tickets to use to win prizes distributed at the end of the week. Grand prizes included Steelers tickets and a wide variety of gift baskets that included things like Steelers gear, spa packages, and vacation days. These baskets were awarded via an auction—whomever's ticket was picked received the basket. In addition to the games were other fun things like 80's Dress Up Day, Mismatch Day, a dessert bar, and a potluck lunch. Everyone had a wonderful time thanks to the hard work that Tina, our Human Resource Manager, put into setting it all up. Thanks again Tina!

Knichel Receives Recognition

2009 has been another great year for Knichel Logistics in many ways. Besides the continued support from our wonderful customers, we have also been honored with 3 separate awards for our ability to maintain continuous growth and for the enjoyable work environment that Knichel Logistics management has provided for our employees.

For a third year, Knichel Logistics has garnered a spot on the Pittsburgh Business Times *Pittsburgh 100* list which honors the 100 fastest growing companies in Pittsburgh. In a statement made to the Pittsburgh Business Times, President Kristy Knichel said "Knichel Logistics believes that internal growth of our existing account base using our superior customer service and non-asset approach will provide us sustained earnings in the years to come. We also feel that our continued investment in our employees provides us with a competitive edge in the marketplace." Knichel made the overall ranking in 82nd place and 13th in our industry.



In another annual ranking that honors growth, Knichel Logistics received placement on the *2009 Inc. 5000 fastest-growing private companies in America* list. In the overall rankings, Knichel came in at 3441 out of 5000, 90th place in the Logistics and Transportation category, and showed a 71.6% growth rate over the past three years. This is the second year in a row that Knichel has made this prestigious list—we hope to keep the streak going!

Last but not least, Knichel Logistics placed 49th out of 72 local companies on the *Best Places to Work* list which is an annual honor presented by the Pittsburgh Business Times that recognizes Pittsburgh companies that go out of their way to show their appreciation for their employees. The honorees are chosen by surveys that are completed by a majority percentage of employees at each company that choose to participate.

Thanks again to all of our fantastic customers and hard-working employees for helping Knichel Logistics to continue to grow. We couldn't have done it without you!