

# BETWEEN THE LINES

July 2006

## David A. Gee Named VHI President



David (Bruce) Gee, Jr.

David A. Gee has been named President of VHI Transport, Inc. Announcement was made by David E. Gee who formerly served in this position.

Since 2001, David A. Gee (also known by the business name "Bruce," to avoid confusion) served as CFO of the company. Before that, he was general manager for five years.

He points out, "My first job was actually at VHI, back when

it was known as Virginia Hiway. I got \$.10 for each trash can I emptied."

In the summer of 1991, Gee started the LTL program for the company. He later became a dispatcher and worked as dispatch manager for two years. He remembers, "August of 1992 was a big month for me. I graduated college, got married, started my career full time and made my first mortgage payment."

Gee has developed a specific business philosophy, which he has integrated into the company, "Treat people the way that you want to be treated, hire people that are smarter than you in a given area, and enjoy the ride."

A resident of Chesterfield County, Gee lives with his two sons, ages 12 and 8, his twin daughters who are 11 and the woman he calls "my best friend who also happens to be my marriage partner for the past 14 years."



## Dan Hoover Named Agency Division Head



Dan Hoover

Dan Hoover has been appointed Manager of the VHI Agents Division, effective immediately. Announcement was made by David (Bruce) Gee, VHI president.

Dan has been with VHI for three years. He began as general manager of Legacy Express, Inc., an affiliate of VHI. At the time, Legacy was a small company with six drivers servicing major retailers in and around the Richmond VA area.

Within a year, Legacy had positioned itself as a full service transportation company, offering a wide array of resources on demand. The secret to its success was its ability to react and service a customer's needs within a few hours. "Turns out this service was invaluable to hundreds of firms in this area," Dan remembers.

In January 2004, Dan was named President of Legacy Express, Inc. with the goal of further expanding the company. Today, the firm has a fleet of 17 trucks. By July of 2004, drayage service was created to service all Virginia ports.

Said Dan, "This division offered new opportunities and brought us customers outside of the traditional retail operation. Currently, Legacy is an established dedicated transportation provider. Service and reliability were and still are the driving forces that enable Legacy's continuing success."

Dan's experience with transportation started in 1998 with the airlines. Having graduated from Parks College of St. Louis University, he joined a privately held airline that serviced TWA's commuter traffic.

"From the start," Dan explains, "I was taught that planes make money in the air, not on the ground." He has converted that belief to his current position - "Trucks make money moving freight, not looking for freight." That's why carriers need transportation brokers to bring the customer to them. It is this

continued on page 2

## Come 'n Set a Spell

This engaging setting is the guest lobby of the new VHI headquarters in Chester, VA. The 8,000 square foot facility has been completely renovated, inside and out, and customized for the rapidly expanding staff of VHI.

If you are in the Richmond, VA area, be sure to drop in. The welcome mat is always out.

## From the President

# PASSING THE TORCH

by David Gee, VHI President

I watched him empty trash cans, back in the 1980s, saw him get taller than I am, tried to model the principles he should follow and sat back as he made errors and learned from them. That's been the progression of my son David (Bruce) from child to man to leader of VHI.



David Gee, CTB

The transport of freight is in his blood. He has lived with the big rigs and the men and women who drive them, all his life. He has been affected by the ups and downs of the market; the integrity crisis of the early years, the high standards of ethics practiced today.

He was there when drivers and trucks were plentiful and he watched the supplies tighten and participated in figuring out what to do about it. He understood the importance of creating an environment where customer priority is equal to carrier priority and we seek to serve both equally.

He studied the business and encouraged opening divisions for the various types of transport done by VHI. He headed the agency division and was able to establish numerous agents throughout the country, at a time when the competition was stronger than ever before.

Bruce has learned the business from the ground up. He understands all the nuances and what it takes to make a success of a firm whose only asset is relationships, people skills, service and negotiation.

He understands how important it is to have a debt-free company and the top level credit standing we enjoy. He knows what to do to keep it that way.

I will retain the position of Chief Executive Officer, attending to strategic matters for future planning. Bruce will handle the day-to-day operation. He has learned how to care, how to watch the margins, how to catch the slips before they become a problem. We have all learned to trust his judgment and give him his due.

The company is in good hands with my son, David A. Gee, as president. With the continued blessings of God and good people around him, VHI will continue to grow and thrive.

**VHI - 100% Credit Rating**

### VHI - 100% Credit Rating

Transcredit, one of the foremost credit rating services in transportation, has awarded a 100% credit rating to VHI Transport.

Ecredit has also scored VHI at 100%.

Dun & Bradstreet rating 3A1 – held throughout our history – D&B #08-413-4451

Red Book Credit Services: A\*\*\*\*1- Highest rating possible

## ATA & AARP

### Address Driver Shortage

American Trucking Associations (ATA) is participating in the Alliance for an Experienced Workforce, a collaboration among 20 industry associations to recruit and retain workers over 50 years old. Led by the American Association of Retired Persons (AARP), the alliance will cultivate industry-specific best practices for older workers as a competitive advantage.

Over the next 10 years, 25 million workers will be eligible for retirement, the byproduct of the aging “baby boomer” generation born following World War II.

“With a critical driver shortage facing the trucking industry, now, more than ever, our industry is consistently looking toward recruiting and retaining this pool of experienced workers,” said ATA President Bill Graves.

#### **DAN HOOVER** continued from page 1

philosophy that Dan will put to work for the Agents Division of VHI.

Dan has a passion for technology, which fits in well with the support he seeks to provide for VHI agents. He says, “With the high level technology created specifically for their operation, VHI has stepped up to the plate. The company continues to invest in our infrastructure.

“There are so many different platforms for information and communication. With its current resources, VHI can further develop smart tools for customers, employees and agents.” Dan expects to be in the middle of that development.

#### VHI WEBSITE

You are invited to visit the VHI website – [www.vhitransport.com](http://www.vhitransport.com)

See direct line phone numbers for all Divisions, all current personnel with their new titles, and good, general information about VHI and the services we offer.

### Between the Lines

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### VHI Transport

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Third Party Specialists Since 1977

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## Leading Logistics at VHI

Sales, training and consistent logistics specifications are all high on the list of priorities for VHI Logistics Division Manager, Mike Bennett. With VHI for three years, Mike has moved up through the ranks into his current position.

"This company has invested in an intricate infrastructure that allows divisions to be established as soon as the volume of business warrants specific attention," he explained.



Mike Bennett

"It's an essentially perfect way for us to keep up with the growth and success of our customers."

The high ethical standards of VHI and its family-oriented atmosphere create a culture where everyone stands behind their word. That was very important to Mike when he made his career move.

Training of personnel continues long after the original orientation. Role playing and weekly meetings address the chal-

lenges and ever-changing questions and concerns voiced by customers, carriers and consignees.

"By keeping communication open with all of our personnel, we are right there with the answers as issues arise," he stated.

Recently, each manager received a copy of the Dave Yoho book, "**Great Year, Every Year**," as inspiration for what can happen when discipline is added to creativity.

Mike is a single father raising his son who is nine years old. He is also a grandfather. His married daughter is 21. In his leisure time, he coaches Little League baseball, rides dirt bikes with his son and joins him in cheering the NASCAR race drivers.

## New Titles for VHI Staffers

By Connie Alexander, Operations Director

An internal change has been made at VHI and titles have been changed for those on our teams who work most directly with customers and carriers. Previously, these staffers were referred to as Customer Service Representatives. The term accurately describes part of what they do, but not all of it.

Behind their customer service is professional knowledge of the freight transport business. These are the people who arrange to pick up your freight and transport it successfully and on time, from one point to another. They must know rules, regulations, classifications. They must be aware of road conditions, consignee preferences, driver tendencies and congestion. They have to watch every detail, to be sure your freight is handled at every moment with tender loving care.

To more accurately reflect their status and abilities, titles have been changed to Logistics Specialists. The Senior CSRs have now been made Senior Logistic Specialists.

This is more than semantics. It is recognition of the professionalism and value placed on these team members. Thank you for acknowledging their new position titles and providing the respect they deserve for what they make happen, every day.

## Direct Lines to VHI

**Main Dispatch Office:**

**804-231-6209**

**800-807-7317**

### Management:

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**804-414-1780**

brucegee@vhitransport.com

David Gee, Chief Executive Officer

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Chuck Wolf, CFO

**804-414-1587**

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Connie Alexander

Director Of Operations

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Connie Whitley

Sales and Marketing Director

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### Divisions:

#### Agency Division

Dan Hoover, Manager

danhoover@vhitransport.com

**804-414-1788**

#### Logistics Division

Mike Bennett, Manager

mikebennett@vhitransport.com

**804-414-1573**

#### Dedicated Division

Melissa Proffitt, Manager

melissaproffitt@vhitransport.com

**804-414-1579**

#### Flatbed Division

Walter Brooks, Logistics Specialist for Flatbeds

walterbrooks@vhitransport.com

**804-414-1574**

#### Air/Expedited Division

Chris Davis, Air/Expedited Manager

chrisdavis@vhitransport.com

**804-414-1792**

#### Container Division

Denise Galloway, Intermodal Manager

denisegalloway@vhitransport.com

**804-237-6896**

#### Tanker Division

Nikki Campana, Logistics Specialist for Tankers

nikkicampana@vhitransport.com

**804-414-1575**

#### Refrigerated Division

Mike Bennett, Interim Manager

mikebennett@vhitransport.com

**804-414-1573**

## Container World

By Denise Galloway, Intermodal Manager

Security, detentions, DOT presence at the ports – These are all issues with which we have wrestled this year. Yet the growth and energy of our Intermodal Division continue to move us forward at increasing speeds, as imports and exports develop at the ports we serve.

It is becoming commonplace for us to be notified that documentation is ready and containers can be moved. Yet when the drivers arrive, there are delays and detentions. Traffic congestion continues to be a major issue.

Yet our company reputation is making the rounds of the giant companies and the smaller shippers that use our port service. They know that the women behind VHI have ways of getting things done, when others don't seem to be able to.

We are innovative, we know the business inside out and we just don't take no for an answer. Assertive? Yes. Aggressive? That's us. Successful? That's the result we bring to our shippers.

Whatever happens at the ports, we stick to our mantra – Success is a marathon.

## Gee's Radio Station Bought by Washington Redskins

Washington Redskins owner Dan Snyder is the new owner of Gee Communications' ESPN Radio 950 WXGI in Richmond. The station had been owned by David E. Gee, Chairman of the Board of VHI Transport.

Snyder's new radio outlet Red Zebra Broadcasting purchased the station on June 1. The official announcement came with Red Zebra beginning a local marketing agreement with WXGI. Red Zebra has a 50 year lease for tower space.

Gee had owned the station for the last ten years. With a format of oldies western music when purchased, the station was changed to all news and sports in recent years.

WXGI will be the official voice of the Washington Redskins in the Richmond market.

## VHI – Poised To Serve Your Future

By Connie Whitley, Director, Sales & Marketing

VHI's move to its new headquarters in Chester, VA was



Connie Whitley

so much more than a physical feat. It was a transformation into a facility that allowed us to fulfill plans and dreams that were years in the making.

We conceived the vision of separate divisions several years ago. But the Richmond location that had been our home since 1977 had no room to physically establish those operations. Even though we expanded creatively in several different ways, the core of communication was not what we needed at this point in our development.

At the new location, the logistics specialists are situated in a way that allows them the privacy to concentrate on their work, yet the communication to share information, cautions and latest happenings. Management staff has private offices for confidential discussions. The finance people have everything they need for constant improvement and faster handling of invoices and payments.

Our growth and success in so many different areas of transportation called for this kind of expansion. Our professional and dedicated staff deserved this kind of first class accommodation. Our carriers and customers are well served by people who are enjoying their surroundings and the tools they have to do their jobs well.

If we seem really excited about our new location, it's because it's so much more than just another office. It's the setting for VHI to launch its next level of commitment to our customers and carriers. It's seeing the fulfillment of years of planning and dreams. What's that they say – A goal is just a dream with a deadline? This deadline has been met and we are all enjoying the fruits of our dreaming and planning.

If you are in the area, please stop in. We'd like to give you the grand tour and show you how well equipped and prepared we are to serve your needs now, and as you grow into your own dreams.

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