

Eagle Eye News

THE BEST AND BIGGEST IN THE SUNBELT

FIRST QUARTER 2025



PROUDLY SERVING THE SUNBELT SINCE 1950



A Publication for Associates and Friends of Southeastern Freight Lines



Good Ole **CAPTAIN FUDGE**

Back in the mid-1600s there lived a man by the name of Captain Fudge. He was captain of a merchant ship called the Black Eagle. What a great name... Captain Fudge. (Probably a good friend of Captain Crunch—just kidding!)

Captain Fudge is an actual historic figure. As the story goes, Fudge would travel out to sea and come back with incredible stories of valor, none of which were true. But he didn't let that stop him. He became notorious for his lies, tall tales, and exaggerations about improbable adventures on the high seas. The end result was that people couldn't trust him. In fact, he became a bit of a joke. Before long, a member of his crew started telling his own tales and the rest of the crew would point at him and say, "You're fudging."

Ever since, Fudge's name became associated with lying. By the mid-1800s, if a group of kids was playing marbles and one of them tried to cheat, the others would tell him, "Hey, no fudging!" But even today, we continue to "fudge." People fudge on their taxes. People fudge the truth. Candidates get elected based on their promises, but before long, they start fudging.

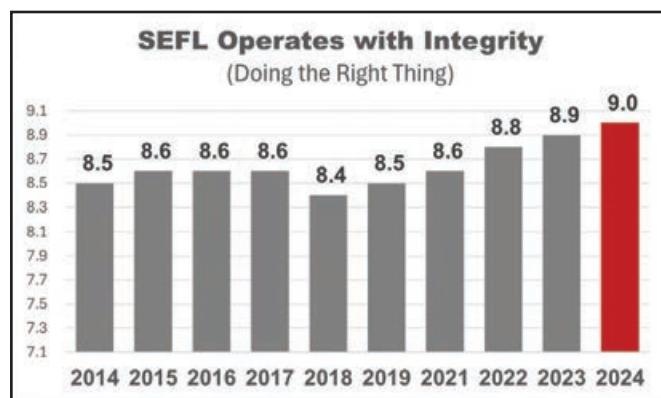
Isn't it a shame that real integrity is so hard to find in a person or in an organization today? We can't have integrity while fudging!

Billy Graham defined integrity this way: "We speak of integrity as a moral value. It means a person is the same on the inside as he claims to be on the outside. There is no discrepancy between what he says and what he does; between his walk and his talk. Integrity has to do with soundness, completeness, unity and consistency. It means everything about a person moves in the same direction. Integrity permeates the fabric of a person

rather than just decorating the surface."

I can't think of a better compliment than for one to be known as a person of integrity. And I can't think of a better compliment for a company than to be known as one that operates with integrity.

This past October, we conducted our annual employee opinion survey (SDI), and I want to share the results of one of the 44 questions from our survey. As a reminder, each person is asked to rank on a scale from 1 to 10 if they agree with the statement—SEFL operates with integrity:



I can't tell you how personally excited I was to see that this question scored a 9.0 on the 2024 survey. It was the highest score that Southeastern has ever achieved on this question. A few years ago, I had a conversation with

our consultant about our score on this integrity question, and he was blown away with how high this statement had been rated. He told me that most companies really struggle with the perception of integrity and said, “This is one of the highest scores we have seen from any company in the country. You are a qualitative step ahead of other companies.”

I want to thank each of you for what you do every day to help build SEFL's reputation as a company that operates with integrity. If you think about it, a “corporation” can't have integrity—only individuals can possess and practice integrity. So, if a business is thought to operate with integrity, then it means the individual associates are focused on operating with integrity. It takes all of us, and the old expression that “a chain is only as strong as its weakest link” is true.

In closing, let me share four benefits of trying to live a life of integrity:

1. Integrity sets you apart. Like cream rises to the top, a person of integrity is set apart from all the deceit, dishonesty, and deception around them. I think the most significant statement in the Bible about Job is found in the very first verse of the book that bears his name.

Job 1:1 (NLT)

There was a man named Job who lived in the land of Uz. He is blameless, a man of complete integrity. He feared God and stayed away from evil.

It was integrity that made Satan take note of him, and it was integrity that made God take note of him. It set Job apart.

2. Integrity creates trust. Trust is the basis of any healthy relationship. If we want people to trust us, if we want them to take us seriously, if we want them to believe what we say, then we need to be a people of integrity.

3. Integrity promotes peace of mind. When we practice integrity, we don't have to keep track of what lies we told to whom, nor worry about where our dark secrets are going to be revealed. We don't have to wonder when everything will collapse around us. If we are people of integrity, we can sleep easily because we know we have nothing to hide.

Proverbs 10:9 (NLT)

*People with integrity have firm footing.
But those who follow a crooked path will slip and fall.*

4. Integrity pleases God. Remember, the greatest command we have is to love God with everything that we've got. If we love him, we're going to want to please him.

1 Chronicles 29:17 (NLT)

*I know, my God, that you examine our hearts
and rejoice when you find integrity there.*

Proverbs 11:20 (NLT)

*The Lord hates people with twisted hearts,
but he delights in those who have integrity.*

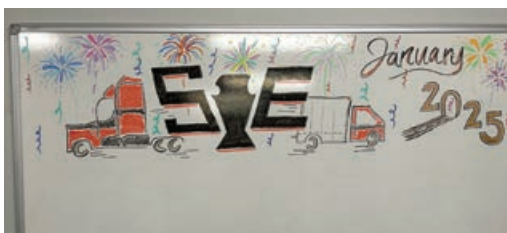
Thank you again for doing your part and helping us become a company that strives to always operate with integrity. We must never let up on this goal. I am proud to serve with each of you!

“I can't think of a better compliment than for one to be known as a person of integrity. And I can't think of a better compliment for a company than to be known as one that operates with integrity.”

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Celebrating 75 Years



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DFW drivers' board—drawn each month
by Jessica Cobb (Dallas, TX)

Cover illustration by Clay Patterson
(Traffic-Support Center)

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SUBMISSION / PHOTO GUIDELINES

The deadline for Second Quarter newsletter submissions is Friday, **May 2, 2025**. We will consider articles on process improvement, milestone achievements, and other Southeastern events or projects. Please submit complete articles in Word format and email up to 6 photos that you want included as Actual/Full-Size resolution attachments (do not embed within email or document). Remember to identify the full names of individuals pictured in your photos. Please submit high-grade photos only (no screenshots)—low resolution or blurry photos will not be published. **QUALITY** is our goal! Submissions should be emailed to: EagleEyeNews@sefl.com.



Adrian Aguillon (Memphis, TN) builds a SEFL snowman
with his brother David and sister Andrea



Oliver Gray Bortz,
son of Suzie Bortz (Quality-Support Center)



Cora Reese McBride,
granddaughter of Nita McBride (Macon, GA)

PHENOMENAL RECOVERY EFFORTS

by our Columbia Shop

When Hurricane Helene came inland with its ravaging winds and torrential rains, it left catastrophic damage in its wake. This included devastation to our Asheville, North Carolina, service center as well as to eight tractors and 35 trailers. Each of the tractors had water up to the fan hub of the engine that was about an inch from flowing into the floorboard of the cab. These vehicles remained water soaked for about 48 hours before the water receded.

Initially, these vehicles were considered a total loss. Jeffrey Eargle (Columbia Fleet Services Manager) and Timothy Hightower (Columbia Diesel Technician) were tasked with assessing the damage. Ultimately,

the expertise and determination of our Columbia Shop changed the narrative. Jeffrey and Timothy, along with a team from Fleet Services, went to Asheville and saw potential in salvaging some of the equipment. Through five weeks of relentless efforts and meticulous troubleshooting, seven of the eight tractors were brought back to life.

This team's extraordinary work not only exemplified dedication and ingenuity, but also delivered an estimated savings of \$750,000 for the company. Thanks to their incredible efforts, we have strengthened our ability to remain financially sound while showcasing the true spirit of teamwork and resilience.



CELEBRATING 75 YEARS

"A LIGHT ON LEGACY"

This year marks a monumental milestone for Southeastern Freight Lines—75 years of dedication, growth, and Quality Without Question. As we celebrate this remarkable anniversary, we reflect on the journey that brought us here and the people who continue to drive our success.



The cover of this edition of *Eagle Eye News* features "A Light on Legacy," a stunning digital illustration created by one of our own—Clay Patterson, a Traffic Specialist who has been with Southeastern for nine years. Clay's artistic talent, joyful spirit, and deep understanding of our company's values made him the perfect choice to create an image that symbolizes not only our past, but our future.

The vision for this artwork came from collaborative anniversary planning. We drew inspiration from collective conversations and archival materials. The result is a beautiful visual reminder of how far Southeastern has come and the bright future ahead.

The artwork is striking, centered around the intense gaze of our company mascot, the American Bald Eagle. Known for its ability to spot prey from two miles away and soar to heights of 10,000 feet, the Bald Eagle represents clarity of vision and the drive to rise above challenges.



CLAY PATTERSON
(TRAFFIC-SUPPORT CENTER)

But the eagle's significance runs deeper. Each feather represents the associates who form the backbone of Southeastern Freight Lines. Clay shares, "Without the feathers, the eagle doesn't fly—just like this company wouldn't run without its people." This sentiment echoes the words of our founder, Mr. W.T. Cassels, Sr. – **"If you take care of your people, they will take care of the customer, and that will take care of the future."**

The illustration also traces the evolution of our trucks, from the early models to the modern fleet we operate today, symbolizing the growth and progress we've made.

We extend our thanks to Clay for sharing his talents with us. Over the years, he has created portraits and personal pieces for many associates and their families. His artistic journey was inspired during childhood when his grandmother drew a special picture for him. Clay is currently working on a comic book project that will explore themes of faith and personal growth.

As we celebrate our 75th year, we take pride in honoring not just the company, but the individuals who contribute to its success. These are people like Clay and people like YOU—the associates and customers who have been part of

this journey, driving us forward with hard work, loyalty, and trust.

Here's to 75 years of excellence, and to many more ahead!

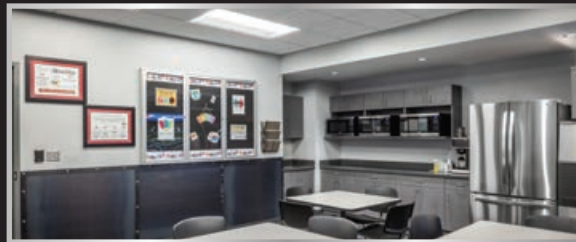




— real estate —
Building a foundation for success.

REAL ESTATE DEVELOPMENTS AND IMPROVEMENTS

CHARLESTON, SOUTH CAROLINA



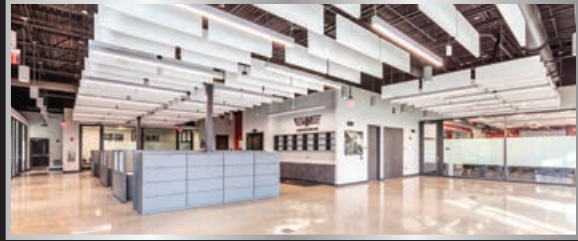
Net 40-Door Dock Expansion with Appointment Warehouse, Yard Rehab, and Office Refresh

FORT WORTH, TEXAS



Yard Expansion and Employee Lot Reconfiguration

LOUISVILLE, KENTUCKY



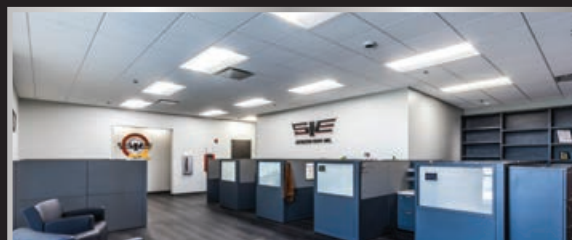
New 100-Door Facility (Net 52 Doors) with Appointment Warehouse, Shop, and Driver Rest Facility

SAVANNAH, GEORGIA



Office Refresh

WACO, TEXAS



Net 38-Door Dock Expansion, Yard Expansion, and Office Refresh



Quality Achiever Awards 2024 President's Club Inductees

The Quality Achiever Award is one of our company's highest levels of recognition, and each recommendation summarizes the individual's impact on the company through participation and achievements in the Quality Improvement Process.

In 2024, **242** associates were recognized with a Quality Achiever Award. Even more exciting is that seven of these were President's Club inductees (4th Quality Achiever)! Please join us in congratulating these associates for their contributions to the Quality Improvement Process and for earning this prestigious award!

PRESIDENT'S CLUB RECIPIENTS (4TH QUALITY ACHIEVER)



Jennifer Frazee
South Charlotte



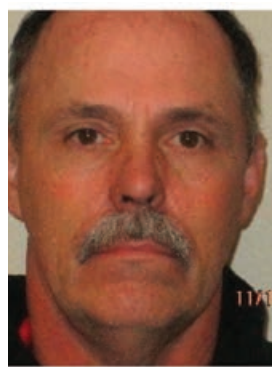
Chris Gee
Charleston



Steve Kell
Kinston



Pennie Kinard
Support Center



Kevin Kinney
Albany



Denise Roberts
Ocala



Harold Stevens
Jackson, MS

To be recommended for a Quality Achiever Award, an associate must demonstrate a total commitment to the Quality Improvement Process through their involvement, achievements, and outstanding results. There are two essential requirements necessary when considering an associate for a Quality Achiever Recognition:

1. Extensive Involvement in the Quality Improvement Process

Participation in the Quality Process includes submitting ACTIONS, serving on ACTION Resolution Teams, and submitting and receiving recognitions. This is what will “get the ball rolling.” Once an associate has reached the minimum number of required activities for the Quality Achiever level, their I.Q. Leader can then begin evaluating the second criteria.

2. Exceptional Achievements in the Quality Improvement Process

On this recommendation, three significant contributions must be included, which are the associate’s most outstanding accomplishments in the Quality process. These contributions are critical in the approval process. It is important to determine (and provide with the recommendation) very specific results, data, etc., that will substantiate the achievement under each category.

We are off to a great year and hope to see even more associates shine in 2025 with a higher level of individual contribution to the Quality Improvement Process, and thus earning a Quality Achiever recognition! If you have questions about the Quality Achiever process, please don’t hesitate to ask your I.Q. Leader or contact the Quality Department.





BEST IN CLASS

2024

Safety Results

Each year, we recognize those service centers that have Best in Class accident and injury processes based on their accident and injury frequencies. For 2024, we recognize the following service centers for their Best in Class safety results:

BEST IN CLASS: ACCIDENTS PER MILLION MILES				
Class	Service Center	Frequency	Miles Driven	Combined P&D and Linehaul Accidents
1	Dalton	0.53	7,604,105	4
2	Jacksonville	1	4,979,700	5
3	Baton Rouge	0	1,953,164	0
3	Ocala	0	1,776,009	0
4	El Paso	0.69	1,457,797	1
5	Bowling Green	1	1,002,005	1

BEST IN CLASS: INJURIES PER 200,000 HOURS				
Class	Service Center	Frequency	Hours Worked	Number of Injuries
1	Tampa	0.4	476,292	1
2	Miami	1.5	272,750	2
3	Charlotte (CSD)	0	64,822	0
3	Kinston	0	121,529	0
3	Ocala	0	100,661	0
3	Richmond	0	127,690	0
3	Tulsa	0	104,007	0
4	Albany	0	85,310	0
4	Columbus	0	87,388	0
4	Rocky Mount	0	71,549	0
4	Roanoke	0	67,035	0
4	Tri Cities	0	65,321	0
5	Amarillo	0	44,921	0
5	Montgomery	0	52,546	0
5	Wichita Falls	0	37,780	0
5	Puerto Rico	0	25,884	0

Results like these are a great example of associates who demonstrate a commitment to Individualized Quality and are a key part of an outstanding safety culture. Performing Error-Free Work in our accident and injury processes is the single most important aspect of our Quality Improvement Process because it is so personal to each one of us. Outstanding results like these are intentional, with a focus both on awareness and prevention.

Congratulations to all of our Best in Class safety performers!

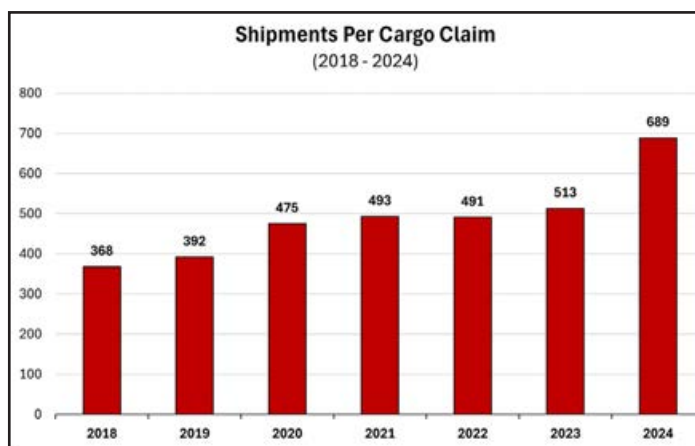
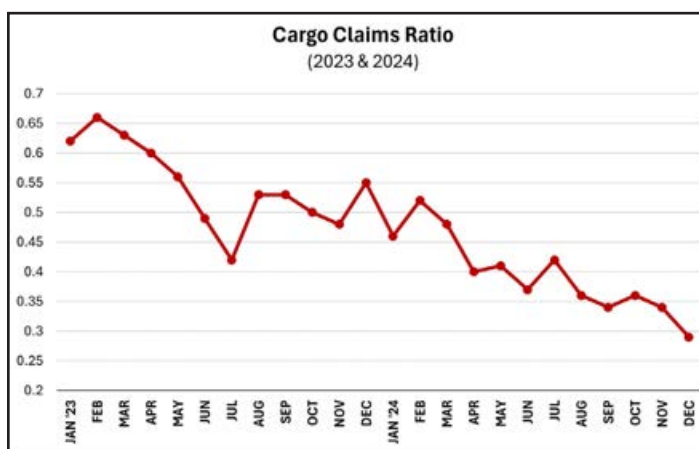
CONTINUOUS MEASURABLE IMPROVEMENT

Anything Can Be Made Better!

Cargo Claims

Cargo Claims Ratio represents the net claims paid as a percentage of revenue, and our 2024 Claims Ratio was **0.40 percent**.

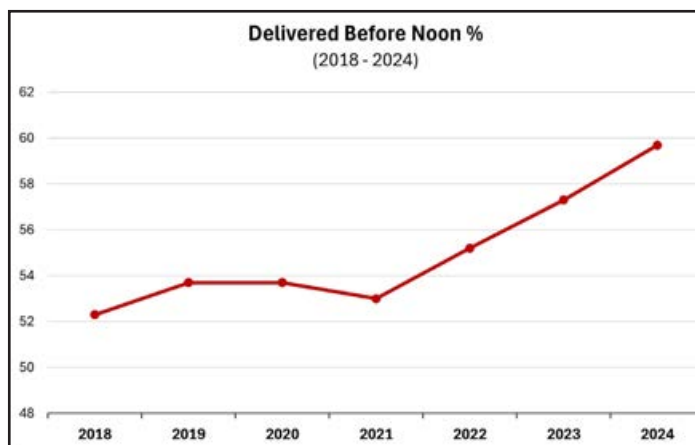
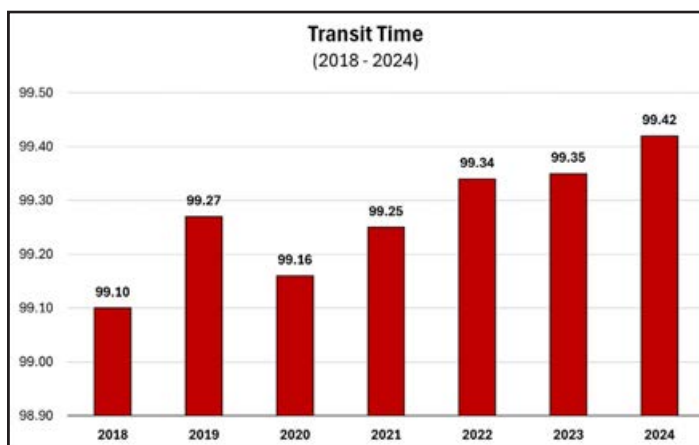
In 2024, our claims ratio improved by **27 percent** over the previous year. Our shipments handled per cargo claim increased from 513 to 689—a **34 percent** improvement.



Transit Time

Transit Time represents the percentage of shipments delivered to our customers on time.

In 2024, we achieved a **BEST-EVER RESULT of 99.42 percent** for transit time, while delivering a higher percentage of our freight before noon to our customers.



“2024 was another outstanding year! We improved on many operational measurements, but I’m most excited about our customer focused measurements—Cargo Claims and Transit Time. I want to express my gratitude to our dedicated associates for all your hard work and unwavering commitment to our Mission and to being Carrier of Choice for our customers.” ~ Coley Campbell, Senior VP of Operations



2024 Platinum Service Centers

In 2024, our team had **TWO** service centers earn Platinum Service Center of the Year! Platinum is earned when a service center achieves excellence in all key processes for the year. Every service center has the opportunity to earn the annual "Platinum" award by making 83 percent of their platinum goals in several key processes:

PART A OF QUALITY:

Inbound Transit Time
Outbound Transit Time
Claims Ratio

PART B OF QUALITY:

P&D Cost Ratio
Dock Efficiency
Load Average

Congratulations to these teams for earning Platinum Service Center of the Year! The Belief, Alignment and Teamwork of the associates make these great results possible and clearly demonstrate that **A Unified Team is a Competitive Weapon!**

SERVICE CENTER

Raleigh (RAL)
Charlotte (CLT)

**PLATINUM % OF GOALS
ATTAINED FOR THE YEAR**

89%
88%

"2024 was an outstanding year for our Raleigh, NC, team! With a best-in-the-company Annual Platinum score of 89 percent, Raleigh was able to serve their customers at a very high level while also operating extremely efficiently. Congratulations to every member of the Raleigh team on your Annual Platinum achievement. Well done!" **We Are Here to SERVE!**

**Trey Fudger (VP of Service Center Sales) and
Matt Bowen (Regional VP of Operations)
REGION 2**

"Congratulations to our Charlotte, NC, service center for obtaining Annual Platinum status for 2024! This achievement is a result of **Belief, Alignment and Teamwork** across every part of the Charlotte service center. Achieving Platinum takes every associate doing their part to serve our customers at an extremely high level while also being efficient in the process. Great job, Charlotte!"

**Trey Fudger (VP of Service Center Sales) and
Matt Bowen (Regional VP of Operations)
REGION 2**



Belief, Alignment and Teamwork!

Each service center can also be recognized for having a **Platinum Process**. This occurs when the process meets or exceeds the Platinum goal 9 out of 12 months for the year. These excellent results are made possible when we work together and **Live Our Culture, Provide Quality and Create Financial Strength!**

Congratulations to the following teams:

We had 158 Platinum Processes in 2024!

Part A of Quality = Satisfying Every Customer Completely					
Inbound Transit Time		Outbound Transit Time		Claims Ratio	
Amarillo	Lafayette	Albany	Abilene	Fredericksburg	Odessa
Asheville	Nashville	Birmingham	Albany	Garland	Oklahoma City
Atlanta	North Atlanta	Columbia	Amarillo	Greensboro	Orange
Atlanta Breakbulk	Orlando	Dalton	Asheville	Hazlehurst	Orlando
Bowling Green	Raleigh	Greensboro	Atlanta	Hickory	Raleigh
Charlotte	Roanoke	Greenville	Atlanta Breakbulk	Houston	Richmond
Dalton	Savannah	Jacksonville	Austin	Huntsville	Roanoke
Fayetteville	Sherman	Miami	Baton Rouge	Jackson, TN	San Antonio
Fort Smith	South Houston	Nashville	Bowling Green	Jacksonville	Savannah
Fort Worth	Tampa	North Atlanta	Charlotte	Kinston	Sherman
Greensboro	Waynesboro	Orlando	Cincinnati	Knoxville	Shreveport
Greenville	West Atlanta	San Antonio	Columbus	Louisville	South Houston
Houston	West Palm Beach	Wilmington	Corpus Christi	Lubbock	Tampa
Jacksonville	Wilmington		Dallas	Macon	Tri-Cities
			Dalton	Memphis	Tulsa
			El Paso	Miami	Tyler
			Florence	Montgomery	Valdosta
			Fort Lauderdale	Nashville	West Palm Beach
			Fort Myers	New Orleans	Wilmington
			Fort Worth	North Atlanta	

Part B of Quality = Becoming More and More Efficient in the Process				
P&D Cost Ratio		Dock Efficiency		Load Average
Albany	Birmingham	Orange	Abilene	Hazlehurst
Charlotte	Charlotte	Raleigh	Amarillo	Jackson, MS
Greensboro	Dothan	Roanoke	Atlanta	Louisville
Greenville	Fort Lauderdale	South Houston	Augusta	Mobile
Jackson, MS	Fort Myers	Texarkana	Charlotte	North Atlanta
Lafayette	Fort Worth	Wilmington	Charlotte Ship Dist.	Raleigh
Little Rock	Garland		Cincinnati	Roanoke
North Atlanta	Greensboro		Dalton	South Houston
Orange	Houston		Dothan	Valdosta
Raleigh	Huntsville		Fort Myers	Waco
Tupelo	Jackson, MS		Fort Worth	Waynesboro
Waynesboro	Jacksonville		Fredericksburg	West Atlanta
	Memphis		Greensboro	West Palm Beach
	Norfolk		Greenville	

2024 Regional Associates of the Year

Congratulations to our 2024 Regional Associates of the Year! These outstanding associates are from across the Sunbelt, but they all have one thing in common—they consistently demonstrate a passion for our unique Culture and a commitment to Quality. The winners were nominated by their service center leadership, and then selected by regional leaders from Operations, Sales, Fleet Services, Safety, and Human Resources.

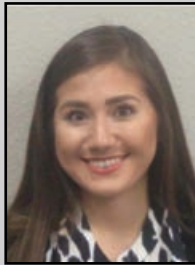
Regional Associate of the Year is the highest recognition that can be earned by an associate, and it is a significant career achievement to be selected for this honor.

We are very proud of the 2024 winners!

ADMINISTRATIVE



JILL YORK
(MACON)



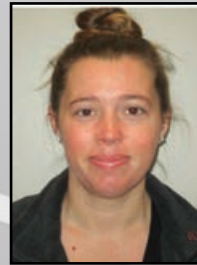
KYLIE KIME
(FREDERICKSBURG)



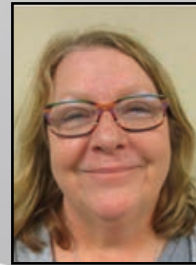
STACEY CARABALLO
(MIAMI)



COURTNEY CANON
(CORPUS CHRISTI)



JESSICA COBB
(DALLAS)



SHERI QUACKENBUSH
(JACKSON, TN)



HEIDI MELANCON
(LAFAYETTE)

FREIGHT HANDLERS



WILLIAM AUSTIN
(ATLANTA
BREAKBULK)



KENDALL WILLIAMS
(NORFOLK)



JAMES BARNETT
(TAMPA)



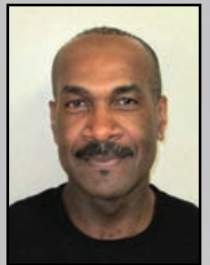
WILLIAM PATTERSON
(TYLER)



FOSTER THAMES
(LITTLE ROCK)



TYLER DAVIS
(NASHVILLE)



JAMES BASS
(BATON ROUGE)

FLEET SERVICES



TERRY PARKER
(ATLANTA,
TECHNICIAN)



BRANDON KIRKLAND
(ORLANDO,
MANAGER)

P&D DRIVERS



JASON ZIRK
(CHARLESTON)



CHRIS THREATT
(CHARLOTTE)



DUSTIN ELLIS
(HAZLEHURST)



JAVIER MIRANDA
(LAREDO)



ROBERT GONZALES
(LUBBOCK)



RICKY BOONE
(ASHEVILLE)



JUSTIN MULLINS
(JONESBORO)

LINEHAUL DRIVERS



JOHN BAXLEY
(COLUMBIA)



RONNIE WHITWORTH
(SOUTH CHARLOTTE)



DAVID MORRIS
(VALDOSTA)



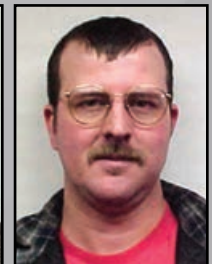
CHRIS WILEY
(AUSTIN)



JD RANDOLPH
(WACO)



GARY GORRELL
(LEXINGTON)



JOHN HASSELL
(MONTGOMERY)

LEADERSHIP



JON GOINS
(DALTON)



JACOB WILLIAMS
(RALEIGH)



JOSEPH JOHNSON
(JACKSONVILLE)



JOSH DOWNEY
(HOUSTON)



JOHN FARRELL
(FORT WORTH)



ANDREW STOUT
(HICKORY)



KENT FLETCHER
(JACKSON, MS)



Administrative Key Measures & Quality Champions 2024

At Southeastern Freight Lines, we take immense pride in our Quality Improvement Process, which drives us to **Live Our Culture, Provide Quality and Create Financial Strength.**

A cornerstone of this process is having “People Committed to Individualized Quality,” and there’s no better example of this commitment than our Administrative Key Measures/Quality Champions program.

Since its establishment in 1999, this program has been instrumental in monitoring and improving the key administrative processes at our service centers. Each measure is championed by individuals who not only work tirelessly to reduce values on their reports, but also strive to enhance the very processes that keep us moving forward.

In 2024, our administrative associates achieved an **Administrative Efficiency of 99.24 percent** —a remarkable accomplishment that reflects hard work and dedication.

While every service center contributed to this incredible success, we’re especially proud to celebrate those that went above and beyond, earning the **Platinum Award** and the prestigious **Service Center of the Year** honors. It’s with great pride that we recognize the following service centers and their Quality Champions as the 2024 Administrative Key Measures award recipients:

PLATINUM AWARD

The AKM Platinum Award is awarded to service centers achieving an administrative efficiency of 99.50 percent or higher—a level of excellence that truly deserves recognition.

Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Region 7
Atlanta Breakbulk Atlanta Augusta Columbus Columbia Dalton Florence Macon North Atlanta West Atlanta	Charlotte Charlotte Shipment Dist. Fayetteville Greensboro Kinston Norfolk Raleigh Richmond Rocky Mount Roanoke South Charlotte Wilmington	Albany Fort Lauderdale Hazlehurst Jacksonville Ocala Orlando Savannah Tampa Valdosta West Palm Beach	Corpus Christi El Paso McAllen Orange South Houston Shreveport	Abilene Amarillo Dallas Fort Worth Garland Little Rock Lubbock Oklahoma City Texarkana Tulsa	Asheville Cincinnati Greenville Hickory Jackson, TN Louisville	Birmingham Baton Rouge Dothan Huntsville Jackson, MS Lafayette Montgomery Mobile Pensacola Tupelo

ADMINISTRATIVE SERVICE CENTER OF THE YEAR

This award is presented to the service centers that set the gold standard by achieving the highest levels of administrative efficiency throughout the year.



ATLANTA BREAKBULK

Sammy Ferguson, Renee Maynor, Cynthia Myles



ATLANTA

Laurie Collins, Jamie Hinote, Lisa Barbee, Shelly Davis, Connie Cleveland, Kristina Srisovann



CORPUS CHRISTI

Courtney Canon



EL PASO

Sebastian Saenz, Celina Gonzalez, Danny Herrera



FAYETTEVILLE

Tammie Minacapelli, Renee Norris, Charles Outlaw



FLORENCE

Kevin Roberts, Sara Smith, Cindy McElveen



FORT LAUDERDALE

Dora Lopez, Tywan Johnson, Jessica Karim, Patricia Mury



GREENVILLE

Mike Novel, Cassidy Thomason (not pictured, Vickie Ray)



HAZLEHURST

Kaiti Jones



HUNTSVILLE

Jessica Copeland, Jeff Gordon, Caitlin White



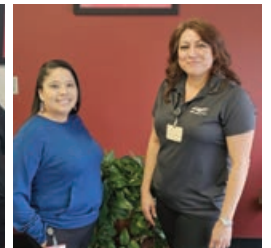
JACKSON, TN

Miranda Utley, Sheri Quackenbush, Bronzetta Tyson, Andrew Landers



KINSTON

Brandon Joyner, Cheryl Cox, Patricia McDonald, Markeita Blount



MCALLEN

Clarissa Garcia, Anna Ybarra



MOBILE

Victoria Duboise, Trish Knobf (not pictured, Devin Patrick and Mark Camilleri)



ORANGE

Ashley Castle, Rashad Arline, Polly Goodeaux



SHREVEPORT

Chrystal Miranda, Garrett Dustin



TULSA

Zipporah Patrick, Linda Hughes, Kami Wright



VALDOSTA

Randall Coleman, Becky Brown, Tracy McLeod, Lawanna Batten, John O'Rourke



WEST ATLANTA

Stephanie Anderson, Katie Sibley, Edie Timperio, Sandy Turner, Deon Thomas, Linda Wilcox, Judy Gonosz



REGION 2 CELEBRATES Outstanding Quality Results

In 2024, Region 2 kicked off the year with a renewed focus on Individualized Quality and a commitment to reinforcing the importance of associate involvement in the Quality Improvement Process (QIP). Leadership, Quality Specialists, and local Quality Team members intentionally talked about Quality and encouraged participation at every opportunity. The impact of their dedication and efforts cannot be overstated.

As a result, Region 2 ended the year with record-breaking participation in both the ACTION and Recognition processes, achieving the **best overall** participation by region. Here's a closer look at their outstanding accomplishments:

- **Record Participation:** Region 2 achieved an impressive 26.78% ACTION participation and 66.27% Recognition participation, setting new records in both areas.
- **Consistent Excellence:** This marks the 10th consecutive year that Region 2 has led all regions in ACTION process participation.
- **Outstanding Service Centers:** Several service centers achieved all-time high participation results:
 - o **Greensboro, Raleigh, and Waynesboro** set records in both the ACTION and Recognition processes.
 - o **Wilmington** reached an outstanding milestone of 100% engagement in the Recognition process.

o **Waynesboro** led the company system-wide, achieving the highest participation in the ACTION process across all service centers.

Additionally, every Service Center Manager and Quality Specialist in Region 2 participated in 2024—each submitting at least one ACTION and one QWQ Recognition. The region also celebrated 82 associates who earned a Quality Achiever award, including two at the prestigious President's Club (4th award) level.

These achievements highlight Belief, Alignment and Teamwork within every service center in Region 2. We didn't begin the year with a specific goal to set records. Instead, the focus was on creating an environment where every associate feels valued and understands the impact of their contributions in making our company better.

Region 2's commitment to the QIP has built a strong foundation for engagement and success. We are incredibly proud of their accomplishments and are confident that 2025 will bring even greater results!

Belief, Alignment and Teamwork
A unified team is a competitive weapon



Javier Rodriguez – Orlando

Fleet Services Associate of the Quarter

Fleet Services is excited to name Javier Rodriguez of the Orlando Shop as our Fleet Services Associate of the Quarter for the fourth quarter of 2024! Javier began his career with Southeastern in 2002 as a Diesel Technician. Through the years, he has developed into one of Fleet Services' most capable technicians, and he currently serves as the Lead Tech in the ORL Shop. Javier's abilities, attention to detail, work ethic, and ability to mentor others with a servant's heart have made him an invaluable member of the Orlando and SEFL maintenance teams. In his efforts to best serve

Operations and our drivers, Javier has distinguished himself by taking a daily systematic approach to the triage process on out-of-service equipment. He then prioritizes the repairs needed so that downtime is minimized. This means that our drivers are out of their assigned trucks for less time, and when they receive their truck back, the quality of the repairs is second to none. These are just a few of the many things that Javier does to live out our Culture each day. Please join us in congratulating Javier for this well-deserved achievement!

FLEET SERVICES TRAINING HIGHLIGHTS

Fleet Services hit the ground running in January 2025, by hosting a variety of technical training events across the SEFL footprint.

STARTING STRONG IN 2025!

Our first two major events of the year saw great investments made in the skills of both truck and trailer technicians! In North Atlanta, eight trailer techs gathered for our 3-day training event specifically for trailer technicians. These technicians worked and trained to gain a deeper understanding of basic electrical theory, liftgate charging and hydraulic systems, brakes, wheel end assemblies, and 5th wheel operation and maintenance. In the Charlotte Shop, nine technicians gathered to take part in our first level of Cummins engine training. This 4-day class began with a refresher on the fundamentals of basic electrical theory before diving into the world of ECM electrical communication and troubleshooting. As the week progressed, these technicians trained through each component of the engine's air handling and aftertreatment system, from the air filter to the tail pipe. As all our vehicles' complexity grows at a seemingly exponential rate, Fleet Services is dedicated to investing in our associates to ensure that we are ready to meet the challenges of today and tomorrow.



Technicians in the Cummins-1 class work on a live engine harness to diagnose communication faults



Josh Bell (West Atlanta) and Brett Smith (Dalton) work to diagnose a liftgate charging system



Families Helping Families Palmetto Project 2024

"Families Helping Families" is in its 34th year of helping families in the Midlands of South Carolina during the Christmas season. The program is an initiative of the non-profit Palmetto Project. Each year, they assist families with needed supplies, gifts, clothing, and other essentials. This effort is coordinated through local agencies and community assistance programs to ensure that donations are targeted to help those who need it the most, and to eliminate

duplication of services so they reach more families.

This is the 16th year that Southeastern has participated in this project. SEFL associates from the Support Center adopted 41 families. We helped a total of 103 people, including adults, teenagers, children, and senior citizens. We also donated 1,700 non-perishable food items, paper products, and toiletries. Thank you to all who participated for your generosity during the 2024 holiday season!



Tampa Participates in “Great American Teach-In”



Last fall, the Tampa team was invited to make a presentation to several 1st grade classes at McDonald Elementary School during the Great American Teach-In.

The Great American Teach-In connects community members with schools to share knowledge, inspire students, and raise awareness of opportunities. Volunteers can speak about their careers or hobbies, teach a class, or organize an activity. It helps students explore potential career paths and gain a better understanding of various job roles.

Driver Layon Robinson and P&D Supervisor Alberto Marsal took one of our SEFL trucks to the school and spoke with the students about a typical day in the life of a driver. They explained how virtually everything we see has been moved by a truck. The students were very excited to see a semi-truck in person and told Layon they wanted to be a driver just like him when they got older!



Nashville Serves “Kittrell Community”

In October 2024, the Nashville Serves team had the pleasure of working with the Kittrell Community to revive a playground that had been neglected since the Covid-19 pandemic. The community plans to reopen the baseball and softball fields, so we wanted to help by revitalizing the playground for the kids in this area.

The existing playground only had a few old swings, one small playhouse, and little to no mulch. After four hours of sweating, laughing, building equipment, and spreading mulch, we created something the kids would be very proud of in their community. The playground now has three brand-new swings, a toddler swing, a seesaw, a climbing dome, and a clean playhouse.

In addition to the playground update, we also pressure washed the sidewalks around the playground, painted the picnic tables, and placed new mulch around the flower beds. This gave the entire area a fresh new look to match the playground. While we were cleaning up, the best part was when a little boy darted towards the playground with a huge smile on his face. His smile said it all!

Our team cannot express how much we enjoyed doing this and other Southeastern Serves projects. We look forward to the next one in Nashville!



58

RICHARD CONNOR RETIRES AFTER 58 YEARS OF SERVICE!



From left: Tobin Cassels, Richard Connor, portrait of W.T. Cassels, Sr., and Bill Cassels

Congratulations to Richard Connor on recently retiring with 58 years of service! After being discovered by W.T. Cassels, Sr., in 1966, Richard began his career with Southeastern Freight Lines in the Business Office. At the time, Southeastern only had six service centers in operation. He was later promoted to Director of Finance where he was responsible for financial reporting, budgeting, accounting and administration of the workers' compensation and auto liability insurance coverages, standard cost reporting, and outside regulatory reporting. During those years, Richard touched every aspect of accounting and helped to form the fundamental processes that continue to shape our department today. In the words of Russ Burleson, who retired from SEFL in 2018:

"Richard was absolutely instrumental in helping both Mr. Cassels, Sr. and Jr., make the transition from a small trucking company to the national presence we are in the LTL industry today."

Throughout his career at Southeastern, Richard was dedicated to helping the company be the best LTL trucking company in the Southeast. As the company began to grow, so did the need for greater insurance and risk management. As a result, Richard transitioned into the role of Director of Insurance and Cost Accounting in 1996. In this capacity, he administered a more expanded line of insurance coverages for auto, workers' compensation, property, aircraft, and umbrella. He was critical in maintaining the relationships with the actuary and insurance brokers. In addition, he continued to monitor and maintain standard costs which were integral to the company's pricing and efficiency systems.

Richard was well loved and respected by those he worked with, both internally and externally. With so many years of Southeastern history, Richard was often our "go to" person for questions and history lessons. We are going to miss Richard's presence and energy in the office, but we sure appreciated and loved the 58 years we had with him!

Happy Retirement, Richard!



Living our Culture is essential to achieving our Mission at Southeastern Freight Lines. We know that a company's culture doesn't just happen overnight. Cultures are built one day at a time, over a long period of time, and are built by each person who is a part of our organization. We owe a huge debt of gratitude to these associates who recently retired with **25 or more years of service.**



PAUL KANOY SUPPORT CENTER

Paul Kanoy began his career in 1981 and served SEFL for over 43 years! He began as a dockworker, was promoted to driver, and to Dock Supervisor in Greensboro, NC. In 1988, he transferred to the Columbia service center where he managed

the Outbound, Breakbulk, and Inbound Dock operations. In 2004, Paul was promoted to Central Dispatcher at the Support Center. He had a comprehensive understanding of the roles that we serve in the service centers and that vast operational experience gave him an excellent perspective to guide the driver resources he managed nightly for the Linehaul team. He recently put together the Linehaul plan for KY, TN, and the northern service centers in AL, GA, and SC. Dispatching can be quite challenging, but Paul made it look easy with his calm demeanor in the face of adversity. We were proud to have him on our team and wish Paul and his wife Jackie many beautiful sunrises and sunsets as they relocate to Florida for their retirement!



JIM BOYD SUPPORT CENTER

Jim Boyd is an Army veteran who began at Southeastern in 1984 as a Fleet Services Manager in Savannah. He was promoted to Regional Fleet Services Manager in West Palm Beach in 1988, where he had responsibility over multiple shops. His great

technical expertise was apparent, and he was promoted to Columbia as our Manager of Fleet Technical Services (training) in 2005. Jim excelled in this role and spent over half his time on the road conducting training classes with our technicians and leaders. He had the natural ability to simplify complex problems and was passionate about helping others excel. Jim was promoted in 2021 to the Director of Fleet Services, where he oversaw 27 shops and

roughly 450 technicians and leaders. We were honored and blessed to know and work alongside Jim during his over 40 years of dedicated service. We are sad to see him go, but excited that he will enjoy his golden years after leaving a great legacy and positive impact on everyone who met him.



WALTER "BO" TREADWAY FLORENCE

In 1986, Walter "Bo" Treadway started working with Southeastern in Florence. He served as a P&D Driver with a positive attitude and serving heart. He dedicated his career to serving his internal and external customers in an exceptional manner.

Bo plans to continue to be a pastor at his church and spend time with his family and grandchildren. We greatly appreciate what he did for us over the last 38 years and wish him all the best in retirement. Thanks for everything, Bo!



TERRY WALKER KINSTON

The Kinston team, along with the SEFL family, would like to congratulate Terry Walker on his retirement after 38 years of dedicated service! Terry started his career in 1986 as a part-time Freight Handler, but quickly moved into a Combo

Driver position that same year. In 1998, he began his tenure as a P&D Driver and covered multiple routes, but finished his career in Goldsboro, North Carolina. Terry was loved by all of his customers for his hard work and dedication. With his Kinston work family, he could always be counted on for guidance, directions, or simply lending a helping hand. Terry plans to enjoy retirement by spending time with his wife, children, and grandchildren. He is a skilled craftsman and builder, so we hope Betty Jo won't keep him too busy with the "honey-do" list. Thank you, Terry, for all your years of service!



BRITT OLSON ALBANY SHOP

We would like to congratulate Britt Olson of the Albany Shop on his retirement after 38 years of service. Britt started his career with Southeastern in February of 1987. He served as a Lead Technician for many years and ran the day-to-day operations of the shop. Over the years, his knowledge

and technical expertise was a tremendous asset to SEFL. Britt and his wife Brenda plan to retire in Woodruff, South Carolina, where they will spend time with their grandchildren. Thank you, Britt, for your 38 years of service. You will be truly missed by the people you have served in and around the Albany area!



JOE ARD KINSTON SHOP

It is with mixed emotions that we announce that Joe Ard, our Fleet Services Manager in the Kinston Shop, has retired after 37 years of excellent service to Southeastern. Joe began his SEFL career in 1987 as a Technician B2 and ultimately advanced to Fleet Services Manager in

2012. Our Kinston Shop is known as one of the most efficient and lean shops in Fleet Services. We will miss Joe's excellent contributions to our company, but we know all good things must come to an end! In retirement, Joe plans to get in some much-needed motorcycle riding, fishing, and traveling with his wife, Billie. We wish him the best and thank him for all of his years of service. Enjoy retirement, Joe—we will miss you!



SAM SPENCE DALLAS

The Dallas team wants to congratulate Sam Spence, who retired in December after 37 years with Southeastern! Sam began his career as a P&D Driver at the Tampa service center and transitioned to Linehaul Driver in 1991. He then transferred to the Dallas service center

five months after it opened in 1995. Sam was well known around the DFW service center for his smile and ability to make people laugh. He plans to travel to California and Las Vegas during the first few months of his retirement. We hope you enjoy retirement, Sam!



MIKE WOODALL DALTON SHOP

Mike Woodall began with Southeastern Freight Lines in 1990 working on the dock and yard. He then started combo runs to Atlanta in 1992 and was moved to city runs as a P&D Driver in 1993. He worked the city until 2010, when he transferred to Fleet Services as a Trailer Technician.

He served Southeastern for 34 years. In retirement, Mike plans to spend time with his grandkids, travel, and work in his wood shop. Congratulations, Mike!



RAY SHEPHERD DALTON

The Dalton service center congratulates Ray Shepherd on his retirement after 31 years of dedicated service! Ray began his journey with Southeastern in 1994 as a P&D Combo Driver. He later moved to the role of local P&D Driver, where he served our customers with excellence

and satisfied them completely. Representing Southeastern and Dalton service center, Ray won the 5-Axle category while competing in the Georgia State Truck Driving Championship in 2022. In retirement, Ray plans to relax and enjoy life while he spends time with his grandchildren, family, and friends.



CARY HALL DALTON

Congratulations to Cary Hall who retired from Southeastern in March after over 30 years of service. Cary started his career as a Combo Driver, then moved to the position of Driver Trainer in 1997. Over his long career, he served as a Regional Safety Manager, a Safety Manager, and

more recently as our corporate Safety Compliance Manager. Cary was an instrumental part of the development, testing, and training of our various safety systems to ensure regulatory compliance. Cary plans to continue serving as a part-time minister (as he has since 1994), spend time with family and friends, and finish restoration of the family homestead. Thank you for your loyal and dedicated service, Cary, and your commitment to SEFL over the years. We wish you all the best in your retirement!



SOUTHEASTERN FREIGHT LINES



JEFF GIBSON CHARLOTTE

Congratulations to Jeff Gibson on his recent retirement from the Charlotte service center after 30 years of service. Jeff began his career at Southeastern in 1994 as a P&D Driver. After running P&D for three years, he transitioned to Linehaul where he stayed until his

retirement. Throughout his years of service, Jeff was a man of high integrity and understood the importance of living our culture. In retirement, Jeff looks forward to spending time with his family and keeping up with his chores around the house. From everyone at the CLT service center, we wish you a long and happy retirement!



DANNY HERNANDEZ HOUSTON

We would like to recognize Danny Hernandez on his retirement and for serving Southeastern for 29 years as a P&D Driver. Danny started his career with SEFL in 1995 and was one of the original drivers who had been in Houston since we opened the service center. He

will be truly missed, and we are thankful to have a chance to tell Danny how much he means to the Southeastern family.



TERRY QUINIF JACKSONVILLE

The Jacksonville service center would like to congratulate and thank Terry Quinif for 29 years of dedicated service to Southeastern Freight Lines. Terry started his career with SEFL in 1995 as a P&D Driver, and he spent the rest of his career in this role. In retirement, he plans to

relax with his family, especially with his grandkids, and enjoy time at the beach. Terry will be missed, and we wish him all the best in retirement!



DOUG PHILLIPS TRI CITIES

The Tri Cities service center would like to honor and congratulate Doug Phillips for serving Southeastern for 28 years. Doug spent all of his SEFL career as a P&D Driver in Tri Cities. He filled a lot of roles and was more than just a colleague—he was a mentor, friend, and

source of inspiration to us all. Doug's ability to serve internal and external customers was absolutely amazing. Throughout

his career, he brought passion and commitment to work every day, and he will be missed. His proudest moment was when his son, Kane Phillips, joined the TRC family as a P&D Driver. In retirement, Doug plans to spend time with his kids and grandchildren, travel, and work on the farm. Congratulations on this milestone, Doug...we wish you the best!



RANDY JOHNSON, JR. WILMINGTON

Congratulations to Randy Johnson on his retirement after 26 years of service at the Wilmington service center. Randy began his career with Southeastern in 1997 as a part-time Freight Handler and was promoted to full-time in 1998. He worked as a Freight Handler until his

retirement in January of this year. While Randy has retired from SEFL, he plans to stay busy building houses with a relative. Thank you, Randy, for your many years of service to Southeastern Freight Lines. We wish you the absolute best in this new chapter!



ROY KNIEF AUSTIN

The Austin service center would like to recognize Roy Knief for his incredible 25 years of service. Roy started with SEFL in 1999 as a P&D Driver. After five years of excelling in our P&D operation, he moved to a new position as a Linehaul Driver. Roy finished his career as a

20-year Linehaul Driver. He was a true professional and will be missed by his Southeastern family in Austin. Roy's plan for retirement includes a lot of hunting and fishing, as well as spending time with his family. Thank you and congratulations on a great career, Roy—we wish you the best!



GREG MITCHELL HOUSTON

We would like to recognize and congratulate Greg Mitchell on his retirement after serving Southeastern for 25 years. Greg started his career with SEFL in 1999 and served as a Linehaul Driver his entire career. He looks forward to relaxing and spending time

with his family while enjoying retired life. Thank you, Greg, for your 25 years of service. You will be missed by your peers, but we wish you all the best in your retirement!



WHERE YOU GO FOR HEALTH CARE MATTERS

Illness and injuries can happen without warning. But they don't always call for a trip to the emergency room (ER). For minor ailments, you can save time and money by seeing your regular doctor, using telehealth, or going to an urgent care center.

Check with your regular doctor first

The same person you see for checkups and screenings can help with minor illnesses and injuries. Your primary care physician (PCP) knows your health history and can give you personalized care. You can often get a same-day appointment for unexpected health issues. If you can, see your PCP for:

- ◆ Routine physical exams, vaccinations and screenings.
- ◆ Minor injuries such as sprains, strains and back pain.

Try a video visit

Southeastern's medical plans offer video visits with a health care provider, often referred to as telehealth, through Blue CareOnDemand Powered by MDLIVE. With telehealth, you can chat with a doctor by smartphone, tablet, or computer — anytime, anywhere — and the doctor can assess your symptoms, offer a diagnosis, and prescribe an appropriate course of treatment for conditions such as rashes, cold and flu, and certain eye and ear concerns.

Consider urgent care

Urgent care centers are another option when you need care and your regular doctor isn't available. Go to an urgent care center for medical problems that need attention right away but are not life-threatening or for problems that could get worse if you wait. An urgent care visit usually takes less time than a visit to the ER and costs you much less.

Know the signs of a true emergency

You should only go to the ER for very serious or life-threatening problems. Call 911 or go to the ER for things like:

- ◆ Sudden or unexplained loss of consciousness.
- ◆ Signs of a heart attack or stroke.
- ◆ Severe shortness of breath.
- ◆ Medication/drug overdose or poisoning.





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If you are facing complex health challenges, you may be eligible for care at Mayo Clinic with travel and lodging covered and coordinated for you.

- Flights and lodging are covered
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The Mayo Clinic Complex Care Program is for these medical conditions:

- Autoimmune disorders
- Cancer
- Complex pediatric conditions
- Gastrointestinal disorders
- Hemophilia
- Neurological disorders
- Spine health
- Transplant
- Undiagnosed symptoms or conditions

WHAT MAKES CARE AT MAYO CLINIC DIFFERENT?

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STEP 2. Mayo Clinic review

Mayo Clinic will review your diagnosis and treatment plan and determine if you would benefit from care at Mayo Clinic.

STEP 3. Travel to Mayo Clinic for care

If travel is recommended, Mayo Clinic will call you to schedule your appointments.

STEP 4. Return home

After evaluation and/or treatment at Mayo Clinic, you will return home for ongoing care with your local provider.



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- Retirement Income Planner tool
- Budgeting and debt management resources



Keyword: SEFL

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