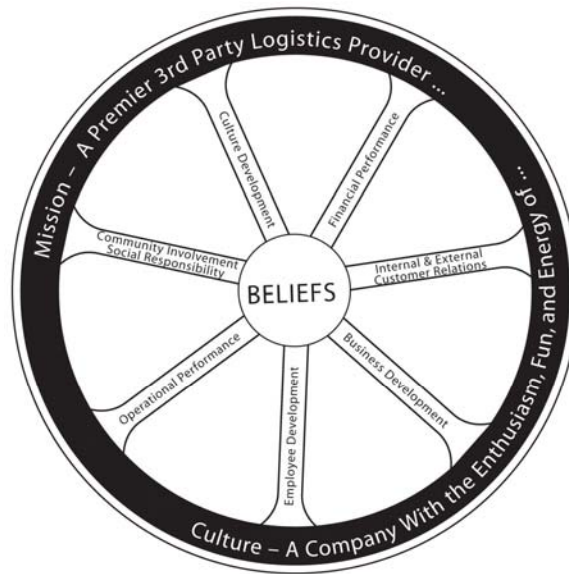




A BRIEF SUMMARY OF THE THINKING BEHIND OUR SUCCESS



OVERVIEW

AB Transport, Inc. is an Iowa certified minority owned and operated third-party logistics company. AB specializes in expedited, FTL, LTL, van, refrigerated, and flat-bed (with O/D capabilities). We service all forty-eight contiguous states. Our international department serves Mexico and Canada as well as other points throughout the world.

AB Transport, Inc. and Sunteck Transport, Inc. came together in 2003 with a joint venture. This combined AB logistics expertise with Sunteck's technology, owner/operator base and support services giving AB Transport "full service" capacity. This "marriage" has been good for all parties.

AB Transport, Inc. is proud to share this intimate picture of our vision in order for you to understand the essence of our thinking. AB leadership feels the company can best fulfill its unique role in the marketplace when management and employees alike can see the same picture of success. Key to AB Transport, Inc. founder Shawn Leonard's personal vision is the need for AB to make a handful of important concepts most companies see as intangible, actually become tangible and manageable. Two examples are the concepts of proactivity and personal accountability. The creation of the following picture was necessary for that to happen.



MISSION

AB Transport, Inc. is a premier 3rd party logistics provider specializing in expedited, Full-Truck-Load and Less-Than-Truck-Load services. We delight customers with uncommonly accurate, timely and reliable performance. Through the use of training, technology, information and relationships, AB Transport, Inc. “delivers for its customers.”

OPERATING CULTURE

Driven by the desire for a competitive edge and just because “it’s the right thing to do,” AB Transport, Inc. commits to the following culture:

AB Transport, Inc. is a company with the enthusiasm, fun, and energy of a start-up company and the performance of a World Class competitor. AB’s empowered, dedicated, and team-based employees are supported by AB management to meet and exceed customer expectations. As a Learning Organization, we develop our people and systems beyond industry norms. The outcome of this development is a “team of teams” of AB employees with proactive customer-first attitudes who accept personal and group accountability to fulfill the Vision of AB Transport, Inc.

BELIEFS

We Believe:

- It is management’s role to remove obstacles which prevent employees from maximizing their contribution to the company.
- It is management’s role to eliminate negative consequences for positive behavior and positive consequences for negative behavior.
- It is management’s role to lead the continuous improvement of our systems and processes to produce better quality work at a lower cost.
- A service mentality toward customers (internal & external) is the foundation of teamwork and trustworthiness.
- AB’s consistent performance builds customer relationships by removing doubt in the mind of the customer.



(Beliefs continued)

- AB believes great initiative is only valuable when it is accompanied by great finishiative.
- Our performance excellence is enhanced by the effective use of data and attention to detail.
- AB profit is enhanced by knowing to what business we say “no.”
- Relationships “drive” AB Transport, Inc. both internally and externally. Relationships are built on trust. Trust is established over time as a result of being a company of people who are congruent between their words and deeds. We do what we say and finish what we start. Our word is our bond.
- When all is said and done, AB Transport, Inc. is in the people business. People cause success and prevent failure. Our people thrive on deep and trusting customer relationships. Trust is earned over time by the reliable behaviors of all parties.
- Reliable behaviors form interdependent relationship with internal and external customers guiding us toward mutually beneficial decisions and actions. We strive for a mentality of “Win/Win or no deal” in these trustworthy and respectful relationships.
- The essence of our role with customers is to help them dissolve problems.
- Our employee’s proactive attitudes are driven by their ability to make decisions and take actions based on the company’s values and goals and they accept accountability for these decisions and actions.
- Empowered, adaptable and solution minded employees provide a competitive edge.
- When clients perceive our services as a value added, we meet our mission.
- Promoting a fun, friendly, enjoyable environment energizes our employees.



KEY RESULT AREAS (KRAs)

KRA's are an observable and manageable "category" of outcomes which have a major impact on the success of the organization. They are cross-functional by nature; therefore they effectively distribute accountability across the entire organization.

KRA's are interrelated. AB Transport, Inc. feels employee and cultural development produce industry leading operations performance. This leads to a delighted customer which increases sales and financial performance. Growth in market share and profit are the outcome.

We believe that when we effectively plan and manage the following categories of outcomes, we will make the most effective use of our resources and maximize the probability of success.

AB TRANSPORT, INC. KRAs

- ✓ **EMPLOYEE DEVELOPMENT**
- ✓ **CULTURE DEVELOPMENT**
- ✓ **OPERATIONAL PERFORMANCE**
- ✓ **INTERNAL AND EXTERNAL CUSTOMER RELATIONS**
- ✓ **BUSINESS DEVELOPMENT**
- ✓ **FINANCIAL PERFORMANCE**
- ✓ **COMMUNITY INVOLVEMENT/SOCIAL RESPONSIBILITY**

CONCLUSION

Obviously there are further details to the picture we have shared. At the same time, what we have shared with you allows us to show how we have turned the intangible to tangible.

Our "Overview" section of this document referred to the concepts of proactivity and personal accountability. The definition of proactivity is, "the attitude exhibited when we make decisions and take actions based on our values and goals and we accept responsibility for our results." Since we have clarified our shared values and goals in behavioral terms, we can as individuals and as a company, manage toward proactivity and expect personal accountability from our people.