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## BUSINESS & INDUSTRY SALUTE

— honoring the —

# Trucking Industry



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**APRIL 2014** A Carnival Business Focus Program Celebrating Mid-South Commerce

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# Promoting MidSouth Business Since 1931

In 1931, the Mid-South, like the rest of the country, was in the throes of the Great Depression. The prosperity of the region was dependent on cotton, our chief economic asset, and we needed something that would increase demand for this precious commodity.

At the same time, the Memphis Chamber of Commerce was having trouble raising money to compete with other cities in the South. A. Arthur Halle and a group of businessmen called on Herbert Jennings, manager of Lowe's Theater, for a donation. Jennings agreed to contribute and shared an idea that he believed would help promote business and draw attention to cotton. To help publicize an upcoming movie, Jennings offered retailers the opportunity to display cotton goods in his theatre, and he planned to encourage them to use their own store windows to promote cotton clothing. Halle was intrigued by the idea and envisioned a larger, city-wide promotion. He called his friend, Everett Cook, who was President of the Cotton Exchange and invited Cook to come to the theater to hear Halle and Jennings' ideas. Those ideas quickly grew into a plan for a grand celebration that would involve a King, a Queen and a Royal Court, as well as people from all over the Mid-South. Excited about the idea, Cook and Halle met later that evening and by the wee hours of the morning, the plans for the first Carnival had been developed. It worked, and people began to demand more cotton products from socks to ball gowns and the rest, as they say, is history.

Eighty-three years later, the mission of Carnival remains much the same as it was in 1931: to recognize and promote an industry that has a major economic impact on the Mid-South community, to promote the City of Memphis as a great place to live and work, and to hold an annual celebration in honor of that industry and the people of the Mid-South. Several years ago we dropped the "Cotton" from our name because our community has grown in such tremendous ways, and our economy has become more diversified. We accomplish our mission through Three C's: Commerce, Community and Celebration. Part of our celebration is the King, Queen, and Royal Court, just as in 1931. Adding to the pageantry of our celebration are The Ten Grand Krewes of Carnival which have coronations and parties celebrating their King, Queen and Court as well.

All Carnival and Grand Krewe Royalty participate in our community involvement program called the Carnival Children's Charity Initiative, which was started in 1999. Each year three local children's charities are selected by Carnival and the Grand Krewes. During the past fourteen years, Carnival and the Grand Krewes have raised more than \$1.6 million with matching funds for these charities.

On Friday, February 28th Carnival Memphis held the sixth **Krewes for Kids** Children's Charity fundraiser at the Memphis Botanic Garden. This was an incredible event, as all 10 Grand Krewes and Carnival Memphis pooled their resources for a "mega" fundraiser that was attended by over 400 people. It was the most successful fundraiser in our history with \$86,000 being raised for this year's charities: Baptist Kemmons Wilson Family Center for Good Grief, Binghampton Christian Academy (formerly The Neighborhood School) and Juvenile Intervention & Faith Based Follow-Up (JIFF).

Carnival was started in order to promote the Commerce of the Community and this pledge is even stronger today through the 28th Business and Industry Salute Luncheon, the cornerstone of the celebration of Carnival. The economic base of the region has grown and diversified to the degree that no one industry is singularly responsible for our economic health. This year's honorees are the Best of the Best in their profession. They have been recognized by their peers, they touch the lives of everyone in the community, and they have made a commitment to make Memphis a better place to live and work through their community service and involvement. This luncheon is a tribute to them, and Carnival Memphis is very pleased to recognize and honor these distinguished business, professional and civic leaders. This year, our 83rd, we salute the men and women of the region's Trucking Industry.

## The Funds Raised at the Business and Industry Salute benefits these great Mid-South Charities



Angela Hamblin, Program Director of  
Bereavement & Psychosocial Services

1520 West Poplar Ave., Collierville, TN 38017 • (901) 861-5656  
[www.baptistonline.org/about/community/involvement/  
kemmons-wilson-center/](http://www.baptistonline.org/about/community/involvement/kemmons-wilson-center/)

Provides support for children who are grieving the death of a loved one and allows them to share their experience with others as they move through the healing process.



(Formerly THE NEIGHBORHOOD SCHOOL)  
Tari Harris, Head of School  
175 Tillman, Memphis, TN 38111  
(901) 323-4092 • [www.tnsmemphis.org](http://www.tnsmemphis.org)

CHRISTIAN ACADEMY

Binghampton Christian Academy is a Pre-kindergarten thru eighth grade Christian school in the Binghampton neighborhood for children who need more love and hope.



Rick Carr, Executive Director  
254 S. Lauderdale St., Memphis, TN 38126  
(901) 522-8502 • [www.jiffyouth.org](http://www.jiffyouth.org)

JIFF provides youth from the juvenile justice system with the skills, support and direction necessary to break the destructive cycle of criminal behavior.

## 2014 CARNIVAL EVENTS

### THE CROWN & SCEPTRE CORONATION BALL Friday, May 30th • 6:00pm – Midnight Hilton Memphis

The elaborate presentation of the King and Queen of Carnival with the Royal Court and the Grand Krewes is the party of the year! This white tie ball includes the coronation ceremonies as well as cocktails, dinner and dancing to the fantastic music of The Pat Patrick Orchestra.

### THE PRINCESS BALL

Saturday, May 31st. 7:00-11:00pm  
The Memphis Hunt and Polo Club

Honoring the Royal Court, this exciting event is for Association Members and their special guests only. Great music from Mark Anderson's Party Train will accompany a fantastic night of dancing, hors d'oeuvres, and a cash bar.

### THE KING & QUEEN'S CHILDREN'S CHARITIES DAY Wednesday, June 4th . 4:00pm-6:30pm Children's Museum of Memphis

Join the King, Queen, Royal Court, Grand Krewes and guest charities for a fun afternoon at the Children's Museum. Then help culminate "The Party with a Purpose" as Carnival Memphis presents checks to the 2014 Children's Charities.

For More Information on Carnival Memphis  
Visit our website: [www.carnivalmemphis.org](http://www.carnivalmemphis.org)  
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# Cook Halle Award Named for Carnival Founders

No one imagined during the first Carnival, in a cold and snowy March of 1931, that a celebration to promote the region's cotton industry would stand the test of time, nor did they ever imagine the enormous impact that it would have on our community. Everett R. Cook and A. Arthur Halle knew the idea was right for the time and they knew it would benefit the Mid-South economically, socially and politically. They would be astonished at Carnival's remarkable accomplishments and pleased, we trust, at its 83 years of continuing success.

At the first organizational meeting of Carnival, Cook expressed his vision this way: "Carnival is to promote business for everybody and should not be used by any one group. It is for all of the stores and all of the people, for all kinds of professions and businesses, for the city as a whole

regardless of the size of the business, the social standing, wealth, prestige, family background or anything else that would tend to make anyone feel that he or she would not be invited to participate in Carnival."

Messrs. Cook and Halle were well-respected business and civic leaders, their contributions to our community were vast and their vision unparalleled. That is the reason Carnival's most prestigious award is named in their honor. The recipients of the Cook Halle Award have distinguished themselves as leaders in their industry and their community.

Steve and Tommy Higginbotham exemplify those exceptional qualities. They have an impressive list of professional and personal accomplishments and have made many lasting contributions to our community.





# KING JIM McCULLOUGH

**Congratulates the  
BUSINESS & INDUSTRY SALUTE AWARDEES  
and the  
TRUCKING INDUSTRY**



**COOK HALLE AWARD**  
Steve and Tommy Higginbotham  
Ozark Motor Lines, Inc.



**KING'S AWARD**  
Mark George  
IMC Companies, LLC



**PRESIDENT'S AWARD**  
Tom Watson  
Armstrong Relocation &  
Companies



**CHAIRMAN'S AWARD**  
Ed Gatlin  
Empire Express, Inc.



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# Cook Halle Award



## Steve and Tommy Higginbotham

Owners Ozark Motor Lines, Inc.

*Tommy (left), Steve (right) & Dorothy Higginbotham*

Carnival Memphis presents the Cook Halle Award to an individual or individuals for outstanding contribution to their industry and to our community. We are very pleased to name Steve and Tommy Higginbotham recipients of the 2014 Cook Halle Award. The Higginbotham's commitment to the Trucking Industry and our community exemplifies the qualities of those who have received Carnival's highest honor.

For Steve and Tommy Higginbotham the trucking industry was in their blood, literally. In 1961 their father Mose Higginbotham started making deliveries to West Plains, Missouri in the back of a 1949 Ford pickup. Mose and Steve and Tommy's mother, Dorothy Higginbotham incorporated Ozark Motor Lines in Memphis as a regional Less Than Truckload (LTL) carrier in 1967 and worked hard to grow the business. Although adding customers each year, the company remained primarily a local carrier until the early 1980s.

Steve Higginbotham started working for his parents immediately after high school. The elder Higginbotham's instilled a solid work ethic in their boys and they learned the business from the ground up. Steve started working on a loading dock and moved up to truck driving only after he had mastered the other skills needed to succeed in the industry. He learned to love the road and drove trucks for fifteen years. Tommy Higginbotham learned the same way and started out driving trucks for Ozark. Hard work and strong values were learned on a daily basis as Steve and Tommy Higginbotham began their careers at the family business. This intimate knowledge of every job performed by their employees served the Higginbotham brothers well later during the trials and tribulations of a changing industry.

In 1979 the brothers took over ownership of Ozark Motor Lines when the business had twenty-five trucks and less than \$2 million in revenue. The small company was surviving as an LTL operator but the trucking industry was totally changing. Deregulation would transform the landscape of the trucking industry forever and numerous LTL operators throughout the Mid-South and entire country would not survive let alone thrive in the new business climate. For Steve and Tommy Higginbotham the decision was easy to move into the truckload side of the business and within four years of deregulation starting the

company transformed into a truckload carrier. Working together as equal fifty-fifty partners, the brothers have grown Ozark into one of the largest trucking companies in the South and the country, with over 700 company and owner operator trucks and over 900 employees. The company headquarters are still in Memphis and the growth has allowed Ozark to open terminal facilities in Lebanon, Tennessee; Evansville, Indiana, Springfield, Missouri; Lenoir, North Carolina and Oakland, Mississippi.

Steve Higginbotham enjoys golf, riding motorcycles and drag racing at Holly Springs, Mississippi, a hobby he started three years ago. The brothers took their passion for driving and started drag racing many years ago. Tommy is also a drag racer and he collects old hot rods and travels nationally with them on the "Hot Rod Power Tour." Steve spent many years involved in leadership of the Terminal Managers Association. Tommy Higginbotham has been a very involved member of the Tennessee Trucking Association (TTA), the state-wide organization that supports the trucking industry. His volunteer leadership in the organization quickly became a second job. Shortly after accepting the TTA chairmanship in 2004, the group's President left to take the same position at the national Truckload Carriers Association in Washington, DC. Mr. Higginbotham rolled up his sleeves and led the charge to find a new executive. To make matters even more stressful, the TTA office in Nashville had a fire. He not only had to manage the staff, but also, find a new office location and try to interview new leadership. Although he got more than bargained for in the "volunteer" Chairmanship, Tommy Higginbotham has stayed involved in the TTA to this day.

Many family businesses struggle to survive generational changes let alone sibling rivalry as well, but this hasn't been the case for the Higginbotham's. The brothers work together incredibly well and keep focused on doing what's best for the company. The third generation of Higginbotham's are now working at the company as well; with Tommy's sons Jason and Michael working alongside Steve's sons Bo and Cole. Steve Higginbotham also has a daughter Ann Jerome and six grandchildren. Tommy Higginbotham is married to the former Karen Smith and they have two sons, Jason and Michael and two grandchildren.



# King's Award



## Mark H. George Chairman IMC Companies, LLC

In 1982 newlyweds Mark and Melinda George moved from Franklin, Tennessee to Memphis to start Intermodal Cartage Company with one truck and one driver. Since then, Mark H. George has grown the business steadily and focused his career entirely on international shipments. Mr. George founded IMC Companies in 2009 and currently serves as Chairman of the group. IMC Companies has become one of the largest intermodal carriers in the country with over 1,500 employees.

In the early 1980s containerized shipments over the Memphis gateway were just beginning to develop. Mark George recognized a great business opportunity because most local trucking companies didn't want to deal with going in and out of the railroads and picking up containerized shipments. Intermodal met a service need for containerized international shipments, and Mr. George took advantage of what turned out to be an enormous opportunity. This laid the foundation for the company's rapid growth as it has doubled in size every five years.

IMC's swift success has been fueled by the entrepreneurial spirit of Mark George. A believer in empowering employees to help them succeed, the company's geographical expansion has been enabled by finding leaders in each new market and giving them the tools to grow their business. Today, IMC Companies include seven operating companies. Intermodal Cartage Company has inland trucking and full service depots in Memphis and Nashville, Tennessee; Birmingham, Alabama and Dallas and Alliance, Texas. Atlantic Intermodal Services delivers drayage services in the key markets of Atlanta, Charleston, Charlotte, Greensboro, and Jacksonville, Norfolk and Savannah and the surrounding areas. Gulf Intermodal Services has drayage services available in Houston, Laredo, Mobile, and New Orleans. National Drayage Services is an agent-based motor carrier that provides transportation of containerized shipments to and from shippers, ports, railroads and container yards in key markets of Atlanta, Baltimore, Charleston, Charlotte, Chicago, Cincinnati, Dallas, El Paso, Houston, Jacksonville, Los Angeles, Mobile, New Orleans, Norfolk, Savannah and Wilmington. DNJ Intermodal Services focuses on the Midwest market focusing solely on shipping regions around Chicago, Indianapolis, Kansas City and St. Louis. Frederick Intermodal is a maintenance and repair provider with service available in Alliance, Dallas, Denver, El Paso, Houston, Kansas City, Memphis, Nashville, North Platte, Salt Lake City

and St. Louis. IMC Global Solutions ties NVOCC services, customs house brokerage, drayage, container management, transloading and freight consolidation together to provide a quality, transparent and linked product to customers all over the world.

Although his business expansion has seen many subsidiaries growing outside of the Mid-South, Mark George has always supported promoting the city of Memphis as a leader in the trucking, transportation and distribution industry. He has been an avid proponent of the "America's Distribution Center" slogan of the past and the current "America's Aerotropolis" plan. Mark George has been very involved with the Memphis World Trade Club and currently serves on the advisory board. Mr. George currently serves on the American Trucking Association Intermodal Motor Carrier's Conference Board of Directors, a national trade organization. He is Vice Chairman and one of eleven founding members of the North American Chassis Pool Cooperative (NACPC). American Trucking Associations' Intermodal Motor Carriers Conference founded the NACPC for drayage truckers who want to buy chassis due to changes in United States law. The Consolidated Chassis Management pool (CCM) will help transition ownership of chassis from ocean carriers to other entities. When Mr. George purchased 1,520 chassis in October 2012, IMC Companies became the first motor carrier to contribute chassis to the CCM gray chassis pool model.

Mr. George has been honored as Small Business Awards Finalist by the Memphis Business Journal and has been a leader and strong supporter of many Mid-South non-profit organizations including the American Heart Association, Hopeworks and Agape Child and Family Services' where he and his wife are members of the Directors Council. Born and raised in Franklin, Tennessee he attended the University of Memphis. Mark George and his wife of thirty one years, the former Melinda McMillian, have four children, Katie George Hooser (Andrew), Mason H. George (Malaney), Anna George and Alli George and three grandchildren, Adelaide Ann Hooser (15 months), George Mac Hooser (15 months) and Crawford Wellington George (9 months). Son Mason and daughter Katie have followed their father in the family transportation business. In 2013 Mason founded and serves as President of IMC Global Solutions, an IMC Companies subsidiary and Katie currently serves as Vice President of Marketing and Public Relations for IMC Companies.



# Chairman's Award



## Ed Gatlin

**Founder, Chairman & Co-Owner  
Empire Express, Inc.**

Webster's dictionary defines entrepreneur as "a person who organizes and manages a business enterprise with considerable initiative and risk." A "serial entrepreneur" is defined as "an entrepreneur who continuously comes up with new ideas and starts new businesses." Ed Gatlin can easily be described as both. He has started and been involved in several diverse industries including manufacturing, automotive, trucking and even sports.

Ed Gatlin was born and raised in Corinth, Mississippi where he learned a strong work ethic from his parents that he has carried throughout his career. His father was Vice President of Continental Piston Ring Company, a family automotive parts manufacturer and his mother taught piano. Mr. Gatlin grew up an avid Ole Miss fan and had an uncle that was one of the founders of the *The Daily Mississippian* student newspaper. After graduating from Corinth High School he continued his passion for the Rebels and enrolled at the University of Mississippi. At his first class in Oxford, Eddie Gatlin was seated next to a beautiful young lady from Jackson, Mississippi named Linda Goodson. It was love at first sight for both and they were married during their sophomore year. In October they will celebrate their 54th wedding anniversary.

In 1962 Mr. Gatlin received a Bachelor of Business Administration degree with a double major in Marketing and Finance and the next day he started at Continental Piston Ring Company. During a trip to the Southern Automotive Show in Dallas, he had the idea to package Freon to sell in the automotive after-market. With the help of his family, Ed Gatlin's first business was born and his entrepreneurial story started. Ig-Lo Products Corporation produced and sold Freon and other chemicals and opened their first factory in 1965. Mr. Gatlin continued to lead and grow Ig-Lo, becoming the market leader in their industry. In 1985 the company was purchased by the Valvoline Division of Ashland Oil Company.

At the time of the sale, Ig-Lo had a private fleet of twelve trucks, but Valvoline didn't want to be in the

trucking business and run the private fleet. One of the company's best drivers approached Ed Gatlin about starting a trucking company and that led to his decision to start Empire Express, a truckload carrier. The small company started with twelve trucks and trailers in 1985 and has now grown to over 200 trucks and over 550 trailers. Empire Express has made a name for itself as a respected and extremely efficient carrier in the trucking industry. Empire serves 49 states, Canada and Nova Scotia handling cargoes that require time or safety-sensitive handling. The trucking firm has a tremendous reputation for hauling HAZMAT and time-sensitive loads and is focused on providing excellent service to shipper-partners that demand safe, on-time service and who offer driver-friendly, no touch freight. After his son Tim earned his Masters of Business Administration from the University of Mississippi in 1988 Mr. Gatlin persuaded him to join Empire Express and build the company.

Ed Gatlin's entrepreneurial spirit took over again and in 1986 he joined a group of investors that founded Memphis International Motorsports Park. A member of the Board of Directors, Mr. Gatlin missed a meeting and was appointed Chief Executive Officer. He agreed to serve in this position for 45 days to help the fledgling enterprise get established and nine years later he was still running the business. He continued in this position until Memphis Motor Sports Park was sold to the Grand Prix Association of Long Beach in 1996. Mr. Gatlin's wealth of business experience and acumen makes him a sought after guide to many local executives. He is a former member of the Board of Directors of First City Bank and Community Bank of Germantown. A great supporter of the University of Mississippi, he is a charter member of the Vaught Society and has also founded the Gatlin Family Scholarship Endowment at the School of Business.

Ed Gatlin is married to the former Linda Goodson and they have two sons, Tim and Todd, who both work at Empire Express; one grandson and five granddaughters, aging from 14 to 25.

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# President's Award



## Tom Watson

**Co-Chairman Armstrong  
Relocation & Companies**

In 1957, Tom Watson's father James L. Watson and his partner Clyde Springer acquired a small moving company, thanks to a small loan from friends. The fledgling business had two employees and two trucks. The brothers-in-law worked hard and grew the business to two locations and forty employees by 1970 when Tom Watson joined the company.

Under Tom's leadership, Armstrong Relocation & Companies has grown into the second largest household goods mover in the United States, representing the largest van line in the world. A large part of this incredible growth is due to Mr. Watson's philosophy to "Do the right thing." One example was Tom's perpetuation and expansion of Jim and Clyde's idea to empower an equity partner by offering them a 25% ownership stake in the office that they manage. Sharing the rewards of a successful office with an equity partner has been a reason behind the nationwide growth of Armstrong. These equity partners keep decision-making at a local level, which builds trust in the organization and allows Tom Watson and his corporate management the luxury of not having to micro-manage individual offices. As his father and uncle did in the early days of the company, Tom has treated employees as family and the closeness of that relationship is evidenced in the longevity of their associates. There are employees in every department that have been with Armstrong for 20 to over 35 years. Having drivers stay with a company for decades is something not seen in the industry and it speaks to the family feeling that permeates the company.

Today, Armstrong Relocation & Companies has 22 moving companies, 700 employees and \$150,000,000 in revenue. Consistently recognized for service quality, Armstrong Relocation received the President's Quality Award as the highest-rated of United Van Lines' 500 agents in 2002, along with multiple Customer Choice Awards since that time. Tom Watson has not only steered his company to nationwide growth and tremendous success, he is also credited with revamping the moving industry. His company was among the first to have agents at both ends of the move, which meant Armstrong could make service assurances others couldn't.

The company operates based upon seven foundational DNA principles. Chief among them are "Integrity: do the right thing," and "Generosity: succeed and share." In pursuing its mission to provide the highest value to its customers, Armstrong's Credo is "Building Trust. Reducing

Stress. Delivering Reliability. Around the World."

Tom Watson's leadership has spawned a variety of complementary businesses. In 1989, Primacy Relocation was founded, a provider of global relocation management services. Started from scratch, Primacy grew into the fourth largest firm in its industry, handling over 29,000 assignments annually with 700 employees in 25 offices throughout the Americas, Asia and Europe before the company was sold in 2010.

Relocation Management Worldwide was founded in 2001 as a provider of web-enabled move management services for governmental and corporate, and has become the leading provider in markets wherein it participates, including household goods moves, facilities and commercial moves, and mission-critical freight.

In 2013, Crown Worldwide Moving and Storage, with three locations on the West Coast, joined the Armstrong family of companies, providing increased freight-forwarding services to the international corporate marketplace.

Born and raised in Memphis, Tom Watson grew up with a great work ethic instilled by his father. As a boy he was in charge of the morning chores which included taking care of his father's prized beagles. While it wasn't his favorite job, it taught him the discipline of hard work. In later years he worked for his father, packing boxes and learning the business literally from the ground up.

Mr. Watson is a very active and engaged member of the community, exemplifying generosity. He has been incredibly involved and supportive of his alma mater, the University of Memphis where he was a Founding Member of the Board of Visitors, an Ambassador, a member of the Tiger Club and was honored as Distinguished Alumni in 2005. Tom Watson is currently Chairman of the Board of Visitors and President of the University of Memphis Foundation. He has also supported several area charities including: Memphis Heart Gala, American Heart Association, Youth Villages, Make-a-Wish Foundation of the Mid-South, and Memphis Inter Faith Association, just to name a few. He was inducted into the Society of Entrepreneurs in 2008.

Tom Watson is married to Robin and they have four children, Todd Watson, who is Chief Executive Officer at Armstrong and daughter Amanda Johnson, International Director at Armstrong, Evan Herrera, a student at the University of Memphis and Alex Herrera, a contractor for Armstrong Relocation and three grandchildren, Ella Watson, Liza Watson and Charlie Johnson.

# HONOREES

## Armstrong Relocation & Companies

**Tom Watson, Co-Chairman**

**Karen Fields Isaacman, Co-Chairman**

**Todd Watson, Chief Executive Officer**



**ARMSTRONG RELOCATION  
& COMPANIES**

The **Armstrong Relocation & Companies** story began in 1957 when brothers-in-law Clyde Springer and James L. Watson acquired Armstrong using a small loan from friends. At that time, the company had two employees and two trucks. The owners' hard work grew the company to two locations and forty employees by 1970. The second generation of family leadership, provided by cousins Tom Watson and Karen Fields Isaacman, saw Armstrong grow to become the largest mover of household goods in the United States. The third generation of family ownership has now become involved in the leadership of the company, as Todd Watson serves as Chief Executive Officer.

Today, Armstrong employs 700 people and owner-operators, dispatches over 350 trucks, operates over 1,200,000 square feet of warehouse space and has annual revenue of \$150,000,000. Armstrong has been recognized as the largest hauling and booking agent for United Van Lines for over 25 years. Out of nearly 500 agencies across the country, the company is continually recognized annually for performance and

remains a leader in the industry in terms of both volume and service quality. Through Armstrong's offices nationwide, they handle over 20,000 domestic and international relocations a year. In 2012, Gregory Huggins, a driver for Armstrong, received the Van Operator of the Year award, Armstrong's fourth driver to be so recognized. United Van Lines also awarded Armstrong Relocation the Customers Choice Award in 2013 at the UniGroup Annual Convention, along with the Top Hauler Award for the 25th time.

Effective leadership, strategic planning and consistent execution of proven service processes have resulted in decades of growth. These successes provide the foundation for future expansion of the Armstrong family of companies.

Armstrong Relocation & Companies has been very involved in the Mid-South community, supporting organizations including: Make-A-Wish Foundation, MIFA, the Memphis Oral School for the Deaf, Le Bonheur Children's Medical Center, the Mid-South Food Bank, St. Jude Children's Hospital, The Orpheum Theatre and The University of Memphis, to name a few.

[www.armstrongrelocation.com](http://www.armstrongrelocation.com)

## Builders Transportation Company, LLC

**Frank P. Phillips, Sr., President**

**Frank P. Phillips, Jr., Vice President**

**John Paul Phillips, Vice President**

**Gene B. Phillips, Vice President**



As a young man, Frank P. Phillips, Sr. learned the trucking business from behind the wheel of his uncle's truck hauling lumber. He moved to Memphis after marrying his high school sweetheart, and with a loan from his mother purchased his own truck. After adding two more trucks, Mr. Phillips quit driving and started managing the business. On May 19, 1961 Frank Phillips, Sr. purchased Builders Transportation Company, a small six-truck operation. Mr. Phillips has navigated the company through deregulation, recession, high inflation and the ups and downs of the business environment by growing conservatively for over fifty years. Builders has found it's niche in the flatbed business and has taken on challenges including hauling the large 90 foot concrete step forms that were used to build the base of the Pyramid Arena.

Today, **Builders Transportation Company, LLC** is still owned by the Phillips family and operates more than 400 trucks. Their executive team consists of Mr. Phillips as President, and his three sons: Frank Jr., John Paul, and Gene as Vice Presidents. The company, since its start, has grown at a remarkable and respectable rate by providing exceptional service to producers and consumers of many

necessary products and tools, such as: coil steel, wire products, structural and sheet steel, aluminum products, building materials, cast iron, and steel pipe. Because of their good reputation and reliability, Builders has earned many loyal customers and is a core carrier for: Alcoa, American Cast Iron Pipe, Thomas and Betts, and US Steel.

One of the many reasons for success in their company is the fact that the Phillips family realizes the necessity to adapt to the ever-changing trucking industry. The goal for the Phillips family within Builders Transportation is to continue providing safe and superior service to the customers at the lowest and most convenient cost possible. At Builders, they maintain that safety is their top priority. One of the ways Builders makes sure that safety is a top priority is to keep up with the latest technology and models for their trucks. In order to have the best and most up-to-date trucks, Builders trades road tractors every four years. The Marketing Department's strategy is to target large, financially secure shippers who have multiple locations. This strategy allows Builders to reload in the same place they unload, eliminating dead time and keeping drivers busy.

[www.builderstransportation.com](http://www.builderstransportation.com)



# HONOREES

## Empire Express, Inc.

Tim Gatlin, President & CEO  
Ed Gatlin, Chairman



Empire Express, Inc. was incorporated May 5, 1985 and has grown over the years to become a strong, respected carrier in the trucking industry. The company is owned by Tim Gatlin, President and CEO, and Ed Gatlin, Founder and Co-owner. The company was founded by Ed Gatlin when he sold his previous business, Ig-Lo Products Corporation to Valvoline. Ig-Lo owned twelve trucks at the time of the sale and the new owners did not want to operate the fleet. At that point one of their best drivers approached Mr. Gatlin about starting a trucking company and soon Empire Express was born. Today the company has grown to over 200 trucks and over 550 trailers.

Empire serves 49 states and Canada handling cargos that require time or safety-sensitive treatment. Thirty-five percent of the loads are packaged chemicals and related products (agricultural chemicals and poisons, paint-related materials and styrene's, polymers and other chemicals used by the chemical process industry). Other products hauled are clothing and apparel, air cargo, packaging and containers and general commodities.

The company is focused on providing excellent service to customers that demand safe, on-time service and who offer driver-friendly, no touch freight. The company lives by its motto, "Delivering Safely on Time". To ensure the safety of the driver and equipment, the Empire Express trucks and trailers are required to go through the Safety Lane PM Inspection whenever they pass through the Memphis terminal.

Empire Express employs high quality drivers to represent their company. What also sets Empire apart is their mission, which includes: development of long-term partnerships with customers who require safe handling and a sense of urgency in the delivery of their products, continuous improvement overall, the ability to provide quality transportation services profitably, and to increase shareholder equity. Living by their mission daily helps the company thrive in the ever-changing trucking industry.

[www.empireexpress.com](http://www.empireexpress.com)

## Fleet Equipment, LLC

Mark Welch, President  
Woody Welch, Chairman  
George Hough, Chief Executive Officer



Fleet Equipment LLC is a sales and service operation that specializes in truck and trailer equipment. The company is locally owned and holds headquarters in Memphis, Tennessee, with a branch operation in Dallas, Texas. The Memphis operation occupies 35 acres, centrally located at the "Crossroads of America's Distribution Center", on I-240 at Highway 78, Lamar Avenue in Memphis. It features a sales department, leasing department, parts department, and a service department. The operation is also home to the company's corporate, administrative, and accounting departments.

Fleet Equipment was founded in 2000 by trucking industry executive Mark Welch. In 2004 he was joined by his father Woody, a long-term management team member of M.S. Carriers. The company has the best of both worlds: full access to the most recent technology and design from manufacturers, as well as the advantage of local decision-making with decades of wisdom and experience in the trucking industry. Along with that, the company has reliable contacts across the nation that make possible the purchase of pre-owned tractors and trailers at extremely competitive prices, and those savings are passed on to their customers. The company's success in

sales is a result of four key components: their people, the location, their inventory sources and service-after-the-sale. The people associated with Fleet Equipment LLC are essential to the operation. Their combined knowledge provides decades of experience, which results in being able to match equipment to application, as well as staying within budget. This involves the engineering knowledge in determining which equipment to handle the load, and the ability to provide equipment, new or used. The location is another important factor, with the company occupying 35 acres in total. Lastly, inventory sources are crucial to the company's ongoing success.

Fleet Equipment serves as Dealer for seven of the nation's leading trailer manufacturers: Cozad, Fontaine, Hyundai, ITI, Kalyn Siebert, Tico and Trail King Industries. Fleet Leasing was founded to help companies in today's business environment have access to the equipment they need to grow their operations. Fleet Leasing has 3,000 trailers in a wide variety ranging from lowboys, dry vans, Reefers, Blade trailers and others to meet various needs. The company maintains strong relationships with a number of the nation's leading trucking companies which has helped in increasing sales annually and growing the business.

[www.fleetequip.com](http://www.fleetequip.com)

## HONOREES

### General Truck Sales & Service, Inc.

Jim McCullough, President and Chairman of the Board

Family owned and operated since 1965, **General Truck Sales & Service, Inc.** is the Mid-South's full-service Volvo Truck dealership.

The company specializes in the sales, rental and leasing of new and used commercial trucks and has comprehensive parts and service operations. From dump trucks & concrete mixers to highway tractors for long-haul, regional-haul or local delivery, General Truck sales professionals assist customers in selecting the truck that will best perform and maximize their customers' profits.

General Truck Sales & Service, Inc. is also committed to their customers after the sale. With an extensive parts warehouse and factory trained technicians, the company keeps their customers on the road. Located only moments from Memphis International Airport and FedEx's main hub, General Truck offers customers the convenience of overnight Parts delivery for orders placed as late as 10 pm CST.

General Truck is the one stop shop for a large selection of truck parts. The company's PARTS XPRESS has an extensive selection of many makes for medium and heavy duty truck parts, and also supplies genuine Volvo truck spare parts for a wide variety of models. The parts department has years of experience and the ability to locate hard to find parts and offers extended hours to provide their customers with exceptional service. General Truck specializes in and stocks parts for: Volvo Trucks, Volvo Engines, Transmissions

and Axles, Cummins Diesel, Allison Transmissions, Meritor and Eaton Drive Line Components and Spicer Clutches.

The General Truck Service Department employs factory trained technicians and is equipped with the tools and special equipment required to keep their customers trucks on the road. The service department is open six days a week from 7:30 am. until midnight; General Truck is your one stop supplier for all your truck maintenance and repair needs. General Truck's service professionals assess each truck's situation and give a prompt report. They stay in touch with the customer until repairs are completed to their satisfaction. Factory authorized service is available for: Volvo Heavy Trucks, Volvo Diesel Engines, Transmissions and Axles, Duramax Diesel Engines, Cummins Diesel Engines, Allison Automatic Transmissions and Eaton Meritor Components.

The company also owns and operates VTL Memphis, LLC (Volvo Truck Leasing of Memphis) which provides customers with full-service leases, finance leases, contract maintenance agreements and rentals. Volvo Truck Leasing System is an established and growing association of independent dealers and Volvo truck subsidiaries across North America, the place to turn for total transportation solutions. General Truck Sales & Service is proud to represent Volvo Truck products, which deliver fuel efficiency, safety and driver comfort.

### GENERAL TRUCK

★★★★★ Sales & Service, Inc.

[www.generaltruck.com](http://www.generaltruck.com)

### IMC Companies, LLC

Mark H. George, Chairman

**IMC Companies, LLC**, founded by Mark H George in Memphis, Tennessee, is a national network of trucking transport and intermodal logistics businesses. Using a national fleet of nearly 1,200 semi-trucks, IMC Companies hauls ocean-going containers for shippers importing and exporting cargo. IMC Companies drivers retrieve containers from ports and rail yards and deliver them for shippers, or haul the containers to ports and rail yards.

What started in 1982 with one truck and one driver, IMC Companies is now one of largest intermodal carriers in the country. Through subsidiaries Intermodal Cartage, Atlantic Intermodal Services, Gulf Intermodal Services, National Drayage Services, DNJ Intermodal Services, Frederick Intermodal Services, and IMC Global Solutions, the company has grown to service businesses in 26 major cities with over 1500 employees. IMC Companies provides numerous options for service, including local and regional services of international and domestic containers, Company and Owner Operator Fleet of 1200 tractors, chassis and container maintenance and repair, dedicated operations with single sourcing and dedicated fleets, full service container depots, secured container storage, hazmat shipments, reefer service, reefer fueling and protection, roadside repair services, and rail terminal operations.



IMC Companies dedicates their success to their employees, first and foremost. Workers at IMC Companies are creative in coming up with solutions to the transportation industry challenges, and are extremely knowledgeable about their trade, with a good attitude coming right along with it. Secondly, IMC Companies provides the best equipment so that their employees and customers are able to excel and be satisfied with their jobs. IMC Companies continues to maintain the highest possible standard of service and they push themselves daily to thrive and succeed within intermodal transportation services. The company's rapid growth and expansion continues as it recently acquired the marine drayage division of Norfolk, Virginia-based D.D. Jones Transfer and Warehouse Co. a short-distance, high-volume logistics company. The acquisition will add 50 professional drivers, 31 trucks and 27 trailers to IMC Companies' Norfolk-based Atlantic Intermodal Services company. IMC Companies growth trajectory continues and is on track to double their size every five years.

[www.imccompanies.com](http://www.imccompanies.com)



# HONOREES

## JNJ Express, Inc.

**John Ennis, Sr., President**

**John Ennis, Jr., Vice President**

**JNJ Express, Inc.** is a family owned asset based transportation provider headquartered in Memphis, Tennessee that was founded in 1992 as a spotting and shuttle service. JNJ Express, Inc. added over-the-road trucking in 1998 specializing in JIT service within all the 48 states. The company has some of the best drivers in the industry and prides itself by operating some of the best equipment on the road. JNJ utilizes late model Peterbilt 386's and Kenworth W-900's.

JNJ Express provides customer service and dispatch coverage 24 hours a day, seven days a week. JNJ Express is just the right size so that each customer and each load is important to the company. Their team's top priority is to ensure that all loads arrive safely and on time. JNJ Express, Inc. has an extensive loyal customer base that has supported the company for all these years.

Affiliated companies have been started to help customers' trucking and logistics needs. Intermodal



Solutions Group, LLC (ISG) was founded in 2009 and is an asset based provider of Import/Export and Domestic Drayage merging the land, rail, and sea. ISG has interchange agreements with every major railroad and steamship line. JN Express is a unique warehousing and third party logistics (3PL) operation that offers up to 250,000 square feet of warehouse space available for either short or long term projects, as well as transloading, sort & segregate, repack projects, cross docking, labeling, palletizing and lumper services. JNJ Logistics, LLC is a full service third party logistics (3PL) provider that is fully supported by its asset based business affiliates and is committed to creating solid relationships with only credible asset based carriers.

[www.jnjexpress.com](http://www.jnjexpress.com)

## Mid-South Transport, Inc.

**Ronald E. Lancaster, President**

**Mid-South Transport, Inc.** was founded in 1982 in Memphis, Tennessee by D.E. McFarland and sold to Jack Henry in November 1985. At that time there were three employees, Mr. Henry, Mr. McFarland and Ronald E. Lancaster. Mr. Lancaster found his passion for the trucking industry at an early age. In 1968 he started as a handler for East Texas Motor Freight and spent two years with the firm. Ronnie Lancaster's thoughts of a short-term "job" in transportation didn't last very long, as he enjoyed each task he performed. He then moved to Humboldt Express, learning the business from the ground up as he went from being a dock worker to General Manager over a fifteen year career. It was there that he also started his business relationship with Jack Henry, who was an Executive Vice-President of the company. When Mr. Henry retired from Humboldt Express and started at Mid-South Transport Ronnie Lancaster became Vice President. In 2003 Mr. Lancaster became company President and his vast transportation industry experience has helped grow Mid-South from these humble beginnings to over 168 employees, 126 power units throughout the country and \$25 million annual revenue.



In order to accommodate specialized transportation, their trailers are equipped with double slotted logistical posts and load bars, and their drivers average an impressive 2500 to 3000 miles a week. Mid-South Transport is also associated with Mid-South Warehouse, Inc., a public warehouse and distribution center with local drayage, and pick up and delivery throughout the Memphis area. Today, the company has warehouses located in Memphis and Smyrna, Tennessee and Atlanta, Georgia. The business serves many industries, including: automotive, retail, electronics, and raw materials for manufacturing. Mid-South Transport is a bonded carrier, and can move and transport customs bonded shipments. In addition to servicing many types of industries, Mid-South Transport offers a wide range of services to their customers, which include: storage, distribution, re-packaging, re-labeling, and order pick and pull. The distribution centers located in Memphis and Smyrna, Tennessee are United States customs approved, and are considered Class 3 bonded warehouses and container freight stations. The company is also C-TPAT certified and a registered Smartway Transport Partner.

[www.midsouthtransport.com](http://www.midsouthtransport.com)

## HONOREES

### Ozark Motor Lines, Inc.

Steve & Tommy Higginbotham, Owners

Successfully operating as an irregular-route truckload carrier for over 52 years, **Ozark Motor Lines, Inc.**, headquartered in Memphis, Tennessee provides quality service in the trucking industry. Utilized by numerous companies, including: Fedex Express, Temple Inland, Baxter Healthcare and Remington Arms, Ozark has become one of the nation's leading trucking firms. From humble beginnings in June of 1961, Ozark Motor Lines was founded by Mose and Dorothy Higginbotham. The company started out using the family's 1949 Ford pickup to make deliveries to West Plains, Missouri, and since then the company has been highly successful throughout all of the changes in the trucking industry.

Today Steve and Tommy Higginbotham, the sons of Mose and Dorothy, own the company. The brothers came into ownership in 1979, during a very tumultuous period in the trucking industry. As a Less Than Truckload (LTL) carrier, the future was uncertain with the new business climate of deregulation coming into play. The Higginbotham's decided to shift into the truckload side of the business, and within four years of



deregulation Ozark transformed into a truckload carrier. Ozark maintains headquarters in Memphis, Tennessee, and owns and operates terminal facilities in Lebanon, Tennessee, Evansville, Indiana, Springfield, Missouri, Lenoir, North Carolina, and Oakland, Mississippi. Ozark Motor Lines is and will remain a family based company. Steve and Tommy Higginbotham started out at the company loading trucks and then became drivers. Their work experience in every phase of the business has helped them immensely in their management success and has been a large part of Ozark's growth. With their driving experience, they can relate to their employees in a way that has helped keep driver retention well above the norms for most trucking companies.

The third generation of the Higginbotham family is part of the executive team, with Steve's sons Cole and Bo and Tommy's sons Jason and Michael playing important roles in Ozark management.

[www.ozark.com](http://www.ozark.com)

### Summit Holdings (formerly Diamond Companies)

Richard "Dick" Sweebe, Partner

**Diamond Companies** President and CEO Richard "Dick" Sweebe began his career in the trucking industry in 1972 when he started working for International Harvester. He served in many different capacities prior to buying his own dealership in Memphis in 1982 – Mid-America International Trucks. Since then, the business has grown and expanded exponentially becoming Diamond Companies, the holding company for Diamond International, Diamond Idealease, and Diamond State Bus Company. Under Dick Sweebe's leadership the company grew into 17 locations throughout 4 states, employing over 700 people in Tennessee, Arkansas, Missouri, and Kansas.

Effective January 1, 2014 Dick merged Diamond Companies with another dealer group bordering Diamond to the West, Roberts Truck Center owned by brothers Blaine and Blair Roberts to form **Summit Holdings**. Summit Holdings is a privately held company that does business as Summit Truck Group, Summit Bus, and Summit Lease & Rental. The new company operates 29 commercial truck and bus dealerships in seven states: Arkansas, Kansas, Missouri, New Mexico, Oklahoma, Tennessee and Texas. Summit Truck Group represents and services International®, Kenworth, Volvo, Mack, and Isuzu commercial trucks, and Crane Carrier specialty vehicles. Summit Bus represents and services IC Bus™, ElDorado National and other commercial bus brands. Summit Lease & Rental with a combined fleet



of over 1,400 vehicles provides commercial truck lease and rental and offers mobile and dedicated maintenance services through its 17 Idealease locations. Summit delivers a higher standard of value with more than 1,300 employees, 420 technicians, 440 service bays, and over \$25 million in combined parts inventory.

Summit will continue to have a corporate center in Memphis where Dick Sweebe will continue to office along with the Chief Operating Officer, Senior VP of Sales and Marketing, HR Director and several other corporate functions. Summit is focused on consolidating policies, procedures and systems of the two dealerships in the short term and then expanding their business in the longer term through acquisitions or mergers. They also plan on exploring other business opportunities to include other businesses outside of the truck transportation industry. The business will remain privately owned for the foreseeable future as the three partners believe this provides them the opportunity to be totally focused on the operations of the company and to provide a "higher standard of value" to their customers and employees. With a solid financial base and a group of experienced leaders operating in a variety of markets across the Mid-South, Midwest and Southwest, these two companies which are now merged into one have a bright future.

[www.diamondtrucks.com](http://www.diamondtrucks.com)  
[www.summittruckgroup.com](http://www.summittruckgroup.com)



# HONOREES

## Trans-Carriers, Inc.

Dwayne Gallaher, Chief Executive Officer  
Jerry Pounders, President

**Trans-Carriers Inc.** is a privately owned and operated motor carrier, falling under the corporate umbrella of Daco Corporation, which also consists of Daco Trailer leasing. Dwayne Gallaher CEO, and owner, of Daco began his trucking operation in 1982 in a small office rented near downtown Memphis. At the time, his office staff included only two full time employees and one part time employee, with equipment totals of twelve tractors and twenty trailers. Then, in 1984, Mr. Gallaher bought an office building and a piece of land on Brooks Road. At that time, leased equipment was replaced with new uni-built tractors. Transcarriers remained at the Brooks Road location until the early nineties, where due to impressive growth; the decision was made to purchase nineteen acres on Highway 78 in South Shelby County. An office and full maintenance facility was constructed with 10 acres of asphalt tractor/trailer parking. This location currently serves as the home of Transcarriers.

In 1999, Jerry Pounders was appointed President of Transcarriers. Currently, Mr. Pounders holds the position of President of Daco Corporation and Transcarriers.

Today Transcarriers operates more than 250 late model trucks and 500 dry vans. The company provides a wide variety of services which includes over the road dry



vans, operating in 48 contiguous states, and intermodal drayage within a 150 mile radius of Memphis. Also, dedicated city operations, trailer parking, and storage are located on fifteen acres. Transcarriers attributes much of its success to its dedicated employees. In an industry that changes almost daily, all employees must continuously adapt to drivers' and customers' needs, to provide safe, outstanding service, and maintain a competitive price.

A customer-driven company, Transcarriers has a customer base consisting of several Fortune 500 companies. Their marketing strategy has been to secure customers with multiple shipping locations in order to keep trucks moving in desirable lanes. In addition to this, freight has been strategically solicited to minimize any slow periods of freight activity.

The rate of future growth will be determined by two factors: the ability to secure quality traffic at a profitable rate, plus identify and employ safe professional drivers. This combination will insure Transcarriers will be one of the best transportation companies for many years to come.

[www.transcarriers.com](http://www.transcarriers.com)

## Tri-State Truck Center, Inc.

Rod Maddox, Co-Chairman  
Jim Maddox, Co-Chairman  
Steve Dupuis, President

**Tri-State Truck Center** is a fourth generation family business, offering new and used commercial truck sales and service in Tennessee, Mississippi, Missouri and Arkansas. The company origins date back to 1945, when F.A. Maddox, Sr., started the company with only seven employees. Today, Tri-State has successfully expanded and flourished into nine full-service branches employing more than 250 people. Dealerships are located in Memphis and Jackson, Tennessee; Jonesboro and Little Rock, Arkansas; Jackson, Meridian and Tupelo, Mississippi; and Joplin and Springfield, Missouri. Tri-State is an authorized dealer of Mack, Volvo and International trucks. These long-time brand association's help in providing their customers with assistance in any area, including dump trucks, semi-trucks and all commercial trucks.

Tri-State offers complete service departments at each location, handling warranty repairs for Cummins, Mack and Volvo. They service not only the brands they sell, but can work on any make and model truck. Some of the



services offered include: performance tuning, routine maintenance, brake repair and inspection, wheel alignment, engine repair, engine overhaul and electrical systems. The service department is open late to make sure customers can get back on the road as quickly as possible. With over 1000 years combined experience and \$6.5 million dollars parts inventory, the professionals at Tri-State Truck have the knowledge and the capability to get their customers on the road and keep them there.

Known as one of the more successful truck dealers in the country, Tri-State was named by Mack Trucks the 2012 North American Distributor of the Year. What sets Tri-State Truck Center apart from others is that the company has been selling Class-8 trucks for a longer period of time than any other company in their trade area. Today, Rod and Jim Maddox are running the Tri-State Truck Center business together. They have carried on the traditions and commitment to excellence that F.A. Maddox, Sr. instilled in the company and that their father, F.A. "Judge" Maddox, Jr. continued. This legacy is being continued by their sons, Will, Jim, and Paul Maddox.

[www.tristatetruck.com](http://www.tristatetruck.com)



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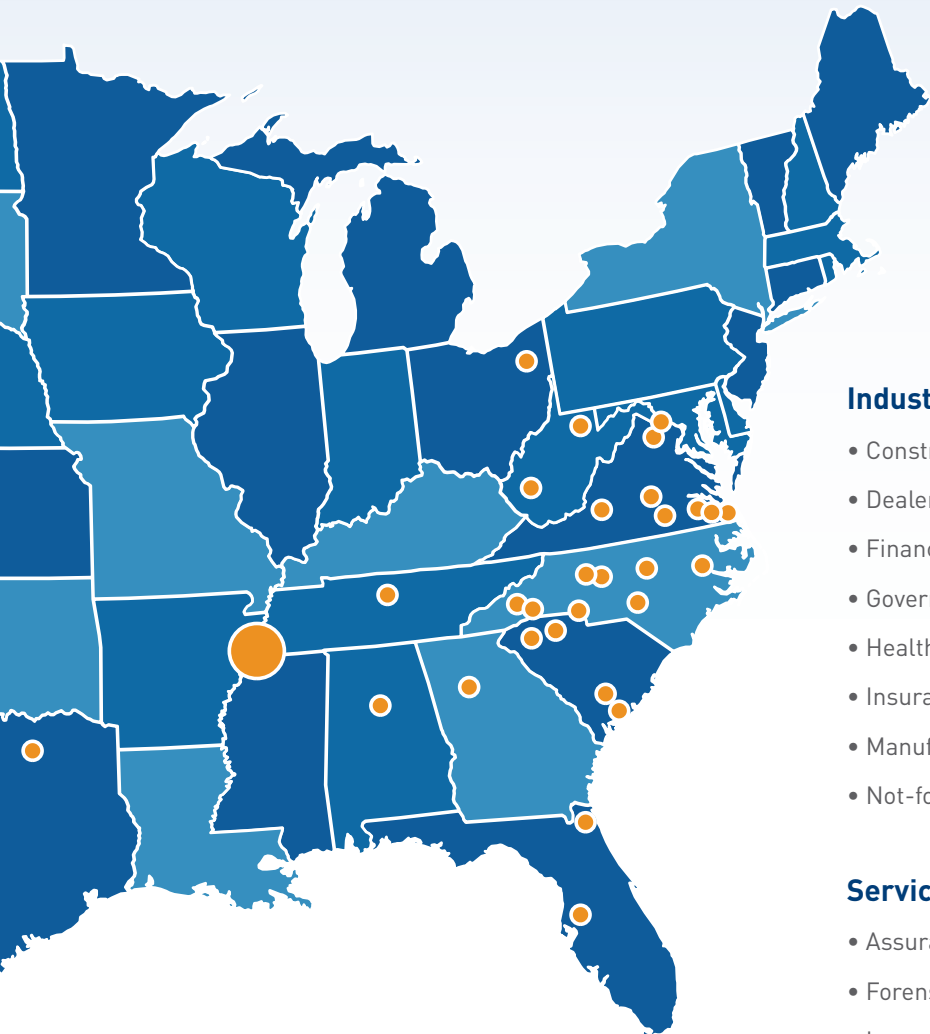
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