

# Eagle Eye News

THE BEST AND BIGGEST IN THE SUNBELT

FIRST QUARTER 2024



**SOUTHEASTERN FREIGHT LINES**

**A Publication for Associates and Friends of Southeastern Freight Lines**

## Regional Associates of 2023 14



Broken Bow Lake, OK (photo by Collier Stanberry, Texarkana P&D Driver)

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Dallas P&D Driver Mike Chavez and his daughter Kylie after building a SEFL semi-truck at The Home Depot® Kids Workshop!

COVER: The "Eagle" preparing for takeoff at Burlington Alamance Regional Airport, NC (photo by Richard Gunter, Greensboro P&D Driver)

### SUBMISSION / PHOTO GUIDELINES

The deadline for Second Quarter newsletter submissions is Friday, **May 3, 2024**. 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 Please submit high-grade photos only (no screenshots)—low resolution or blurry photos will not be published.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](mailto:EagleEyeNews@sefl.com).



Joseph, son of Alma and Ryan Harrison (Fayetteville P&D Driver)

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**TOBIN CASSELS**  
PRESIDENT

## WE ARE HERE TO SERVE

When you walk into our Support Center, the first thing you see is a beautiful sculpture called “Divine Servant” that portrays Jesus washing Peter’s feet. I love seeing it, as it reminds me every day of one of our key values here at Southeastern...SERVING – We Are Here To Serve.

When did Jesus wash Peter’s feet? It was during the “Last Supper,” on the night that Jesus was arrested in the Garden of Gethsemane. Jesus knew that this was the last evening that He would spend with His disciples before His crucifixion. He recognized this was one of His last opportunities to influence His loyal followers and to leave a lasting impression.

“So He got up from the meal, took off His outer clothing, and wrapped a towel around His waist.” Jesus literally got on His knees and washed the disciples’ feet. When He finished, He asked the twelve, “Do

you understand what I have done for you?” He then said, “You call me ‘Teacher’ and ‘Lord,’ and rightfully so, for that is what I am. Now that I, your Lord and Teacher, have washed your feet, you also should wash one another’s feet. I have set you an example that you should do as I have done for you.”

One of the final messages Jesus wanted to give to His followers was that “We Are Here To Serve.” But the washing of the feet was just a warmup. He was now ready to put the exclamation point on His message about serving...He was ready to die for us. He willingly walked into the scourging, the humiliation, and the cross for you and for me!

*“Whoever wants to become great among you must be your servant...just as the Son of Man did not come to be served, but to serve and to give his life as a ransom for many.” (Matthew 20: 26-28)*





# BEST IN CLASS

## 2023

### 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 2023, 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	Atlanta	1.11	8,136,124	9
2	Jacksonville	0.39	5,149,653	2
3	Valdosta	0	2,991,821	0
3	Ocala	0	1,885,142	0
4	Macon	0	1,448,690	0
4	Waco	0	1,317,123	0
4	Tupelo	0	1,271,880	0
5	Waynesboro	0	988,125	0
5	Lubbock	0	866,866	0

BEST IN CLASS: INJURIES PER 200,000 HOURS				
Class	Service Center	Frequency	Hours Worked	Number of Injuries
1	Atlanta	2.4	584,217	7
2	Atlanta B/B	2	198,708	2
3	Valdosta	0	146,181	0
3	Pensacola	0	117,800	0
3	Ocala	0	105,187	0
3	Charlotte (CSD)	0	62,834	0
4	Albany	0	89,847	0
4	Columbus	0	89,751	0
4	El Paso	0	83,718	0
4	Macon	0	75,397	0
4	Jackson, TN	0	73,658	0
4	Fayetteville	0	69,545	0
4	Roanoke	0	68,287	0
4	Tupelo	0	64,837	0
4	Wilmington	0	59,377	0
5	Monroe	0	51,539	0
5	Amarillo	0	46,149	0
5	Bowling Green	0	44,004	0
5	Wichita Falls	0	37,688	0
5	Puerto Rico	0	26,905	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!

# HERO ON THE ROAD: DRIVER'S QUICK THINKING SAVES TODDLER

Pedro Lopez, a dedicated El Paso P&D Driver, recently demonstrated exceptional alertness and quick thinking that deserves special recognition.

While patiently waiting for a traffic light to change, Pedro noticed a small child, between the ages of three to four-years years old, wandering across the street just as the light turned green. Realizing the potential danger, Pedro swiftly maneuvered his trailer to block and halt oncoming traffic. His decisive action not only prevented a potential accident, but also provided a protective barrier for the child who had seemingly strayed away from his mother. To ensure everyone was aware of the situation, he honked his horn, alerting nearby pedestrians and drivers. This audible warning allowed the child's mother enough time to cross the street safely and reunite with her adventurous little one.

When we asked Pedro about the experience, he was taken by surprise, not realizing his heroic actions came naturally, as he is a father of three. "I was just concerned about the traffic coming and hitting the child, my instinct was to protect the child, so I apologize," Pedro explained with deep humility.

The impact of Pedro's quick reaction did not go unnoticed. A concerned citizen who witnessed the incident took time to call and commend our driver for his exemplary actions. This event not only highlights Pedro's commitment to safety, but also emphasizes the vital role our drivers play beyond transporting goods—they are guardians of our roads, ensuring the well-being of those around them. Pedro's story serves as a reminder of the unsung heroes on our roads, whose keen observation and prompt response can make a significant impact on ensuring the safety of pedestrians, especially the most vulnerable among us.

We extend our heartfelt appreciation to Pedro for his outstanding actions. He demonstrates the values of responsibility and vigilance that define our company's commitment to the communities we serve.



# SOUTHEASTERN RECOGNIZED AS ONE OF AMERICA'S GREATEST WORKPLACES FOR DIVERSITY



“We are honored to announce that Southeastern Freight Lines has been recognized as one of America’s Greatest Workplaces for Diversity 2024 by *Newsweek* and Plant-A Insights Group. Thank you for helping us continue to build on our strong culture and commitment to Valuing Each Other Completely,” said Monty Alexander, Director of Human Resources at Southeastern Freight Lines.

America’s Greatest Workplaces for Diversity 2024 features the top large and mid-size companies recognized by their employees for genuinely respecting and valuing individuals from different walks of life. Companies recognize that a diverse workforce contributes significantly to organizational success.

The scoring process for America’s Greatest Workplaces for Diversity 2024 involved a thorough examination of publicly available data, interviews with HR professionals, and an anonymous online survey conducted among a diverse group of employees at companies in the United States. Respondents shared insights into corporate culture, working environments, and other aspects of both their own companies and others they were familiar with, resulting in over 1.5 million company reviews. (source: America’s Greatest Workplaces for Diversity 2024, *Newsweek*)



## Tanika Dunlap Recognized as a “Top Woman to Watch”

Southeastern Freight Lines is proud to announce that Tanika Dunlap, Manager of Software Development, has been recognized as a “Top Woman to Watch” by *Redefining the Road* magazine. This prestigious accolade celebrates Tanika’s recent accomplishments and her commitment to driving progress in the trucking industry.

With an impressive tenure at Southeastern since 1996, Tanika’s journey from an entry-level position to a managerial role is a testament to her hard work, expertise, and leadership. As the manager of a team of eight professionals, she oversees software development projects that support Southeastern’s online platforms.

Tanika’s recent achievements include successfully leading the project to upgrade the company’s web servers, which ensures enhanced performance and security. Furthermore, she has demonstrated her innovative mindset by spearheading a Proof-of-Concept pilot program. This program optimizes development processes and sets a precedent for future projects.

Tanika being recognized as a “Top Woman to Watch” by *Redefining the Road* magazine is a testament to her dedication to advancing not only the IT Department, but our entire company. Thank you for keeping our digital journey efficient and secure, Tanika. Congratulations on this well-deserved honor!





(Left to Right) Amy Carey, Jenniffer Malone, Cassie Kelly, Patrick Mackey, Maranda Haney, Cory Essick, Natalie Sanchez, Lydia Escue, Rebecca Strock, Amber Newby, Amber Henry, Buck Gore

# CARGO CLAIMS DEPARTMENT HIGHLIGHTS

## ONLINE CLAIMS FILING

In October of 2022, our Claims Department switched to a new software system that supports online claim filing for our customers and allows for more efficient handling of cargo claims. The impact was immediately noticed by our internal and external customers, as we were able to process cargo claims in a much quicker manner. Since this implementation, our team has reduced the number of days it takes to process a cargo claim to 12 days on average. This has resulted in faster customer responses and an overall improved customer experience. Although cargo claims can be emotional by nature, we believe that quick, consistent, and accurate claims handling can help reduce the frustrations of incurring a loss for our customers.

## TRAIN AND EQUIP FOR SUCCESS

Over the past year, the Claims Department has taken advantage of an opportunity to improve our continuing education. While working towards completing industry accredited claim certifications, our team meets weekly to receive training on various topics including industry updates to packaging requirements, legal requirements for claims handling, and claims mitigation. Through this team interaction, we learned it was more efficient to assign claims by type and dollar amount to specific adjusters who are well versed in those specific processes. By doing this, the learning process becomes much easier and now allows us to cross-train claims adjusters as they become more knowledgeable in our processes. We have been encouraged because team members have embraced the idea that anything can be made better. We are proud of what our team has accomplished, and we look forward to continued success in the future!

**RYAN SMIGIEL**  
VICE PRESIDENT  
OF REAL ESTATE



— real estate —  
Building a foundation for success.

# REAL ESTATE DEVELOPMENTS AND IMPROVEMENTS

## BOWLING GREEN, KENTUCKY

We recently completed construction on our new 45-door Bowling Green, Kentucky, service center.  
This is another world-class facility in a great location to serve our customers!



# 2024 THE YEAR OF INDIVIDUALIZED QUALITY



As we embark on a new year, we are excited to introduce a central theme that will enhance our collective efforts over the next 12 months and beyond. We have designated 2024 the **Year of Individualized Quality (IQ)**. Our hope is that every associate in our great company will join us as we recommit to Individualized Quality and apply the four IQ principles to our work.

To symbolize this theme, we have rebranded the logos for Individualized Quality (see above) and the four IQ principles that guide our approach to achieving IQ (see below). These principles help us make Individualized Quality a reality. If we become more involved and apply these principles to our specific jobs, we will gradually and constantly improve in everything we do.



This concept of looking at our **own** (individual) work, as if we are our own microscope, must be grasped in order to understand the concept of Individualized Quality. Can you imagine the impact if every associate within our company applied this concept to the best of their ability? Talk about Southeastern being the “Carrier of Choice!”

Remember, Individualized Quality means “I will focus on and think honestly and objectively about the quality of my individual work and how I can gradually but constantly improve it.” By embracing this mindset, we believe we can collectively make 2024 one of the best years ever for Southeastern Freight Lines!



SOUTHEASTERN FREIGHT LINES

# Quality Achiever Awards 2023 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 2023, 173 associates were recognized with a Quality Achiever Award. Even more exciting is that four 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)



**Cathy Wentland**  
Mobile



**Kathy Sledge**  
Support Center



**Bryan Walton**  
Support Center



**Justin Workman**  
Support Center

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 2024 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.



# 2023 Platinum Service Centers

In 2023, our team had **THREE** 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 the following key processes:

**Part A of Quality:** Inbound Transit Time, Outbound Transit Time, Claims Ratio

**Part B of Quality:** Load Average, P&D Cost Ratio, Dock Efficiency

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	PLATINUM % OF GOALS ATTAINED FOR THE YEAR
Charlotte (CLT)	85%
Jackson, MS (JCK)	83%
Fort Worth (FTW)	83%

“2023 was a great year for our Charlotte, NC, team. With a best-in-the-company Annual Platinum score of 85 percent, Charlotte operated at an extremely efficient level, while pleasing many customers with their outstanding service. Congratulations, Charlotte, on another year of Annual Platinum achievement.” **We Are Here to SERVE!**

**Trey Fudger (VP of Service Center Sales) and Kim Shore (Regional VP of Operations)**  
REGION 2

“Congratulations to Jackson, MS, on their 2023 Platinum Service Center achievement. Their focus on both Part A and Part B of Quality, and the advancement of Culture are quite evident with this recognition. The execution of **Belief, Alignment and Teamwork** was recognized by our customer base in JCK as well and resulted in year-to-date positive 10.92 percent Outbound shipment growth. Great service and great efficiencies are the foundation for a successful service center that takes care of its people.”

**Ken Bazzell and Mark Coggin**  
(Regional Vice Presidents)  
REGION 7

“Congratulations once again to our team in Fort Worth for achieving Platinum Service Center of the Year in 2023. After narrowly missing Platinum honors in 2022, they were determined to raise the bar and work together to achieve excellence in 2023. While they acknowledge there is still room for improvement, the focus on **Individualized Quality** is what has allowed the Fort Worth team to have such a great year in both Operations and Culture. This mindset is the only way that they see as a path to continue to produce **Continuous Measurable Improvement** in all their processes moving forward.”

**Ken Bazzell and Jim Jones**  
(Regional Vice Presidents)  
REGION 5





## 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 143 Platinum Processes in 2023!

Part A of Quality = Satisfying Every Customer Completely				
Inbound Transit Time		Outbound Transit Time		Claims Ratio
Asheville	Miami	Abilene	Amarillo	Lubbock
Atlanta Breakbulk	Nashville	Amarillo	Atlanta Breakbulk	Macon
Birmingham	North Atlanta	Atlanta Breakbulk	Cincinnati	Miami
Baton Rouge	Rocky Mount	El Paso	Corpus Christi	Nashville
Charlotte	San Antonio	Fort Worth	Dallas	Ocala
Charlotte Shipment Dist.	West Atlanta	Jacksonville	El Paso	San Antonio
Fayetteville	West Palm Beach	Jackson, MS	Garland	Tampa
Fredericksburg		Ocala	Houston	Tri-Cities
Fort Worth		Orlando	Jacksonville	Tupelo
Huntsville		West Palm Beach	Jackson, MS	Texarkana
Jackson, MS			Laredo	Wichita Falls

Part B of Quality = Becoming More and More Efficient in the Process					
P&D Cost Ratio		Dock Efficiency		Load Average	
Albany	Monroe	Amarillo	Jacksonville	Austin	Lexington
Amarillo	Nashville	Asheville	Jonesboro	Cincinnati	Mobile
Bowling Green	North Atlanta	Atlanta	Jackson, MS	Charlotte	Monroe
Columbus	New Orleans	Baton Rouge	Kinston	Corpus Christi	Memphis
Charlotte	Oklahoma City	Cincinnati	Mobile	Charlotte Shipment Dist.	New Orleans
Dalton	Orange	Charlotte	Monroe	Dothan	Ocala
El Paso	Pensacola	Charlotte Shipment Dist.	Memphis	El Paso	Pensacola
Fort Lauderdale	Raleigh	Fredericksburg	New Orleans	Fredericksburg	Raleigh
Fort Worth	Richmond	Fort Lauderdale	Ocala	Florence	Roanoke
Greensboro	Roanoke	Fort Worth	Raleigh	Fort Myers	Tupelo
Houston	South Charlotte	Garland	Richmond	Fort Lauderdale	West Atlanta
Jacksonville	Tupelo	Greensboro	Roanoke	Fort Worth	Waynesboro
Jonesboro	West Palm Beach	Greenville	South Charlotte	Hazlehurst	
Jackson, MS		Hickory	Shreveport	Houston	
Kinston		Houston	Tupelo	Jacksonville	
Lafayette		Huntsville	Tyler	Jonesboro	
Lexington		Jackson, TN	West Palm Beach	Lafayette	

# 2023 Regional Associates of the Year

Congratulations to our 2023 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 2023 winners!

## ADMINISTRATIVE



ANITA YORK  
(DAL)



KIMMARRIE HARRIS  
(ROA)



KAITI JONES  
(HAZ)



STORMY SPILLERS  
(MON)



LILIA MONASTERIO  
(LUB)



HEATHER HARDIN  
(KNX)



BART KRACK  
(MGM)

## FREIGHT HANDLERS



JOHNNY PRAYER  
(NAT)



RANDY RANKIN  
(CLT)



REGGIE PIERCE  
(VAL)



ROBERT BROCKS  
(SHO)



BRYAN PAHSETOPAH  
(TOK)



ADAM KELLEY  
(NAS)



JORDAN GARNER  
(MPS)

# FLEET SERVICES



DANNY SOTELO (DFW-TECHNICIAN)    STEVEN WASHINGTON (CLT-MANAGER)

# P&D DRIVERS



BRANDON WORTHY (COL)    MICHAEL HEATH (KIN)    LAYON ROBINSON (TPA)    ALEX PUENTE (SAT)    MIKE HERRERA (LRK)    DARREN TURNER (JAC)    EDDIE MASSEY (DOT)

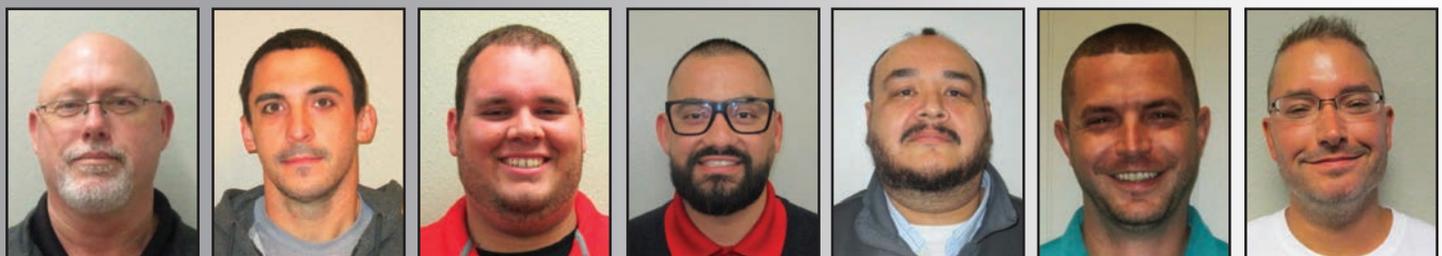
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# LINEHAUL DRIVERS



RON JACKSON (DAL)    PAUL BROWING (GBO)    ERIC WAHL (SAV)    TERRY SHERWOOD (TYR)    ROSCOE CLIATT (FTW)    ROBERT PARSONS (HIC)    BARRETT "RED" SYLVAN (BTR)

# LEADERSHIP



JOHN "SCOTT" BAKER (WAT)    WILL SIMPSON (SCH)    RYAN HOWELL (TPA)    DANNY HERRERA (ELP)    OSCAR MARTINEZ (DFW)    EARL WAGLER (ASH)    JONATHAN SANDERS (MPS)



# Administrative Key Measures & Quality Champions 2023

At Southeastern Freight Lines, we use our Quality Improvement Process to help us achieve our Mission to **Live Our Culture, Provide Quality, and Create Financial Strength**. A key component of our Quality Improvement Process is to have “People Committed to Individualized Quality,” and a great example of this is the Administrative Key Measures/Quality Champions program.

The Administrative Key Measures (AKM) and Quality Champions were established in 1999 to monitor and improve the key administrative processes at each service center. Each measure is assigned to a Quality Champion(s) whose role is to not only reduce values on their reports, but to improve the administrative processes at the service center. **In 2023, our administrative associates achieved an**

### Administrative Efficiency of 99.09 percent!

While each service center contributed to our overall success, we recognize those that earned our **Platinum Award** and **Service Center of the Year** honors. We are proud to recognize the following service centers and Quality Champions as our 2023 Administrative Key Measures award recipients:

## PLATINUM AWARD

The AKM Platinum Award is presented to service centers that achieve an administrative efficiency of **99.50 percent** or higher for the year.

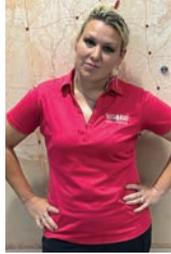
REGION 1	REGION 2	REGION 3	REGION 4	REGION 5	REGION 6	REGION 7
Atlanta Breakbulk	Charlotte	Albany	Corpus Christi	Abilene	Asheville	Birmingham
Atlanta	Fayetteville	Fort Lauderdale	El Paso	Amarillo	Cincinnati	Baton Rouge
Augusta	Greensboro	Hazlehurst	McAllen	Dallas	Greenville	Huntsville
Columbus	Kinston	Ocala	Orange	Fort Smith	Jackson, TN	Jackson, MS
Columbia	Norfolk	Orlando	Shreveport	Garland		Montgomery
Dalton	Rocky Mount	Tampa	Tyler	Lubbock		Mobile
Florence	Roanoke	Valdosta		Tulsa		Pensacola
Macon	South Charlotte	West Palm Beach				Tupelo
North Atlanta						
West Atlanta						

## ADMINISTRATIVE SERVICE CENTER OF THE YEAR

The Administrative Service Center of the Year award is presented to the service center(s) that achieved the highest levels of administrative efficiency during the year.



**ATLANTA BREAKBULK**  
(L TO R) RENEE MAYNOR, TRINATI MAYNOR [NOT PICTURED: CYNTHIA MYLES, MALISA CLARK]



**CORPUS CHRISTI**  
COURTNEY CANON



**FAYETTEVILLE**  
(L TO R) RENEE NORRIS, CHARLES OUTLAW, TAMMIE MINACAPPELLI



**FLORENCE**  
(L TO R) KEVIN ROBERTS, SARA SMITH, CINDY MCELVEEN



**GREENSBORO**  
(L TO R) NEAL ALMSTEAD, JANELLE TATE, JACKIE ASH, LINDA TOWNSEND, MARGARET HEMRIC, RUTH HALL, DARREN GREER



**GREENVILLE**  
(L TO R) SHERRY MORGAN, MAURICE IRBY, VICKIE RAY



**HAZLEHURST**  
KAITI JONES



**HUNTSVILLE**  
(L TO R) CHRISTIN MILLER, JESSICA COPELAND, ADAM DARLING



**KINSTON**  
(L TO R) BRANDON JOYNER, CHERYL COX, PATRICIA MCDONALD, MARKEITA BLOUNT



**MCALLEN**  
(L TO R) CLARISSA GARCIA, ANNA YBARRA



**MOBILE**  
(L TO R) MARK CAMILLERI, VICTORIA DUBOISE, TRISH KNOBF



**ORANGE**  
(L TO R) ASHLEY CASTLE, RASHAD ARLINE, POLLY GOODEAUX



**TULSA**  
(L TO R) LINDA HUGHES, ZIPPORAH PATRICK, KAMI WRIGHT



**VALDOSTA**  
(L TO R) BECKY BROWN, TRACY MCLEOD, LAWANNA BATTEN, JOHN O'ROURKE, CRAIG PARRISH



**WEST ATLANTA**  
(L TO R) STEPHANIE ANDERSON, EDIE TIMPERIO, SANDY TURNER, KATIE SIBLEY, LINDA WILCOX, JUDY GONOSZ, ALLEN WALKER

# Support Center Serves Local School District



Members of the Social Work Services team for District 5  
of Lexington/Richland counties

In November, the Finance & Accounting and Revenue Accounting teams organized a new shoe drive for students in District Five of Lexington and Richland counties of South Carolina. The combined team worked closely with the Coordinator of Social Work Services for the District and held a two-month new shoe drive for students who did not have the means to purchase new shoes for the current school year.

Our team saw great participation across all departments in the Support Center including Pricing, Traffic, W&I, Billing, IT, Operations, and Human Resources, among other departments. The Support Center collected 181 pairs of new shoes for children ranging from pre-K to Grade 12. Southeastern associates delivered the shoes to the local District offices on November 17, 2023.

Our Southeastern Serves program is dedicated to giving back to communities across Southeastern's footprint. It provides associates the opportunity to get involved in community outreach. We believe this generous collection of shoes for students supports that worthy mission.



# Nashville Serves

## Women of Worth & Hananiah House

In December 2023, the Nashville service center, along with the help of the Donelson Church of Christ, hosted a Christmas party for the Women of Worth (WOW) and Hananiah House charity organizations.

The WOW/Hananiah organizations provide a transition program and housing for women who are re-entering society after incarceration and rebuilding their lives after struggles with drug or alcohol addiction. The programs give them the tools and mentoring they need to stay on the path to recovery. The most important part of this program teaches them that they are not defined by their past and that we all can learn and grow.

This was our second year working with these outstanding organizations, and we were thankful to host over 70 people. SEFL associates and their families served a wonderful barbecue dinner, complete with music, caroling, and a lot of laughs. Santa and the Grinch™ even came out to have a great time interacting with all in attendance. There were so many smiles and tears!

Southeastern associates from Nashville and Bowling Green collected gifts and goods to help provide Christmas gifts for 26 families and three WOW and Hananiah houses. Many of the women said that they had no idea how Christmas would come without our help.

We are proud of our Southeastern family and its coordination of this type of event. We are also grateful for our incredible company and its continued commitment to SERVE our local communities!



From left, NAS associates Tyler Howell, Adam Kelley, and Luke Strader



# FLEET SERVICES

## TRAINING HIGHLIGHTS

### PROFESSIONAL TECHNICIAN DEVELOPMENT TRAINING

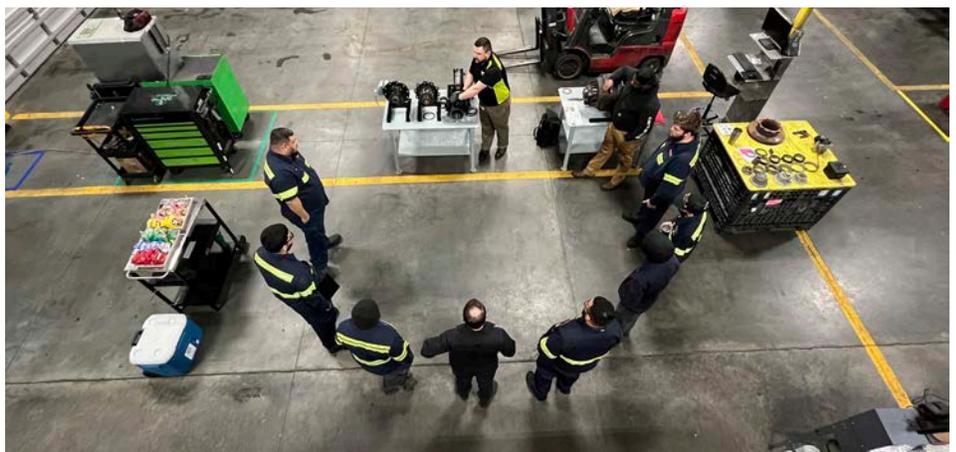


Top Techs, from left, Champion Kaitlynn Aikin (Fort Worth) and Grand Champion Ethan Hoff (South Houston)



The Columbia Shop was excited to host 14 technicians for Professional Technician Development Training in December 2023. This four-day training event is the first step for many technicians on their journey to becoming world-class, heavy-duty technicians. For most of them, this was the first of many SEFL training events to come. During the week, participants focused heavily on basic electrical theory, 5th wheel and wheel-end maintenance, transmission operation, and collision mitigation systems function and diagnostics. Along the way, these technicians were tested prior to graduating to the next module. While everyone in this group did an outstanding job, by Friday morning we named our “Top Techs” from the class. Please join us in congratulating all our participants and the Top Techs!

### SOUTH HOUSTON TRAINING BLITZ



The start of a new year gave us our first opportunity in 2024 to invest further in our technicians through hands-on technical training. In late January, the South Houston Shop hosted nine technicians for a technical training blitz designed to challenge and build confidence in this group’s technical abilities. As a result, these Fleet Services technicians are now more capable, confident, and empowered with the skills and abilities needed to serve our Operations teams. They will all work together to Live Our Culture, Provide Quality and Create Financial Strength.

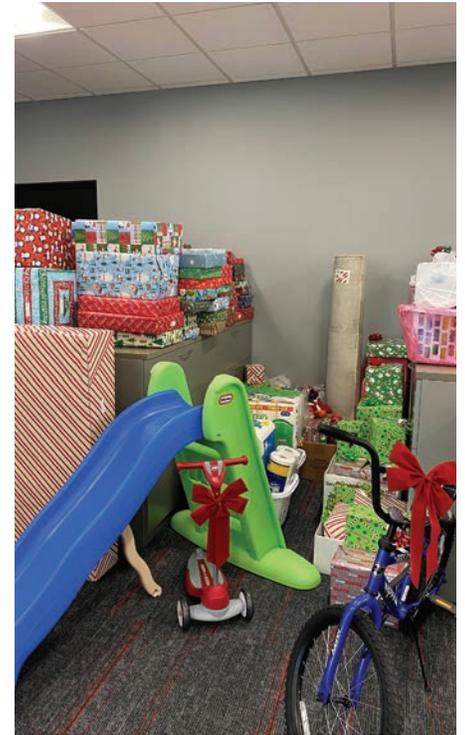


## Danny Sotelo – Dallas Fleet Services Associate of the Quarter

Fleet Services is excited to share that Danny Sotelo of the Dallas Shop has been voted Fleet Services Associate of the Quarter for the fourth quarter of 2023!

Danny serves as a power technician and during his time in this role he has distinguished himself as a true servant leader, going above and beyond his regular duties. He has not only continued to master his knowledge of SEFL equipment, but he has taken

on shift lead duties and runs the parts department for the entire shop. He has done this all while continuing to be a world-class problem solver for the DFW team. Danny's support of and contributions to the Dallas Shop have been recognized by his peers and leadership alike. For his willingness to serve and support his local operation, and Southeastern as a whole, Fleet Services is proud to recognize Danny with this honor!



# FAMILIES HELPING FAMILIES

## PALMETTO PROJECT 2023

“Families Helping Families” is in its 33rd year of helping families in the Midlands of South Carolina during the Christmas season. This 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. Over the past 32 years, more than 68,000

families have been assisted through Families Helping Families.

This is the 15th year Southeastern has participated in this project. SEFL associates from the Support Center and the Columbia service center adopted 33 families. We helped 86 people, including adults, teenagers, children, and senior citizens. We also donated gift cards to each family and over 1,400 non-perishable food items, paper products, and toiletries. Thank you to all who participated for your generosity during the 2023 holiday season!



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.**



### **JOHN "HAPPY" FUSELIER ATLANTA**

The Atlanta service center would like to recognize John "Happy" Fuselier for his amazing 42-year career. Since his employment in 1979, Happy served in numerous roles such as Outbound Freight Handler, Bill Clerk, Inbound Freight Handler, and P&D Driver. Happy had the most encouraging and serving attitude

you will ever come across. The Atlanta family will deeply miss his positive spirit; however, we are excited for him to spend more time with his family, volunteer at the local animal shelter, and get more involved in his church. Happy is very active and plans to spend time fishing, camping, hunting, and playing some music. He wants to reunite with his guitar, bass guitar, and piano. Congratulations, Happy, on your well-deserved retirement!

influenced over the years. He was a mentor to many and a genuine example of a great Christian, father, husband, and friend. We wish Phil and his wife Brenda beautiful sunrises and sunsets as they enjoy traveling and camping during retirement!



### **GARY FRYE ATLANTA**

Congratulations to Gary Frye for 39 years of service with Southeastern. Gary started in 1984 as a part-time P&D Driver but was quickly promoted to full-time. In 2000, he made the switch to Linehaul. Gary said, "Life is like a clutch in an 18-wheeler, you must learn to shift and hold on. You will have ups and downs, but you just keep on rolling." This quote perfectly describes Gary's calm and positive demeanor. With so many great memories, he will now take his journey to the next chapter. He looks forward to enjoying more time with Sherrie, his wife of 44 years. They plan to travel and spend a lot of time with their church. Thank you, Gary, for your service. Your SEFL family will deeply miss you!



### **PHIL TEAGUE SUPPORT CENTER**

Congratulations to Phil Teague on his recent retirement. Phil served our company for 42 years as a full-time associate, in addition to 5 part-time years while in college. He started working at Southeastern as a part-time Freight Handler in 1976 and he became our first Management Trainee in 1981. He was promoted to

Assistant Service Center Manager of Greenville and then opened Columbus as its first Service Center Manager. In 1985, Phil was promoted to our first Manager of Linehaul, and later became our first Vice President of Linehaul Transportation. When he started in Linehaul in 1985, we had 15 service centers and 120 Linehaul Drivers. Since that time, our company has grown to 89 service centers and over 1,300 Linehaul Drivers! Phil created and built our Linehaul department. He was responsible for all the current processes such as driver schedules, load plans, dispatch procedures, and much more. His knowledge and skill set have been invaluable as Southeastern has grown over the years. A true model for our culture, Phil genuinely cared for every person in our Linehaul department and for the wellbeing of thousands of associates he



### **JAMES "COTTON" WILSON COLUMBIA SHOP**

We would like to congratulate James "Cotton" Wilson on his recent retirement from Columbia Fleet Services after 39 years of service. Cotton began his career in the Columbia Body Shop in October of 1984. In 2004, he was promoted to Lead A1 Technician in charge of the daily repairs that were made in the Body

Shop. He remained in this position until the end of his career. In retirement, Cotton looks forward to staying on top of his chores around the house, fishing, and spending time with his wife Sherrie (who also retired on the same day from SEFL's Central Coding department with 37 years of service) and their grandchildren. Everyone at the Columbia service center will truly miss Cotton's servant attitude and loyal friendship. Congratulations, Cotton, on a well-deserved retirement!



## SHERRIE WILSON SUPPORT CENTER

Congratulations to Sherrie Wilson for an outstanding 37-year career with Southeastern in our Central Coding department. Sherrie was responsible for maintaining our customer files for most of those years. Many of us benefited from her expertise in processes related to the customer and third-party files.

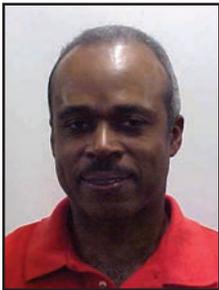
Her wealth of knowledge and serving attitude will be missed. Sherrie is looking forward to spending more time with her five grandchildren (ages 1 to 5), which will keep her busy. She also plans to ride her horse Rizzy more often and go camping in an RV recently purchased with her husband Cotton (who also retired on the same day from SEFL's Columbia Shop with 39 years of service). Happy retirement, Sherrie!



## CRIS CASWELL ASHEVILLE

Cris Caswell of the Asheville service center retired in January with 36 years of service. Cris began his career in 1987 as a P&D Driver in Orlando. He transitioned into Linehaul in Orlando before moving to Asheville in 1993. He spent one year in the Asheville P&D operation before finding his home on the ASH Linehaul team in 1994. Cris will be greatly

missed by all of us, but we are happy for him to begin this new chapter in life. He plans to spend time with his family, especially going fishing together in Florida. Congratulations, Cris, on a great career with Southeastern. We hope you enjoy this special time with your family!



## JERRY ALEXANDER CHARLOTTE

Congratulations to Jerry Alexander on his retirement from the Charlotte service center after 35 years of service. Jerry began his career at Southeastern in 1988. During his career, Jerry served in many roles including Billing Clerk, Combo Driver, P&D Driver, and he retired as a Linehaul Driver. Throughout his years of service, he was always a man of

high integrity and understood the importance of living our culture. In retirement, Jerry looks forward to spending time with his wife and traveling to visit his four wonderful grandchildren. He also looks forward to spending more time with his church family. From everyone at the Charlotte service center, we wish you a long and happy retirement, "Young Man!"



## ROBERT "BOBBY" BEAL MOBILE

Bobby Beal recently retired from the Mobile service center after 32 years of service. In 1990, Bobby began his career in Pensacola working on the dock as a part-time Combo Driver and was quickly promoted to full-time Combo Driver. He served the Pensacola market for six years before moving into Linehaul in 1997. He transferred to Mobile

when the service center opened in 2001. Bobby had a great reputation and was well regarded by everyone who knew him. He was always early, ready to go, and a true asset to the team. Upon retirement, Bobby plans to travel to Thailand for two months with his wife. He then plans to spend time between his home in Florida and his family farm that he grew up on in Indiana. Bobby still loves to drive, so he looks forward to traveling and spending time with his kids and grandchildren. You will be missed by your co-workers and friends, Bobby. Thank you for all that you have done for Southeastern Freight Lines!



## JOHN SLATES ORLANDO

We would like to congratulate John Slates on his retirement after 29 years of dedicated and loyal service. John began his career with SEFL in 1994 shortly after graduating high school. During his time, he served in several different roles, such as part-time and full-time dock associate on both the Outbound and Inbound shifts. He also

worked as a P&D Driver before moving into Linehaul, where he spent the majority of his career. John's attention to detail, along with his positive and professional demeanor, will be greatly missed. This is truly the end of an era here in Orlando. John is excited to start this new chapter of life and spend more time with his wife Ashley and two sons Wyatt and Mason. Thank you, John, for all you have done for Southeastern Freight Lines and the Orlando team.



## CECIL MILLWOOD NORTH ATLANTA SHOP

Congratulations to Cecil Millwood on his retirement. Cecil served in Southeastern's North Atlanta Shop for 28 years as the Parts Specialist. He worked in the parts industry for well over 40 years, and there were vast changes to equipment over his many years of service. Cecil started out at Year One, then transferred his talents to Southeastern Freight Lines. The

process Cecil implemented was the cornerstone of our success at the NAT Shop. He was always willing and able to lend a hand, and he had a way of getting a smile or laugh from the technicians. Cecil will be greatly missed. During retirement, he will have time to sit down, listen to some great music, get more involved with the church, and just relax. All the best, Cecil!



## ROGER ROBERTSON DOTHAN

The Dothan service center would like to congratulate Roger Robertson on his retirement after 27 years of service. Roger started his SEFL career in 1996 as a P&D Driver and transitioned to Linehaul in 2005 where he served until retirement. He was a team player, always had a positive attitude, and was willing to help others in

need. Associates like Roger are what set this company apart from our competitors. He's truly loved and will be missed around here because of his positive impact on everyone. Roger looks forward to golfing and enjoying cruises with his wife. May you be blessed with good health and happiness, Roger!



### **ED LUPIAN MONTGOMERY**

We would like to congratulate Ed Lupian on his retirement! Ed started at Southeastern in 1996 and served in Montgomery for his entire tenure. He consistently went above and beyond in serving his customers and had a huge impact on our downtown area. Ed was an invaluable member of our MGM team and will be widely missed. Thank you, Ed, for your

loyal service, commitment, and positive attitude which we enjoyed over the last 27 years!



### **ROBERT GUNNOE FORT WORTH**

Congratulations to Robert Gunnoe who served Southeastern for over 26 years! Robert started his career as a P&D Driver, moved into Dallas Dispatch for a year, and was then promoted to the Safety department where he served until retirement. During his career as a Safety Specialist, he trained more freight handlers and drivers than can be

counted. His passion and knowledge for safety was unparalleled and will be difficult to replicate. Robert and his wife love hiking, boating, and spending time outdoors, which they plan to take full advantage of during their well-earned retirement. You will truly be missed, Robert, and we wish you all the best in the years ahead!



### **CHRIS FLOYD NORTH ATLANTA**

The North Atlanta team would like to congratulate Chris Floyd on his recent retirement after 26 years of service with SEFL. Chris worked his entire career as a Freight Handler on the North Atlanta dock. He began as a part-time Inbound Freight Handler in 1996, then became full-time in 1997. After a year of Inbound, he completed

his next 25 years on the Outbound dock. Chris was a wonderful associate who truly lived out our culture. He came to work with a great attitude and a smile on his face every day. He just wanted to serve others and help the team. Additionally, he was continually active in the Quality process. Chris plans to focus on outreach, spend time on his land in Mississippi, and take up fishing. Enjoy your retirement, Chris, we will miss you!



### **MIKE SEAL JACKSON, TN**

Our congratulations to Mike Seal who retired in January after serving for over 25 successful years at Southeastern. Mike started as a P&D Driver in 1998 where he served in Huntsville. He then relocated to Jackson, TN, where he continued to serve as a P&D Driver. He was promoted to Linehaul in 2004, and he remained in that role until he

retired. Mike's willingness to "Live Our Culture" was demonstrated every day and apparent to everyone who had the pleasure of working with him. He will be greatly missed by the Jackson team. Mike looks forward to beginning this new chapter of his life. Thank you for all your years of service, Mike. We wish you nothing but the best in retirement!



### **BRUCE PLASTER WAYNESBORO**

We would like to congratulate Bruce Plaster on his recent retirement. In 1998, Bruce began working for SEFL in Greensboro. After working Linehaul there for a year, Bruce transferred to Waynesboro where he drove Linehaul for the remainder of his time at SEFL. He always came into work with a positive attitude, and he did

a great job. Bruce loves the outdoors and plans to stay in Virginia during retirement. He will be greatly missed for all the things he did for Southeastern during his over 25 years of service. Enjoy your retirement, Bruce...we appreciate you!



### **CHRIS AKIN WEST ATLANTA SHOP**

Harold "Chris" Akin of the West Atlanta Shop retired in January after 25 years of service. He was one of the original Diesel Technicians for WAT when the service center opened in 1998, and he served SEFL well in his tenure. Chris will be missed by all of us, but his influence will have a lasting effect on our technicians for years to come.

His retirement plans include camping and enjoying time with his family. Congratulations, Chris, and thank you for 25 years of service. We wish you the best in your retirement!



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