



The Transportation Update

Rising Fuel Cost and Our Economy

Every industry is trying to figure out how to operate a successful business in times of uncertainty. However the trucking industry is the first to feel the impact of higher prices

The long road ahead that transportation companies face.



at the pump. But to stay profitable the trucking industry must pass the increase in fuel cost along to their customers. Which in turn effects every

industry and every household in America. The Energy Information Administration reported diesel fuel prices at an all time high for the month of March 2008. For the week of March 17th the price of diesel was \$3.97 per gallon compared to one year ago when it was \$2.68 per gallon. The increase in fuel cost has forced companies in every industry to tighten expenses, plan shipment routes more carefully and adjust their budgets with the ultimate goal of holding down the cost for their customers. Companies must reassess their transportation mode and frequency monthly or quarterly to make sure they are alert and ready for the unpredictable. There is

an increase demand for research efforts on biofuels like corn based ethanol to help decrease and/or eliminate the United States need for oil imports. The falling dollar, inflation and interest rate cuts hedge on commodities like oil. Finding alternatives can help only stop our dependency on foreign oil. The "ripple effect" is in full force. Everything Americans consume, and use on a daily basis is brought to them via a truck, airplane and/or boat all which use large amounts of fuel. American will continue to earn less and pay more and in the end companies in every industry will have to learn how to keep the supply up while keeping the price down.

Clarity's new emphasis on refrigerated freight

Recently approved by the USDA certification process. Clarity has officially started a Refrigerated Division beginning its operations in January of 2008. This particular division has been put together to addresses the Frozen and chilled markets, hauling such items as Meats, Produce and Prepared Meals. The Refrigerated Team currently consists of five members with a

combined experience level of 40 years. We are currently servicing some of the larger accounts in the Frozen and Chilled markets. This newly formed Refrigerated Division is capable of handling single shipments up to the routing and planning of large contractual or project related business. Customers are soon realizing that Clarity is moving forward in its attempt to remain

innovative and creative in its existing and newly formed services. Offering our clients Refrigeration services is doing just that. We will strive to successfully provide our customers with exceptional service at a competitive price. Please call Thomas Jones the Team Leader of the Refrigerated Division Today with any questions—(866) 297-7070 or tjones@clarity123.com.

Piedmont Logistics dba Clarity

Special points of interest:

- > Fuel cost and how to manage them in today's economy.
- > Clarity's new emphasis on refrigerated freight.
- > The Corporate Challenge Run/Walk
- > Clarity's support for better education.

Clarity has a new LOOK have you seen our new website? If not please visit www.clarity123.com you will receive a birds eye view of our operations as well as our employees.

 Have you seen Clarity's new informational brochure? If not please let us know. The best way to grow a business is through word of month, so please spread the word about Clarity—Proven Transportation Solutions.



Clarity Participates in the Corporate Challenge

Clarity took part in the "Get Fit Stay Fit" 5K Run/Walk on Thursday, March 20th. Clarity was one of dozens of local companies to take part in getting their employees on a healthy track for 2008. The 5K took place at Riverside Military Academy in Gainesville, GA. Congressman Nathan Deal was the Honorary Chairman of the first-time event. The goal of the event was to promote company wellness programs and community health awareness. All of the registered runners and

walkers received an eight week complimentary membership to the new Georgia Mountain YMCA. Which helped all participants prepare for the event. Clarity stepped out in their bright red shirts and ran/walked together as a team. Team work is the number one value here at Clarity. We work as a team to accomplish our goals on a daily basis. If it was not for team work Clarity would not be as successful as we are today.

"Clarity is in the business of creating and maintaining a competitive advantage for our clients in their marketplace."



Clarity Supports their Partner in Education

Jones Elementary School in Gainesville, GA is Clarity's Partner in Education. Recently Clarity was able to provide Jones with enough money to cover ALL of the expenses for a new program they are implementing. The head instructional coaches at Jones Elementary Monie Shope and Shasta Gundlach were very instrumental and organized in providing us with a list of the items and costs needed to start the program. Clarity was able to

provide Teaching Easels, Plastic Totes, Sandwich Bags, Magnets and Tubs for the program. Emails of gratitude were received for dozens of teachers who never thought they would be able to receive all of the supplies at once. Clarity is always happy to help Jones when it comes to providing them with the necessary funds to better the education of their students we are always right there to step in and help.

