Hey Bill,

You can see a couple best practice marketing video's [here](http://vooza.com/) and [here](http://www.dollarshaveclub.com/?irsrc=bng).

Attached is your chamber list, with my added list of prospective companies and fleet sizing data (under the "TOUR" sheet) to meet with while on the road -- including Pitt-Ohio in the Pennsylvania segment. I've also attached an image of my approximate travel route, and can give you visuals of each stop by state if you're interested.

Here are a few takeaways from my chat with Mike Emmet today, the division manager of Cranston Trucking Company (CTC):

**Mike's Background:** Johnson & Wales University (Providence, RI), CPA, joined CTC for family and financial security, been there now for 30 years.

**CTC:** CTC does LTL, currently has 25 truck tractors, and operates between southern Main and North Carolina. They're part of an older umbrella corporation called Cranston Print Works Company.

**Our Value Add (Above & Beyond Existing Brokers):** Background checks for carriers and shippers. Carriers worry about the credit worthiness of their customers just as much as shippers worry about the quality of their carriers.

**Pricing Model:** per Mike's remarks on freightquote.com... maybe we shouldn't pass payment directly through our website? My takeaway in relation to our model: if possible, break up the payment so that the carrier receives payment from the shipper directly, and we take the difference. This hugely differentiates us from [freightquote.com](http://freightquote.com/), by reassuring the carriers. We do a background check, and they get paid directly.

**Customer Segments:** As we've been discussing already, our major competitors like freight [quote.com](http://quote.com/) all focus on the larger more sophisticated carriers. It will be a lot more leg work, but the smaller carriers (like CTC with 25, up to even 200 truck tractors) remain to be integrated. Like you've said, they all still do business the old fashioned way... with rolodexes.

Big takeaway is that Mike would be willing to partner with us. I've also finally started reading through the drop box folder. Thanks!! Pretty neat stuff!! I'll also add Mike to our CRM.

Jim