

COMPANY VALUES:

- **Safety**
- **Integrity**
- **Team**
- **Excellence**

Tiger News

NEWSLETTER

SPECIAL EDITION



PART 3

A Message from Dennis Altnow, CEO



Dennis Altnow and Don Altnow
Co-founders of
Tiger Lines, LLC

Welcome to a brand New Year Tiger Family! ***In the words of Benjamin Franklin: "Be at war with your vices, at peace with your neighbors, and let every new year find you a better man." (or better yet, person!)***

Our third Special Edition Newsletter will be dedicated to SHINE attributes #5 and #6: **Servant Leadership** and **Adaptability/Resilience**.

SHINE is visible when we take the high road and do the right thing in our relationships with co-workers, customers, competitors, and community. In 1981, my brother (Don) and I founded Tiger Lines with two trucks, very little money and some extremely vital guiding principles. We wanted an outward image of aggressive orange SHINE on our trucks that could be noticed anywhere. But, more importantly, we wanted to express an inner light that would SHINE through *Servant Leadership* with our employees, *Adaptability* to the needs of our customers and *Resilience* in the face of changing economic and cultural challenges.

The 12 Attributes of SHINE:

1. Win⁴ (Employees, Customers, Company, & Vendors)
2. Perpetuate, Preserve Legacy & Facilitate Succession
3. Humble, Hungry & People Smart
4. Development of People and Processes (Kaizen/LEAN)
5. Servant Leadership
6. Adaptable & Resilient
7. Provide Clarity & Transparency
8. Committed, Tenacious & Consistent
9. Competent & Innovative
10. Inject Fun into Work Environment
11. Protect and Steward
12. Trust, Unity & Team

"Everybody can be great, because everybody can serve. You don't have to have a college degree to serve. You don't have to make your subject and your verb agree to serve. You don't have to know about Plato and Aristotle to serve. You don't have to know Einstein's theory of relativity to serve. You don't have to know the second theory of thermodynamics in physics to serve. You only need a heart full of grace, a soul generated by love."

-- Dr. Martin Luther King, Jr.
"The Drum Major Instinct"
Ebenezer Baptist Church
Atlanta, Georgia
February 4, 1968

✧ Servant Leadership ✧

Servant Leadership was embodied and reflected on Don and me through our parents, peers, and church community. It is foundational to our DNA. But to say we are servant leaders is like saying, look at me, I'm humble! There's something seriously wrong with that picture. I am sure those who know us can cite many examples where we have fallen short. But know this, the Tiger management team is constantly trying to refine this attribute in our relationship with you. It has been our desire to lead by example, but not as authoritative leaders who elevate ourselves above. Rather, we hope to be listeners, coaches, and active team members; whether in a rear guard position, coming along side-by-side, or running ahead to be the tip of the team spear.

Servant Leaders go where the Team needs them, sometimes at great expense to themselves.

Former President Harry Truman wrote: "It is amazing what you can accomplish if you do not care who gets the credit." Ken Blanchard says, "We works a lot better than me."

During the early years of Tiger Lines, there were many months when we could not generate enough money to meet payroll. We mortgaged our homes and savings to make sure everyone employed would continue to have jobs and income (37 years of never bouncing a payroll check). We did this because we believed our people were the most valuable

resource we had. We knew we did not have enough brain power or the means to be successful on our own. We knew we needed help from God above and a lot of good people to come alongside to help us. So, here you are! Our team listens to you. We value your advice. We follow your lead. We value your selfless labor. We live and breathe your personal and family concerns and needs. We want you to be a success in all you do. We believe in you and that you are the best of the best!

"A true leader would sacrifice the numbers to save the people, not sacrifice the people for the sake of the numbers." -- Simon Sinek

✧ Adaptability and Resilience ✧

Adaptability and Resilience are traits that were constantly a part of our family, born out of a work ethic that says, **"Continuous effort, not strength or intelligence, is the key to unlocking potential."** (Winston Churchill) No one would classify us as being the most intelligent, or outstanding models of inspiration. However, most of you could say, "They never gave up!" Attributes that portray adaptability and resilience are always prevalent in our Teams. Those attributes have been a part of Tiger Lines from the beginning.

One of the keys to our longevity has been that we have adapted to the needs of our customer base by being diversified. It is how we have readjusted to the changing economic times over the past 83 years since our father's first trucking endeavor in 1935. We currently offer four major services to our customers: dry freight, dedicated services, agriculture and bulk commodities. We also have a sister company that offers nationwide logistic services, USA Management Systems, LLC. Because of this diverse business model and because of you (our loyal team) mixed with a faith-based belief system, we have remained resilient during some very hard times.

more likely to prevail. In the middle of those challenges many throw in the towel. Here at Tiger lines, we are tenaciously adaptable and resilient in our commitment to serve and prevail each day to Keep on Truckin'!

At a time when the outcome of World War II was still undecided, Winston Churchill advised: "Never give in, never give in, never, never, never, never — in nothing, great or small, large or petty — never give in except to convictions of honor and good sense."



In short, everyone feels they work hard to make ends meet. If only a few more ingredients are added to that hard work, the desired outcome is