



Cecil Boyd, at left, and his brothers Hilly and Dempsey stand next to a tractor their father, William Nickey Boyd, right, operated. Following World War II, the Boyd brothers drove trucks for 10 years before starting their own company: Boyd Brothers in 1956.

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## *Boyd Bros. Celebrates 60-Year Milestone*

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At Boyd Bros., we talk a lot about our three main business practices that have been passed down through the generations in our company: Attracting and developing good people; diversifying our product mix and customer base to weather shifts in economic trends; and partnering with customers and vendors who highly value service and professionalism. Following these three principles has allowed us to hire the best drivers, utilize state-of-the-art technology,

and continually provide top-level service to turn Boyd Bros. into the company it is today. Last year marked 60 years of business for Boyd Bros. and we believe that those six decades were just a taste of what's to come for our company.

Dempsey Boyd, the father of Boyd's CEO, Gail Cooper, and grandfather of Boyd's president, Chris Cooper, started this company with his brothers back in 1956. The company was founded on a culture of taking care of its people. We're proud to be known for treating our employees and drivers well, serving our customers with integrity and operating with a solid moral compass still to this day.

The Alabama Trucking Association awarded Dempsey its prestigious H. Chester Webb Award in 1987 for his lifetime achievement and service to the trucking industry. Gail won this exact same award in 2014. Through their leadership over the years, our company has grown significantly – especially in regards to our logistics and full-service solutions offerings, as well as with owner operators and lease-purchase drivers. Our plan is to expand these areas even further as a full-service trucking and logistics partner for our customers.

In 2013, we joined Daseke Inc. with our fleet of more than 680 tractors. Partnering with a company that shares our passion for people has allowed us to build on the synergy we have with our sister companies.

We are proud at what Boyd has become over the years. Boyd drivers are some of the safest in the industry. One out of every six Boyd drivers has achieved 1 million consecutive accident-free miles. Thirteen percent of our drivers have been with us for more than 10 years, while 25 percent drivers have been with us for five years or more. We're also proud to have a diverse makeup to the Boyd family and we're passionate about celebrating diversity and individuality. About 54 percent of our drivers have a minority status.

As part of our commitment to our drivers, we added a full-time chaplain 12 years ago. This allows us to support drivers during their highest moments and hardest days. Our chaplaincy program is integral to our company culture. We also added Teledoc, a concierge medical support program that provides medical attention on the road. Our attention to customer and driver needs continues to be a priority.

All of our hard work over the past 60 years hasn't gone unnoticed. We've been honored numerous times by the trucking industry. Boyd is a past recipient of CCJ magazine's Innovator of the Year award. We've also been recognized by TCA as one of the Best Fleets to Drive For® as one of the top 20 fleets in the country for three years and we received the top award in 2010.

Our internal achievements have been equally as astounding. We are always so humbled every time we're named as a shipper's carrier of the year or when we celebrate a driver who has achieved a huge milestone, like when driver Charlie Walker got his 3-million-mile safe driving award with us this year.

Thank you for supporting Boyd Bros. for 60 great years! We hope you'll ride along with us to see what the future holds for us for the next 60 years and beyond.