



**DAN GOODWILL
& Associates Inc.**

**SUCCESS
BUSINESS
LOGISTICS
TRANSPORT
SUPPLY CHAIN**

dantranscon.com

Consulting Services for Shippers,
Carriers, Investors and Vendors to
the Transportation Industry



“Our multifaceted approach works equally well for carriers and shippers. We examine current freight management processes and identify opportunities for best practices and cost savings.”

Dan Goodwill & Associates

“Dan Goodwill & Associates was formed in May, 2004 with the mission of becoming a leading provider of freight management consulting services to shippers, carriers and 3PL’s throughout North America.”

As our company approaches a decade of service, we are appreciative of the support we have received from shippers and carriers looking to create efficiencies and savings in their operation. Our team investigates, recommends and oversees implementation as required. Our track record is one of customized solutions and measurable results for our clients.

Founder and President Dan Goodwill is a well known and respected name in the transportation industry. His career has included senior positions with Canada’s leading providers of LTL, Truckload and Logistics services.

Customers benefit from the multi-modal experience the DG&A team brings in both domestic and North American markets.

DG&A performs a comprehensive audit of your freight transportation program. We identify, quantify and rank a list of cost savings opportunities based on impact.

Our research includes face to face interviews, administration of a written questionnaire, site visits to plants and a careful review of your shipping data. Benefits include:

- Identification of wasteful and inefficient processes
- Identification of “quick wins”
- Recommendations on Best Practices
- Identification of opportunities to make more effective use of technology
- An outline of opportunities to improve organizational effectiveness
- Cost saving and service enhancing strategies

Transportation Management Consulting



Freight RFP Consulting



Strategic sourcing is one component of supply chain management where our company has a particular expertise. DG&A applies strategic sourcing processes to ensure a disciplined approach to procuring freight transportation services. Our consulting services guide you through the process of:

- Setting objectives
- Data gathering and cleansing
- Mode and carrier selection
- Bid preparation and analysis
- Rate negotiations
- Implementation

We bring together a team of individuals who have extensive leadership and management experience customized to meet the unique requirements of your trucking company. This includes facilitating the implementation of business strategies, processes and technologies to increase your profitability.

We perform market research on new markets or business opportunities, due diligence on prospective acquisitions and sales process audits for carriers and 3PL's.

Carrier Profitability Improvements and M&A Assessments



Transportation Industry Vendor Consulting



We identify prospects that are a match for a company's service portfolio; we qualify them and then prepare a powerful marketing program to effectively communicate with them. Benefits to our customers include:

- Identification and quantification of target markets
- Quantification of market potential
- Arrange interviews with qualified prospects
- Powerful marketing messages delivered to prospects and customers by highly experienced transportation executives with proven communication skills

Client Testimonials

“Dan is one of the most detailed individuals that I have ever worked with. His knowledge of the industry coupled with his high level of integrity, trust and respect made this the best cost saving and service improvement project that our company has undertaken.”

Vic Springer, Supply Chain Manager, SP Newsprint Company, Dublin, Georgia

“Dan and his colleagues were tasked with helping us analyze the North American road transport sector in relation to our unique tracking and monitoring products. We experienced a very professional, systematic, careful, friendly and well thought out approach that delivered the results we wanted.”

Flemming Riche Rodler, Sales Director, Gatehouse A/S, Norresundby, Denmark

“We had the opportunity to work with Dan on a multi company project. Specific goals were set for each site and time lines set. The results have been great for us. We will use Dan and his group in the future and have no reservations about highly recommending his company for your transportation service needs.”

Nancy Hall, Manager Finished Products Services, White Birch Paper, Bear Island L.L.C. Division, Ashland, Virginia