

A Day in the Life...

in Michigan's Upper Peninsula



Above: John Elliston and "Ellie Mae" on M-28 west of Munising, MI. Ellie Mae, a Kenworth T2000, just joined the "Million Click Club," according to John, who expects her to reach 2 million still looking young; Left: View of Munising Bay, Lake Superior; Right: Mackinac Bridge

The Upper Peninsula is a challenging part of the Great Lakes system for truck operation. Surrounded by three Great Lakes, "the UP" is subjected to savage weather. Fortunately, we have career drivers who are not fazed by these conditions. Meet John Elliston, who traveled the roads of Northern Michigan and Wisconsin with his father as a young man, and proudly continues the family

tradition today as a member of Western Logistics' Great Lakes Regional team. His business card reads Professional Furniture Relocation Engineer, reflecting both a statement of competency and his sense of humor.

"The UP is considered remote even by Michiganders in the South," said John. "Not nearly enough people have spent time up in this beautiful country. It has about a third of Michigan's land mass, but only 3% of its population. I love the runs up here, including the Mackinac Bridge, considered the longest suspension bridge in the world. You can feel the truck sway with the bridge in the wind."

On the return trip to Holland, MI, John and other drivers will often take advantage of the S S Badger which crosses Lake Michigan from Manitowoc, WI, just south of Green Bay, when it operates in the summer season, saving both time and fuel. The size of Lake Michigan becomes evident when you're out of sight of land for two of the four hours it takes to cross.





Captions from top to bottom: The UP is rich in history; John checks out the Life-boat station. Experience shows; The Western Logistics rig on the S.S. Badger, sailing to Ludington, MI; Ice wave, Lake Huron, near Mackinaw City. When water in Lake Huron becomes super-cooled, it bursts up through the surface ice and forms this huge wave



“The Badger will be even more valuable to us when we open our Minneapolis Terminal next year,” said Mike Uhl, Terminal Manager of the Holland operation. “We will time our runs to take advantage of the ferry to save driver Hours of Service.”

Western Logistics is gradually winning over the manufacturers and dealers in the Great Lakes area. “We’re getting it done,” Mike continued; “our goal is to be #1 in office furniture and electronics in the Great Lakes area. We’ve hardly begun, but we’re already starting to get compliments about our people, trucks, and service.”

An example: “John was so good,” according to Paul Perry of Custer Workplace Interiors. “He was very helpful and didn’t mind making a couple of stops for me. He called me when he was close and that’s a first!! His truck was very clean and our stuff was all blanket wrapped neatly. I recommend using Western Logistics for all my deliveries.” Michael Obrecht, Director of Operations, confirmed: “We’re very pleased with service levels. This is a great start.”

With quality customers like that in the Great Lakes Region, our future is bright.

