

# Day & Ross got back to business by partnering with Bergey's Truck Centers

Even when your fleet is your primary business, it's important to keep an open mind to fleet management.

## CASE STUDY

Learn how partnering with Bergey's for on-site commercial truck service and maintenance can increase uptime and lower business costs.

Company Name

Day & Ross

Type of Company

transport and logistics

Location

York, PA

## WHO IS DAY & ROSS?

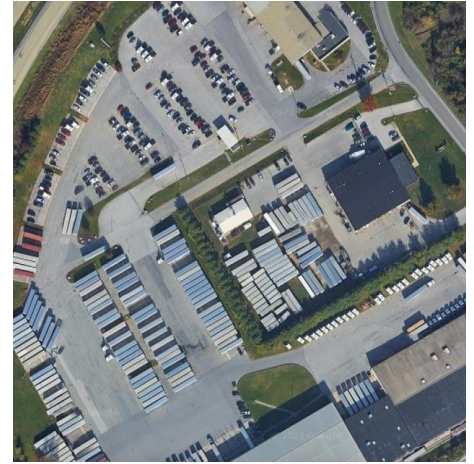
It was 70+ years ago that Elbert Day and Walter Ross used their one truck to haul a load of potatoes across Canada. A short 16 years later, and Day & Ross became a wholly-owned subsidiary of McCain Foods Limited, and grew from there into today's full-service transportation organization offering less-than-truckload (LTL), truckload (TL), dedicated transportation and logistics services throughout North America.

They are proud of their family heritage, which continues today as part of the McCain company, where family values drive what they do and how they do it.

**DAY &  
ROSS**

## THE SCENARIO

Day & Ross have thousands of trucks and over 8,000 team members taking care of cargo both on and off the road, including drivers and maintenance crews, warehouse, and administration teams. Our story begins at their York, PA facility, and the 500 trucks and trailers domiciled there to support a strong Mid-Atlantic dedicated truckload carrier and general transportation operation. It was in 2012 that the management team looked closely at their operations and decided there had to be a better way to run the shop and service the fleet. At that time, A&S had just purchased Kinard Trucking and started working out of the Kinard facility in York.\* There was a blending of management and operational philosophies with senior management, but both sides understood the primary goal was a focus on the freight and customers, not on the trucks. That is when the real work began.



Day & Ross operations in York, PA



## THE APPROACH

To remain status quo or think outside the box was the question Day & Ross needed to answer. So, a team including service and operations leaders, procurement experts, finance leaders and c-level executives started to look at the numbers and talk to possible partners to help them determine the best solution. But being who they are – the decision could not be made simply by the numbers. They had employees and families depending on them, so the solution had to make sense culturally as well as financially. Numerous possible partners were brought in to understand their business and their employees, and the request for proposal period took a lot of time on both sides to come up with a fitting solution – a contracted captive shop environment with a partner that was not only an expert in truck maintenance, repair, and warranty work, but understood the family values and the human element to this arrangement.

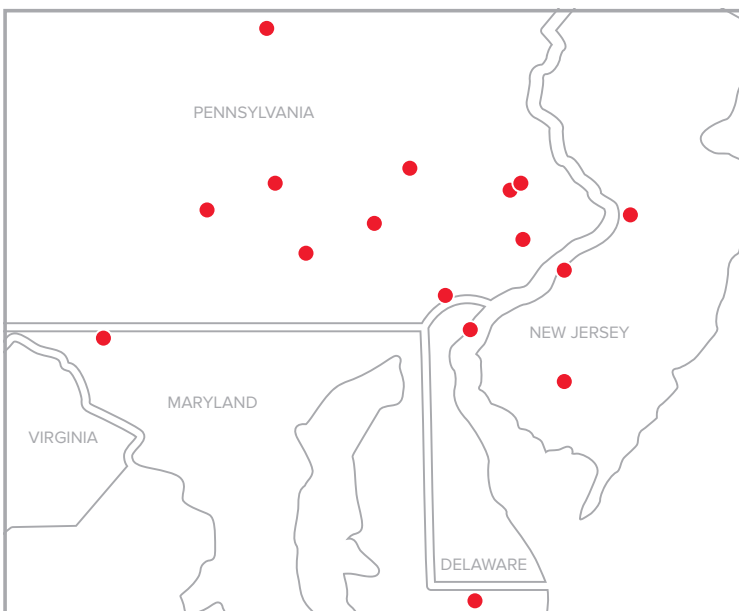
## THE SOLUTION

PA Truck Centers was the original partner, prior to Bergey's Truck Centers acquiring them in 2020. There was a good working history and relationship with Day & Ross from the start. As a full service commercial truck dealer, they had the added benefit of offering back-up service in their local shops when the Day & Ross shop needed added assistance. This, in addition to the ability to manage warranty work with the OEM, was a strong differentiator. When Bergey's came in, there was a review of the contract, but it was quickly renewed, and service seamlessly continued. According to Steve Conkel, director of maintenance for Day & Ross, "While there may be others who can come in and manage a service shop, only a certified OEM dealer can perform warranty repairs. This was an especially important aspect to the program's success." Bergey's continued with onsite warranty work and repairs, which reduces downtime and cuts out travel resources such as drivers, vehicle wear and tear, tolls, and fuel consumption.

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- Steve Conkel, Director of Maintenance, Day & Ross

Bergey's Truck Center, formerly PA Truck Center, in Wrightsville, PA



Bergey's Truck Centers network of dealership locations

Beyond the York, PA location, Bergey's was able to offer up their network of dealership locations which helped cinch the deal. Let's face it – trucks don't just run into problems in your own back yard. Bergey locations fit well with freight routes. Even outside of the Bergey network, the strong OEM relationships with other dealers help to manage repair events away from home.



Bergey's had long proven their technical expertise, so the selection committee focused their attention to their people. Being a family-owned and operated business themselves, Bergey's understood the importance of family values.

"Day & Ross to this day still have technicians and managers who have been with us for 15 and 25 years and counting," stated Conkel. "It's important to keep that knowledgebase within the organization, and Bergey's understands that."

Bergey's entered the relationship with not just a promise of continued employment, but with new opportunities for growth and technical OEM-certified training. Not one individual was left behind with the Day & Ross – Bergey's Truck Centers captive shop agreement.

**“We have full control over the schedules and bays.”**

- Steve Conkel, Day & Ross

## CONTINUED IMPLEMENTATION

Tim Witmer is the Fleet Manager for Bergey's and oversees the assets, shop and team on site for Bergey's Truck Centers. Witmer and Conkel work closely together in this relationship. Conkel focuses on asset acquisition and utilization, assigning trucks and drivers, and Witmer focuses on ensuring all the equipment is running at optimal levels. This allows them to be very flexible and make smart decisions. "Even if we have a full shop but have a situation where we need a truck for a last-minute need, we can pivot quickly and respond to the need without having to resort to rentals," said Conkel. "We have full control over the schedules and bays, and can pull one unit out, get the quick repair in and fixed and back on the road."

Steve Conkel, Director of Maintenance for Day & Ross (left) and Tim Witmer, Fleet Manager for Bergey's Truck Centers



## THE RESULTS

Since the beginning of the relationship, Day & Ross has benefited from the impact of this successful captive shop partnership with Bergey's. Through many executive leadership changes, contract renewals and negotiations, and financial reviews, they continue to see the value in the investment.



- » Uptime metrics are measured as a key performance indicator, and while Day & Ross travels 3.5 million miles a month out of York, Bergey's continues to far exceed the industry standard and saving on average \$1,000 a day for a down truck
- » The ability of Bergey's as an OEM dealer partner to credit warranty labor costs to Day & Ross at times almost pays for the program itself
- » Access to the Bergey's Truck Parts network of over \$21 million in inventory
- » Upgrading the Day & Ross fleet to all Mack and Volvo Trucks with 3 ½- to 4-year trade cycles is in action, with the oldest unit a 2015, increasing the ability to complete warranty work on site
- » Support with the challenges of technician and driver recruitment
- » Fleet Manager's expertise and knowledge of the fleet helps not just with equipment in the shop, but partnering and guiding other shops where equipment may be getting worked on

“Bergey's gets our family culture, and that goes a long way in my book.”

- Steve Conkel, Director of Maintenance, Day & Ross

This arrangement provides Day and Ross the best of both worlds – a domiciled shop that allows control and provides dedicated expertise while benefiting from Bergey's dealer status, network of service locations and warranty management capabilities.

"We continue to enjoy not just the financial and operational benefits of this partnership, but also the friendships we have made. Bergey's gets our family-values culture, and that goes a long way in my book," Conkel concluded.



## THE BERGEY'S APPROACH

We are dedicated to serving our customers. We provide total commercial transportation solutions tailored to your business needs in an effort to deliver on our brand promise of Keeping Customers on the Road.™



Interested in learning how your business could benefit from a Bergey's approach?

**Talk to our Bergey's Truck Centers sales team.**

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We pride ourselves in bringing all the things you want in a business partner:

- » Flexibility with control
- » Exceptional attention to detail
- » Valued service partnership
- » Fleet expertise
- » Team retention and growth through OEM training
- » OEM-certified warranty work
- » Uptime focused mindset

We not only care about your trucks – we care about your business.

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