



Trucking and Logistics Newsletter the Ahern Advisory Garners Praise from the Industry

Distribution management experts Ahern & Associates have released their most recent edition of the Ahern Advisory which has been receiving considerable positive feedback.



PHOENIX, AZ, UNITED STATES, April 23, 2014 /EINPresswire.com/ -- This month the latest edition of the Ahern Advisory, the logistics and trucking industry newsletter from the experts at Ahern & Associates' resonated deeply with its readers and the greater transportation and trucking industry at large. In the newsletter, Andy Ahern discussed how the trucking industry needs to be united together in the face of the backlash coming from the general public. Additionally, he touches on the reality that much of the negative sentiment surrounding the trucking industry is comprised of misplaced emotions—that a single incident can define an entire industry. Ahern illustrates his point by discussing a terrible tragedy which befell his own son Adam at the hands of a wealthy young man using illegal substances. He stressed that despite this great tragedy, his anger could not change the situation and that this single incident was not enough to define whole populations of people. This is the exact situation being faced by the trucking industry which is having to deal with a public perception that does not match the truth of an industry that is one of the most well regulated and safest in America.

The newsletter was quick to receive praise from industry veterans and trucking and logistics business owners, many of whom have personal experience with the negative perception of the industry. In response to the newsletter, one reader said, "I too am an industry veteran of 40 years. I read your email column regularly and always find it informative. I really enjoyed today's message on standing up for the industry and not allowing some accidents to frame everyone in the business. Your story about your son Adam was highly effective and hit home with me as my son Adam has followed me into the logistics business. Keep up the fine work. It is much needed by many."

This was just one of the many responses Ahern received. Other readers left comments such as, "Bravo! Very good! I will share with our drivers. Thanks for standing up for our industry and livelihood," "Awesome newsletter! You are right, we have much to be proud of and we need to let folks know. I will share this with all of our folks and customers," and, "Great article. It made me smile and feel proud to be in the truck industry."

Ahern & Associates are a Phoenix-based logistics company that specializes in transportation and trucking logistics consulting. To read the full article in the Ahern Advisory, please visit: the [Ahern Advisory](#) page. To learn more about Ahern & Associates' transportation consulting services, visit their website at: <http://www.ahern-ltd.com>.

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About Ahern & Associates, Ltd.

Ahern and Associates is North America's leading trucking and transportation management consulting

firm. The skilled consultants at Ahern and Associates specialize in mergers and acquisitions of trucking and logistics companies as well as the restructuring and evaluation of existing carriers that seek to increase operating efficiency and improve profitability. You can follow Ahern and Associates through their industry newsletter The Ahern Advisory for frequent industry updates and advice from the leading minds in trucking and logistics.

For more information, please call 602-242-1030 or visit <http://www.ahern-ltd.com>.

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