



ATBS Transportation Media Kit

Welcome to the ATBS Show!

ATBS is the largest business services provider with solutions for fleets, company drivers, owner-operators and other partners in the trucking industry.

Our products and services provide assistance with:

accounting • bookkeeping • taxes • education • maintenance consulting • benchmarking • truck financing • and retention

Our Mission Statement:

At ATBS, we believe that anyone can be successful given the right products, services and information for their business. Our mission is to develop and provide affordable business solutions to select industries helping independent contractors, employees, companies and other partners improve their profitability, grow their businesses and adapt to changes in their industry.

ATBS History:

ATBS was founded in 1998 by Todd Amen, whose understanding of independent contractors prompted him to develop a different approach to providing accounting and tax services for small-business owners. ATBS' initial goal was to simplify the accounting and tax filing process and services soon grew to include bookkeeping, budgeting, financial management, industry benchmarking and unlimited business consulting for independent contractors, employees, companies and other industry partners.



ATBS Products & Services

Listed below are ATBS Products & Services. For more detailed information, please visit our website www.ATBSshow.com.

ATBS Business Services:

ATBS Standard Business Services:

- With the SBS Plan, clients receive a personalized budget, monthly profit and loss statements, benchmarking, quarterly and year-end state and federal tax preparation and unlimited business consulting.

ATBS Premium Business Services:

- ATBS provides a complete solution to qualified drivers that includes incorporation, payroll, assistance with corporate compliance, all of the Standard Business Services and Entity tax return preparation.

ATBS Company Driver Services:

- ATBS provides Company Drivers with unlimited tax consulting, year-end W-2 State and Federal tax return preparation and Drivers Legal Plan, a law firm specializing in CDL defense.

ATBS Tax Services:

- CPAs meeting the new IRS Tax Preparer guidelines and with industry expertise ensure our clients receive every legal deduction providing the lowest possible tax liability.

ATBS Triage (Business Emergency Room):

- The ATBS Triage Program provides in-depth assistance for owner-operators who have reached a critical situation with their business.

ATBS Canada:

- ATBS Canada provides tax, accounting, bookkeeping and consulting services to owner-operators that reside and pay taxes in Canada.

Truck Maintenance Group:

Maintenance Management Service (MMS):

- ATBS MMS is a scientifically engineered approach to managing a truck's maintenance requirements.

ATBS Maintenance Customer Support Center (CSC):

- ATBS CSC provides warranty and policy administration for our clients.

ATBS Business Solutions Continued

Truck Financing:

Leasco:

- ATBS Leasco is a carrier based, owner-operator, equipment financing program.

ATBS Education Services:

Course of Advanced Business Standards (CABS):

- This self-study education program was developed to help owner-operators become successful business professionals by addressing problem areas in a comprehensive and easy-to-learn format.

Build Your Business Booklet (BYB Book):

- For drivers entering into the owner-operator role for the first time, or for those who need a refresher course, this booklet gives a high-level overview of what it takes to become an owner-operator.

ATBS Fleet Services:

ATBS Independent Contractor Benchmarking:

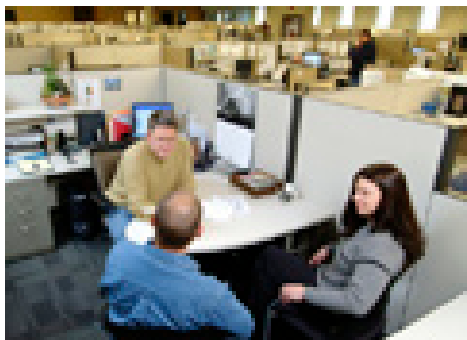
- ATBS Independent Contractor Benchmarking is provided for our Partner Carriers and is a key strategic management tool that allows carriers to evaluate how their owner-operator program compares to other carriers running similar operations.

ATBS Fleet Conversion:

- ATBS Fleet Conversion programs help you with the logistics of converting to an owner-operator fleet.

ATBS Customer Satisfaction Services:

- ATBS has been developing and conducting customer satisfaction surveys internally and for ATBS clients since 2002 and can help implement these tools for your company.



ATBS Executive Management Team



Todd Amen, President & CEO

Todd Amen is the Founder, President and CEO of ATBS. Prior to ATBS, Mr. Amen was Co-President of Trans-Western Express, LTD. (TWX), a family-owned truckline operating in the contiguous 48 states and Canada. In addition to his work with ATBS, Mr. Amen is a recognized leader in transportation and finance and is also on the Board of Directors of the Truckload Carriers Association.

Mr. Amen is a graduate of Colorado State University with a Bachelor of Science Degree in Business Administration with an emphasis in Finance and Marketing.

Jeff Amen, Vice President



Prior to joining ATBS, Mr. Amen was co-president of Trans-Western Express, LTD. (TWX) involved in the management of the entire company. In 2001, Mr. Amen joined ATBS initially focusing on sales. As a co-owner, today Mr. Amen is involved in all aspects of ATBS helping to set the strategic direction of the company. He continues to be a leader in the sales and marketing of the company's products and services.

Mr. Amen graduated from Colorado State University with a Bachelor of Science Degree in Business Administration and Finance.



Matt Amen, Vice President

Mr. Amen joined ATBS in 2002 with a background in trucking, business development and information technology. Today, Mr. Amen directs the Maintenance Consulting group and all Asset Services products, is involved in the sales and marketing of all ATBS products and services and oversees the information technology direction of the company.

Mr. Amen graduated from Colorado State University with a Bachelor of Science Degree in Economics.

ATBS Executive Management Team Continued

Dan Prime, General Manager – ATBS

Mr. Prime became General Manager of ATBS in September 2005 directing and coordinating the operations and management of all business services departments including corporate finance. Mr. Prime joined the ATBS team with almost 25 years experience in finance, accounting and tax including senior positions at two publicly traded transportation companies.



Mr. Prime holds a Bachelor of Arts Degree in Accounting and an MBA from Michigan State University. He is also a member of the American Institute of Certified Public Accountants.

Sheri Aaberg, General Manager – Leasco

In the fall of 2007, Ms. Aaberg became General Manager of ATBS Leasco. As General Manager, Ms. Aaberg oversees all aspects of the leasing process including asset acquisition, sales, marketing and financial performance, facilitating and promoting the growth and development of this important business division. Ms. Aaberg joined ATBS with over 20 years experience in real estate, accounting and finance.



Ms. Aaberg attended the Universities of Michigan State and Northern Colorado and received a Bachelor of Science Degree in Accounting with honors from Regis University in Denver.

Tom Hagglund, Controller

Mr. Hagglund joined ATBS in July 2007 with more than 20 years of diverse financial and accounting experience. As Controller for ATBS, he manages the corporate accounting staff overseeing accounts receivable, accounts payable, payroll, human resources, budgets and asset controls and inter-company accounting processes. He also has responsibility for establishing financial policies, procedures and reporting systems.



Mr. Hagglund has a Bachelor of Arts Degree in Accounting from Fort Lewis College in Durango, Colorado and is a Certified Public Accountant in the State of Colorado.

ATBS Newsletters

The following is a list of our most recent newsletters. For additional information about ATBS, or to read the newsletters in full, please visit our web site www.ATBSshow.com.

Quality Shortage

As demand for trucks to haul freight continues to increase, many fleets are increasing their recruiting efforts and sign-on bonuses will soon be back with a vengeance. However, the recent recession has reduced the number of experienced drivers on the road today and new regulations such as CSA 2010 will continue to impact the number of quality drivers available.

If you survived the recession, then you've been tested and made it when a lot of other owner operators didn't. One of those tough decisions you had to make was to pick a good carrier and stick with them. You counted on them when things were tough. That was smart then and should be smart now. Recruiting ads, sign-on bonuses and new compensation packages will make it tempting to switch, but the cost to switch can be high. Make sure you have all the facts before risking your business.

But it's not just about making smart decisions; it's about being the best. Owner operators are already a cut above the rest and quality drivers will be much more in demand. You've set yourself apart from the pack during the recession but a focus on quality shouldn't stop because the economy is turning around. Take stock of your business and yourself. What are you doing well? What could be improved? Quality is a personal choice and it's all up to you.

Who is Preparing Your Tax Return?

If you use a dishonest or untrained preparer and submit false or fraudulent returns, you could be hit with additional taxes, interest, penalties and possibly even face criminal prosecution.

Beginning in 2011 for the 2010 filing season, the IRS will begin to regulate ALL untrained preparers that do not hold a professional designation. In addition, the IRS will increase their use of investigative tools to determine if tax return preparers are compliant with the new regulations.

Although these IRS regulations won't take effect until 2011, ATBS has been employing these practices for many years. All tax returns prepared at ATBS are signed by a CPA who has been certified by a state examining board as having met the state's legal requirements and IRS ethical standards.

ATBS Contact Information

For press releases, recent ATBS news or announcements, interviews or if you are a member of the media, please contact:

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For all other inquiries, please contact the general information line at ATBS.

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ATBS Logo Guidelines

ATBS logos are a visual signature of the company. The ATBS logo should appear in a specific and consistent manner throughout all communications. If you need a copy of an ATBS logo for promotional purposes, please contact:

Angela Bruskotter, Director of Marketing:

Phone: 303-218-2875

Email: abruskotter@ATBSshow.com

Fax: 720-836-3883

Business Services

The ATBS Business Services logo is used for all communication about business services offerings, which include business consulting, triage, accounting, bookkeeping, taxes, premium services and payroll services.



ATBS Education Services

ATBS Education Services include the Course of Advanced Business Standards (CABS), the Build Your Business manual (BYB) and newsletters.



ATBS Canada

ATBS Canada is for owner-operators that reside, work and pay taxes in Canada.



ATBS Asset Management Services

Asset Management Services includes Warranty, Warranty Administration, Policy Administration, Maintenance Management Services (MMS), Customer Support and Break-down Services.



ATBS Leasco

Leasco is a carrier-based owner-operator equipment financing program.

