

▶ INSIDE THE TRIANGLE



Decker Truck Line Past and Present



Starting with a single Model B Ford truck, Loren Decker and his younger brother, Dale, realized their dream of owning a trucking company. It was involved in those early days with the transportation of canned goods, plumbing fixtures, gypsum products and windmills between Iowa and adjacent states. Don Decker, the son of Dale Decker, said the founders even copyrighted the yellow color – as Decker cream.

Dale Decker served with the Marine Corps during World War II, earning a Purple Heart, and in 1945 rejoined Loren in the business. Those Decker colors, not surprisingly, are similar to the scarlet and gold of the Marines, noted Don Decker, who added, “At one time, we had stickers on the back of every truck – Proud to be a Marine.” In 1976, Loren retired and sold his interest in the company to Dale and Dale’s two sons, Don and Duane.

The brothers set out to expand the company’s operations, both in size of territory and in the types of commodities transported. In the 10 years that followed, Decker’s revenues increased tenfold and its operations extended to a nationwide

system of carrying all types of products under both its nationwide common and contract carrier authority.

In 1993, Don Decker acquired sole ownership of the company. Its management team consists primarily of individuals who have grown within the company as some began their career as drivers. Don Decker is among them: he learned to drive Decker trucks at age 17 while at Fort Dodge Senior High School and continued working there while attending Iowa Central Community College in 1966-68 before going on to Drake University.

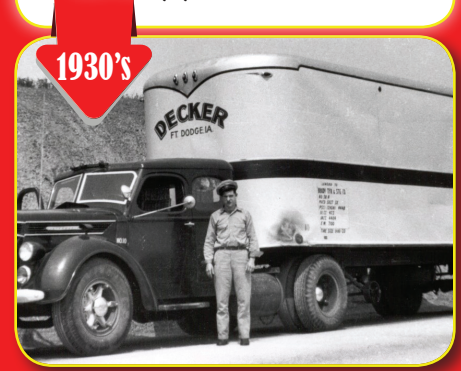
“I would take a load of meat from IBP, deliver it to Raft Packing Co. in Waterloo and return home at 8 in the morning, in time to get to class at Iowa Central,” he said.

Decker ranks 66th on the 2019 Fleet Owner 500 list of the largest for-hire carriers and is ranked fifth among Iowa carriers. It operates in all 48 contiguous states and in five provinces of Canada. Due to a driver shortage that plagues most trucking companies, Decker has about 55 trucks that are idle.

One truck that is never idle in the fall is a fixture for Iowa State University’s football program. For more than 25 years, a Decker truck – decked out in Iowa State colors – has transported football equipment to all of the Cyclones’ road games. When the Cyclones are playing in Ames, the tractor-trailer sits prominently near the stadium in the parking lot for all to see.

“We do have customers who are loyal University of Iowa fans and I get some static for that,” said Don Decker, who is a graduate of Drake University as is his son Dale, executive vice president and the third generation to be involved in the company.

Dale Decker Sr. on a trip in the early years of DTL, Inc.



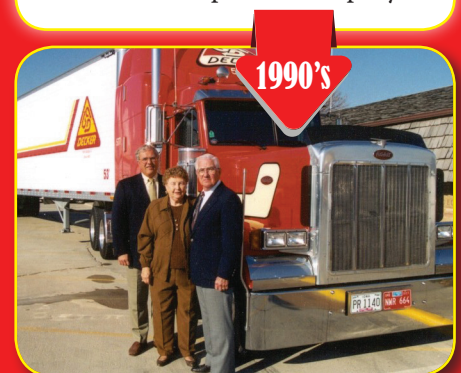
Decker enjoyed steady and moderate growth!



Loren Decker retired and sold company to Dale and 2 sons!



Don Decker with his parents Dale & Donna, Don acquired sole ownership of the company!



With the launch of our 2019 TCA Driver Retention Program our Communications Team would like to embrace positive change, news and information for all Decker employees. *Inside the Triangle* is a new bi-weekly publication outside of the monthly Decker Newsletter. Emphasizing events and honors such as Driver Million Mile Awards, Driver of the Month & Year Programs, Department Awards, etc.

Submit articles and content to Jessica Hinman at: jhinman@deckermail.com or 515-576-4141 ext. 2205

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