



Celadon Trucking Services, Inc. Creating a Cultural Crossroads

By Symone Salisbury



You Should Know

After realizing that he didn't have the 50 cents in change required to advance through a Connecticut toll booth in the mid-1980s, Russell noticed a former colleague driving through the same toll booth trying to catch his attention. When the two met for breakfast the next day, they discussed a business proposal that resulted in the formation of Celadon. **Company summary on Page 65**

What's in a name? mused William Shakespeare in one of his famed tragedies. If posing the same question to Celadon CEO Steve Russell, his response could be "everything." Celadon's story is an inspiring one that continues to unfold with new successes. Russell founded Celadon in 1985, but its origin dates to 1973 when the University of California's English department conducted a study to determine the prettiest sounding word in the English language.

Its conclusion? Celadon. "When I heard that," Russell recalls, "I said 'if I ever start a company, that's what I'm naming it.'"

Russell lived in Connecticut when he launched Celadon. Among the reasons he based the company in Indianapolis was the city's "industrially centered" location. It is, he notes, the only city in the United States containing four crossing expressways.

During the last two decades, he has encouraged his employees to value time – both theirs and others. "Time is precious," he stresses. "If you're going to do something, do it. If you're not going to do something, say you're not going to do it so you don't waste time."

He also stresses the importance of communication and overcoming obstacles. "Don't get ulcers," Russell advises. "Give them. In other words, put it all on the table. Don't scream and yell. Just say it (whatever is preoccupying an individual). The other (thing) is it's easy to take an asset and make it into a bigger asset. The real test is to take a liability and turn it into an asset."

Another predominant theme at Celadon is health awareness. As part of its Highway 2 Health program, Celadon introduced a health clinic at its Indianapolis facility. The clinic welcomes all employees

and is ideal for the truck drivers (who represent the business worldwide) that travel through the city. All services are free to employees and include blood pressure monitoring, treatment of acute illnesses and wellness screenings.

The clinic is only one element of the Highway 2 Health program. Celadon sponsors a Weight Watchers program that has resulted in 60 people losing a combined 552 pounds. Celadon pays expenses for workers who meet their goals and attend required Weight Watchers meetings.

In addition, Celadon plans to unveil a Walk to Laredo program, which refers to the location of one of the company's large facilities in Laredo, Texas. Laps that participants walk around the Indianapolis headquarters go toward the goal of equaling the distance to Laredo.

There may not be an obvious connection between logistic companies and a rich artistic culture, but Celadon proudly incorporates the arts into its workplace. Its sculpture garden, built nine years ago, continues to grow as the company adds one sculpture annually. Celadon also displays several art pieces in its office, including works by 1960s icon Andy Warhol.

Russell describes the sculpture garden as "part of the company, part of the culture." "The two really critical things in life are you (have to have the attitude that you) can't wait to get to work in the morning and can't wait to get home at night," Russell shares. "You need both of them, because one's not enough."



Celadon focuses on the health of its truck drivers and other employees.

The crossroads of Indianapolis are a perfect location for Celadon.

