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From the Editor

Jerry W. Wilson

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From the Editor...

Welcome to the Spring, 1998 issue of the *Journal of Transportation Management*. My thanks to the members of the Editorial Review Board who contributed to the success of this issue. Again, thanks to my able and dedicated Associate Editors, Brian Gibson and Steve Rutner. The efforts of all involved in bringing this issue of the *JTM* to you have resulted in an excellent collection of articles on very timely subjects, dealing with topics ranging from keeping logistics education current with logistics practice to keeping truck drivers on the job.

The lead article in this issue, by Ted Stank and Thomas Goldsby, describes a model designed to keep university-level logistics programs in touch with logistics practitioners. Examples are provided that demonstrate the implementation of the model and the benefits to all participants. The second article, by Paul Murphy and James Daley, presents the results of a study designed to identify some of the more important characteristics of rail-truck intermodal users. The findings should be of particular interest to intermodal marketing companies and other IRT service providers. Susan Taylor and Bob Cosenza, in the third article, take a different approach in addressing the problem of truck driver turnover. They suggest that a successful program for driver retention should be based upon the principles and concepts of internal marketing. Philip Evers and Carol Emerson build upon the transportation choice model of Krapfel and Mentzer by examining the impact of shipper perceptions of the intermodal and motor carrier sectors on the choice of transportation mode in the fourth article. In the final article of this issue, Paul Larson and Barry Spraggins investigate the controversial merger between the Union Pacific and Southern Pacific railroads. Fortunately, the news is not all bad. Each article is well-written and offers the reader new insight and information on important topics in logistics and transportation. I hope you enjoy the reading.

This issue of the *Journal* is the second under the continuing financial sponsorship of the International Intermodal EXPO - the world's largest logistics and transportation related trade show. If you missed the 15th annual EXPO in May in Dallas, Texas, then make plans now to attend the 16th annual EXPO April 20-22, 1999, in Atlanta, Georgia. See the back cover of this issue for more information. I again thank John Youngbeck, CEO of the EXPO, and his board of directors for their commitment not only to the *Journal of Transportation Management* and Delta Nu Alpha International Transportation Fraternity but also to the future of logistics and transportation education.

Speaking of commitment and financial support, remember that we cannot survive and continue to publish without reader support. Please join or renew your membership in Delta Nu Alpha International Transportation Fraternity and subscribe to the *Journal of Transportation Management*. Share this issue with a colleague and encourage him/her to subscribe today!

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