

OCTOBER '22 NEWSLETTER



Patterson High School accepting a truck which was donated last month.

Every Industry is Competing to Appeal to the Next Generation

If you are like DHL, chances are you have open positions you need to fill. If you are on a much smaller scale than DHL, you probably still have open positions to fill. Mike Rowe, best known for his work on the television series *Dirty Jobs* and founder of the mikeroweWORKS Foundation (focused on the decline in the blue-collar trades) said that for every six skilled workers who retire, only two can be backfilled. What does that mean? That means every industry is competing to appeal to the next generation—that their industry and their jobs are the right career choice.

The trucking industry is already facing a labor shortage and the labor market seems to continue to shrink all while freight increases. So how are we, as an industry, going to position ourselves for success? How are we going to raise awareness about careers in trucking and steer young people to our industry? Below are two practical ways to engage schools in your community.

One way to do this is by bringing a group of students to your facilities. Recently, DHL invited students from Newnan High school to tour the DHL Goodyear warehouse, have lunch with the management team, and learn about the exciting careers DHL has to offer. Anthony Eber, HR Director for DHL said, "This was the first time the Newnan, GA site hosted an event like this. The students and teachers truly enjoyed the visit as they learned more about DHL's logistics offerings. This type of event provides students with the opportunity to learn more about future careers as they begin to explore opportunities after high school. The feedback the local Management Team received from the students was fantastic. We will certainly be hosting more events like this in the future." Distribution centers will no longer look like faceless buildings but will be remembered by the people who engaged with students. We have heard that younger people are after experiences. I challenge you to reach out to your local high school and offer a field trip (lunch included of course) to your facilities. Start building these relationships

Good Stuff



Goodyear Newnan recently invited students from Newnan High School in Georgia for a tour of the warehouse, lunch with the management team and an opportunity to learn more about the exciting careers DHL has to offer.



Stoops Freightliner Quality Trailer Training team recently shared some photos from the Junior Achievement JobSpark event which was a two-day, hands-on career expo held last month impacting

now before they are drawn in by other industries and other employers.

Another way to engage your local school is to go and speak to a class about careers in trucking. Shannon Samples Newton, President of the Arkansas Trucking Association has been doing this for years. She said, "Students are most likely to imagine themselves in careers that are familiar. By going into the classroom and talking to kids, or better yet, bringing trucks to their schools, they learn that trucking jobs exist and how many careers are available in our industry. When we make trucking accessible and relatable, we make it interesting and attainable."

So, what are you waiting for? Call your local school today and set up a field trip or a class presentation. Bring in a truck! Show these students what trucking is all about. Help connect students to an amazing industry with countless opportunities.

Lindsey Trent

President & Co-Founder, Next Gen Trucking Association



Note from Lindsey: I am honored that I got to be a part of the selection committee for, "Transition Trucking: Driving for Excellence" which is dedicated to finding America's top rookie military veteran driver. These professional drivers are great role models for the trucking industry and it was a pleasure to meet each one of them. Eleven elite driver semi-finalists will go to Washington, D.C., where the Driving for Excellence award winner will be named at a December ceremony.

over 10,000 Indianapolis eighth graders.

In The News



Hear how this association is working to attract young people to trucking

An unfortunate truth about the American trucking industry is that it is becoming increasingly gray. The driver population is not just aging, but fewer young people are joining its ranks. The Next Generation In Trucking Association is working to change that paradigm.

Read More

The cover photo of the October newsletter shows Patterson High School graciously accepting a donated truck from long-time industry partner Bronco Wine/Bivio Trucking.

The truck was affectionately named "Fred" in honor of the late Fred Franzia who has been a dedicated supporter of the PHS logistics program.



Student Graduate Spotlight

Congratulations Levi Danz

North Franklin School District
Connell, WA

We cannot achieve our goals on our own. We need partners who share our commitment to improving the trucking industry and changing lives.

Welcome to these **new members** and thank you to those who have recently **renewed NGT membership**.

Badger Daylighting

Brenny Specialized

CalPortland

Diesel Laptops

Dennis Hogel

Koch Companies

Michel Soriano

National Ready Mixed Concrete Association

Pitt Ohio Transportation Group

Randall Reilly

Run Roadlines

Virage Simulation

Yellow Corporation

Will Bryant

FOUNDING MEMBER SPOTLIGHT



**TELL US ABOUT
YOUR COMPANY
AND YOUR
PARTICIPATION
IN NGT.**



Supply Chain Fitness, formerly The Trucking Fitness Company, was born out of Dr. Mark Manera's firsthand experience rehabbing professional drivers in a physical therapy clinic. He saw what a lifetime of trucking can do to a person's body and founded The Trucking Fitness Company with a mission to make the trucking industry a healthier place. Along the way, he realized that the broken culture of health and fitness within the supply chain expanded further than just professional drivers.

With that in mind, they rebranded from The Trucking Fitness Company to Supply Chain Fitness. Now, they offer personalized exercise, nutrition, and accountability coaching for every employee at a trucking company. From drivers to office staff, their diverse programs are built around the day to day life of each employee. Their goal is to meet each person where he or she is at and give them the ability to exercise and eat healthier anywhere, at any time.

They believe everyone wins if drivers and other employees are healthier. And their industry-leading health and fitness coaching provides a competitive advantage in retention and risk mitigation to the trucking and logistics organizations they partner with!

Supply Chain Fitness created a 13-week health and wellness curriculum that every student in our program participates in. From educating our students on the current statistics on drivers' health to giving them an actionable playbook on how to live a healthier life on the road once their career starts, our students learn the importance of making their health a priority from day one. Supply Chain Fitness also has given every student a 6-month free scholarship to their program after they graduate. Together, we are taking the necessary steps to create a healthier next generation of professional drivers!

OUR CALENDAR:

October 13-15: North Carolina Trucking Association Annual Council Conference
Cherokee, NC

October 25: National Association of Supervisors of Agricultural Education Annual
Meeting; Indianapolis, IN

October 25-26: Future Farmers of America Annual Convention; Indianapolis, IN

November 3: Toledo Trucking Association Luncheon; Toledo, OH

November 8-9: Women in Supply Chain Forum; Atlanta, GA

November 13-16: Women in Trucking Accelerate! Conference & Expo, Dallas, TX



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