



ACTE Vision Conference Las Vegas, NV

## Investing In Our Future Leaders

What do construction, the drone industry, cyber security, aviation, woodworking, and healthcare all have in common? They are ALL industries active in trying to get high school students interested in their occupations and trained in programs they have helped start for secondary education. Should trucking get in the game? Should we try to reach secondary students when many of us cannot hire drivers until they are 21?

The average age of a new entrant in trucking is 38 years old. Currently, trucking is a 2<sup>nd</sup> or 3<sup>rd</sup> career choice. What is your recruiting strategy? For many years trucking has just stolen drivers from one another. Should we continue to do this for the trucking profession or should we start trying to reach the next generation?

Next Gen Trucking Association is entirely focused on reaching student organizations and providing education to administrators and educators about opportunities in trucking. These occupations are high-skill, high-demand and high-wage.

November 30<sup>th</sup> – December 3<sup>rd</sup> was the Association of Career Technical Education (ACTE) Vision Conference where 6,000 administrators and educators, who cater to skilled trades, were in attendance. These education professionals are trying to hone their skills and come up with exciting ideas to start new programs that will benefit the students they serve.

NGT had a booth and two driver simulators thanks to Advanced Training systems. We talked to multiple schools that are interested in starting professional driving programs. One of our company members, CalPortland, worked in our booth with us for an afternoon. We asked Steve Antonoff, Vice President of Human Resources for CalPortland, what he thought about the conference and the future of trucking in education. "Trucking has been a long ignored quality career path by the education system. CDL drivers typically earn more money, with excellent benefits, than many who get college degrees," said Steve. "Given the current shortage of CDL drivers, and the fact that the problem is likely to get worse, having an organized and nationwide campaign to help the educational system develop quality drivers is paramount for the ongoing success of our country."

So, what do we do?

Investing in the future is a long game. We must start working with school systems to promote careers in trucking and launching trucking programs for secondary students. Construction, drone, cyber security, aviation, woodworking, and healthcare industries are doing it—trucking needs to as well. In 2023, let's ban together, and start reaching the next generation for the trucking industry!

### Note from Lindsey

*Young people are looking for alternate career paths! As an industry, we must acknowledge this trend and start trucking programs in secondary education. If they don't go into trucking, they will go into another industry. The timing is ripe!*

*Last year, the National Student Clearing House released a study showing that two-year and four-year universities accumulated up to 1.5 million fewer students. (Studentclearinghouse.org)*

*I found this adjacent article about Gen Z choosing alternative options other than college interesting and wanted to share it with our members.*



## Independence Before Education: The case for Gen Z students avoiding college

Richard Kann is a fourth-year journalism and telecommunications major and writes "Yankee Fist" for The Daily News. His views do not necessarily reflect those of the newspaper. Growing up, college was sold to me and my classmates as a necessary path on the long road of life, and why wouldn't it be?

**Read  
More**

---

# Student Graduate Spotlight

## On the Right Path

By: Dave Dein



**"RICARDO"**  
PATTERSON HIGH SCHOOL

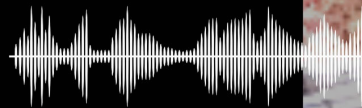
I have had the pleasure of knowing Ricardo Jimenez since he was a freshman at Patterson High School. In 2020 Ricardo enrolled into the truck driving program and excelled due to the passion he acquired for trucking and all the opportunities this industry provides.

Upon graduating from PHS and obtaining his CDL he used his newly found skill to drive a truck during the summer to help pay for college where he is studying to obtain a degree in Business and Operations Management.

I always sensed he was a young man who was extremely driven and motivated, but didn't realize how motivated until recently. Ricardo just purchased his first truck and will be trucking when not in class and hiring another driver to keep the wheels turning on his days off. I'm very proud of all that Ricardo has accomplished and can't wait to see what the future holds for this young man.

## WHAT'S NEXT

NEXT GEN IS  
STARTING A  
PODCAST IN  
JANUARY TO FOCUS  
ON WHAT TRUCKING  
IS DOING AROUND  
THE COUNTRY TO  
REACH THE NEXT  
GENERATION



# COMPANY MEMBER SPOTLIGHT

## RANDALL REILLY



**TELL US ABOUT  
YOUR COMPANY**



For nearly 100 years, Randall Reilly has been a reliable source of information for the trucking industry. From starting as a college honor society, growing into a print publication, and transitioning into the premier growth platform for our vital industries, Randall Reilly has played a vital role in talent acquisition for countless fleets. By keeping our finger on the pulse of the industry, we have been able to understand what drivers want and communicate this to fleets so they can fill their trucks. The more we learn, the more effective we have become at helping fleets recruit more drivers and get trucks on the road.

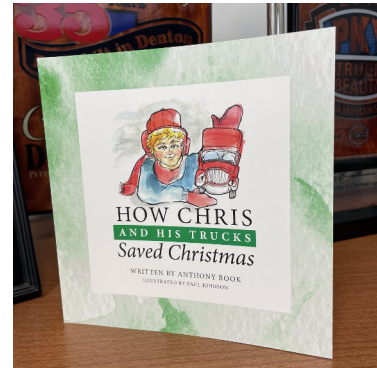
As we again look to the future, Randall Reilly is seeking to build a working relationship with the younger generation. It will soon be their responsibility to fill the shoes of thousands of truckers that will be leaving the industry. In order to do this, Randall Reilly again finds itself in a state of change. By developing new and exciting messaging techniques, we are beginning to reach out to this younger audience to explain the benefits of our industry, and how they can make their mark in it.

Randall Reilly understands the importance of investing in the education and training of the next generation of truckers. That is why we decided to become members of the Next Gen Trucking Association. They, like us, recognize the significance of developing young talent and prepare them to take over the responsibility of driving the economy of tomorrow. Next Gen has taken on the monumental task of building a path to make this generational transition possible. Their goal of creating a diverse and prepared workforce that is ready to hit the ground running is one that we are thrilled to get behind. We hope that together, we can help set up these young drivers to be as successful as possible.

## Marketing Executive Authors Children's Book About Trucking

*How Chris And His Trucks Saved Christmas* is a story about teamwork, adventure, and appreciation for the truckers that work hard over the holiday season to deliver a joyous season for children. "Writing and trucking are two of my greatest passions in life, and I feel fortunate to be able to have had the opportunity to combine them in the making of this book," said Anthony Book of his first published children's book, "what started out for me as a passion project last year towards the end of the holiday season has materialized into something that I am incredibly proud of, and that I hope brings some joy to professional truckers, their children, family, and friends everywhere! I am incredibly grateful to work for Long Haul Trucking, where I was encouraged by our executives, Jason Michels and Tiffani Steinke, to pursue the production of this book, and for their willingness to help with the publishing of it. I am also so thankful to have a fantastic wife and a group of family members for their encouragement and support along the way." Anthony added that it is his hope that his book can be read and enjoyed by children everywhere and that it will inspire appreciation and delight in the trucking industry. We agree!

To order a copy of the book, which is \$10 + shipping, you can email the author at [AnthonyB@longhaultrucking.com](mailto:AnthonyB@longhaultrucking.com).



## CDL Program at Parke Heritage High School

An Indiana High School, with support from Next Gen Trucking Association and Indiana Motor Truck Association, has launched a program for students to help those interested in joining the industry. The class includes classroom instruction and behind-the-wheel training. The students are excited about the program. [Watch more](#) from a local station's coverage of the CDL program.





ARCO DESIGN/BUILD  
ASCEND  
BEN E. KEITH FOODS  
BEYOND TRUCKS  
CHRISTOPHER BOONE  
BRIDGE BUILDERS  
SADIE CHURCH  
FLORIDA TRUCKING ASSOCIATION  
TREY GRIGGS  
ABBIE NALE  
NATIONAL READY MIX  
CONCRETE ASSOCIATION (NRMCA)  
SOLI ORGANIC  
SOUTH DAKOTA TRUCKING ASSOCIATION  
PAUL STROKLUND  
WASTE MANAGEMENT



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**.

[JOIN TODAY](#)



Next Generation in Trucking Foundation, Inc. | 9523 US Highway 42, Prospect, KY 40059

[Unsubscribe](#) [lindsey@nextgentrucking.org](mailto:lindsey@nextgentrucking.org)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [lindsey@nextgentrucking.org](mailto:lindsey@nextgentrucking.org) in collaboration  
with



Try email marketing for free today!