

# NEWSLETTER JULY 2023



## The Future is Now

As the Next Generation in Trucking Association celebrates its two-year anniversary it is hard to believe that I'm also celebrating a personal milestone. It was 35 years ago that I obtained my Class A license and this amazing adventure in trucking began. This industry has changed a lot over the years and with the advancement of new technologies is now morphing at a rapid pace. Change is inevitable and with California recently being the first state to create an emissions agreement between truck manufacturers and the California Air Resource Board there is not a better time to begin the process of educational awareness.



I was reminded of the importance of being adaptable when Next Gen was invited to participate in the CALSTART Zero Emission Truck Showcase event in Fresno, Ca. This event showcased the latest in zero-emission technologies and provided participants with an educational, hands-on experience of driving or riding in the selected zero-emission trucks. My biggest takeaway from attending this event is the obligation we have as an educational organization to ensure the next generation in trucking is prepared with the knowledge and resources to be successful in an industry that is rapidly changing. This event combined with the recent manufacturer agreement has accelerated the need to identify key stakeholders who can assist us in creating a supplemental curriculum that would be a part of the Next Gen model and provide an overview of prevailing zero-emission technologies from both the functional side as well as the driver or application side. A lot has changed since I began my career in trucking and I'm excited to see what the next 35 years brings and

how Next Gen will stay actively engaged in those changes.

**Dave Dein**

President & Co-Founder, Next Gen Trucking Association

**We have so much to celebrate on our 2-Year Anniversary!**



1. 250 Members including carriers, dealers, allied companies, schools, OEMS, and individuals
2. We have met with over 200 high schools interested in starting a high school truck driving course for seniors
3. We have made 50,000 positive impressions on students for careers in trucking.
4. 10,000 teachers, administrators, and education directors have learned about trucking careers as a career pathway option for students they serve
5. We are creating the first standardized curriculum for commercial driving courses in high schools.
6. We have connected with over 200 high school diesel tech programs.
7. We have created multiple educational resources to promote trucking within the education
8. We have been featured/mentioned in 95 news articles since our inception.
9. We work with ATA, TCA, WIT, IFDA, CVTA, NAPFTDS, Specialized Carriers & Rigging Association, National Ready-Mix Concrete Association, Truckers Against Trafficking, NTTC, 2 Canadian trucking associations, and 20 State Trucking Associations.

**Join NGT and let us help you develop a strategic workforce plan for your future!**

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## School's Out, School's Out—but not for too much longer!

The 23/24 school year is right around the corner, and it is not too early to prepare a plan to get involved in your local school system. Whether you serve on an advisory board for a CTE program, host a field trip, or read to students, there are many ways to get involved and engage the next generation for trucking.



Getting involved can be a rewarding experience for you and the students. Here are some ways you can engage with your local school:

1. **Advisory Boards:** Serve on your school's advisory board. I helped one of the local high schools in Louisville, KY start their Diesel Technology program and continue to serve on the advisory board. We have two meetings yearly, and I love building relationships with the students. It is beyond rewarding!
2. **Career Fairs:** Most schools host a career fair at least once a year. Participate in your school's career fair and promote your company and jobs in trucking to the students and parents you meet. Open their eyes to the possibilities of jobs in trucking, from being a driver to being an engineer. The trucking industry has a wide variety of talent that supplies our communities with goods.
3. **Guest Speaking:** Share your experiences and discuss the trucking

industry's importance and the opportunities it provides. NGT created a "Careers in Trucking" presentation with videos you can use to promote working in the trucking industry. Why you are at it, bring a truck!

4. Reading Programs: Read to students, promote literacy, foster imagination, and encourage a love for books. Robin Wilson from Highway Transport has developed a reading program for her local elementary school and reads books highlighting trucking and trucks. She said, "Education is important in elevating the perception of the industry and attracting the next generation. Reading to children is a perfect time to reach them when they are developing their cognitive skills, imagination, and perception of the world and how they fit into it. We can use this opportunity to introduce children to trucking in a positive light and teach them how to be safe around trucks. Children will, in turn, share this information with their parents and friends."

5. Community Field Trips: Host students on field trips. This hands-on experience allows them to see jobs in action and ask questions directly to professionals. We arranged field trips to the Paccar Parts Distribution Center with Palmer Trucks, the local Kenworth dealership. Most students and teachers had never stepped foot in a warehouse/distribution center-type setting. By hosting this field trip, they conveyed their various jobs and took the intimidation out of these types of buildings that have excellent career opportunities.

Building strong relationships with school administrators, teachers, and career counselors is vital to successfully implementing these initiatives. By actively participating in the local secondary school community, you can inspire students, provide valuable insights, and attract future talent to your trucking company.

*Lindsey Trent*

President & Co-Founder, Next Gen Trucking Association

## NEW MEMBERS:



## RENEWING MEMBERS:



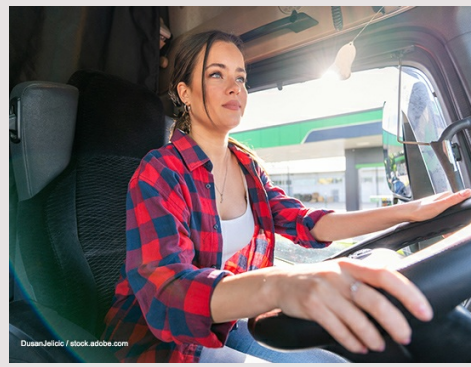
**A very special thank you to these companies.**



## The Truckers of Tomorrow | Transport Topics

In the years ahead, the essential task of hauling the nation's freight and keeping the economy rolling will increasingly shift to a new generation of professional truck drivers.

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## Women of Trucking Advisory Board makes suggestions for driver recruitment and retention

The third meeting of the Women of Trucking Advisory Board centered on driver retention. Find out what was discussed during their conference call.

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Lindsey Trent and Jake Anderson at SkillsUSA



Jake is from Wisconsin, 18-years-old, and has a CDL. He drove his dad's Peterbilt to his senior prom. When asked what his date thought, he said she wasn't too thrilled. He is still learning the art of shifting and the ride was a little bumpy, but they looked good! He is going to Madison Tech in the fall to study to be a Diesel Technician. When he graduates he plans to work for his dad's company and drive and work on trucks.

# JULY 2023

# MEET US HERE:



**July 10-13: KY Career Technical Education (CTE)**  
(Louisville, KY)



**July 15-18: American School Counselor Association Annual Conference**  
(Atlanta, GA)



**June 30-Aug. 2: NCTA Annual Conference**  
(Savannah, GA)



**Aug. 2- 4: CDLLife**  
(Kansas City, KS)



## We Don't Need No Education: How the Boomers Can Pass On What They've Learned

As retirement approaches, many older employees may feel that their knowledge and insights are not valued by younger generations. However, in today's fast-paced and ever-changing work environment, it is crucial to embrace the transfer knowledge across generations to avoid losing valuable organization

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## High school truck driving course teaches students the ways of the road - TheTrucker.com

PATTERSON, Calif. - It's not too often you'll hear even a novice compare a golf cart to an 18-wheeler. But for a portion of Patterson High School's

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## MEMBER SPOTLIGHT

### Christmas in July - Long Haul Trucking



The holidays are a hectic time for many, and the trucking industry carries a great deal of weight in ensuring that the things people need to enjoy the holiday season with friends and family get delivered. Anthony Long, Vice President of Long Haul Trucking, wrote *How Chris and His Trucks Saved Christmas* and dedicated it as a thank you to all drivers who spend this time of year on the roads away from their own families to take care of the thousands of others who rely on them.

I have been fortunate to read this book to many children and have received tremendous feedback that kids love the book for its story and illustrations. Christmas is a special time for many young children, and it is a magical holiday. This book promotes trucking through the lens of a magical holiday instance that leaves kids everywhere fulfilled with a beautiful Christmas thanks to the delivery of Chris's trucks.

My hope is that it will be a story for families everywhere to enjoy reading around the holiday season. Whether you are affiliated with trucking or not, we are all impacted by this industry daily, hopefully, it will help spur some interest from kids to look towards a career in trucking/logistics as well!

So if you want to celebrate Christmas in July order this book today by contacting Anthony at [AnthonyB@longhaultrucking.com](mailto:AnthonyB@longhaultrucking.com)

Books are \$10.00 plus shipping.



Sent by [lindsey@nextgentrucking.org](mailto:lindsey@nextgentrucking.org) powered by



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