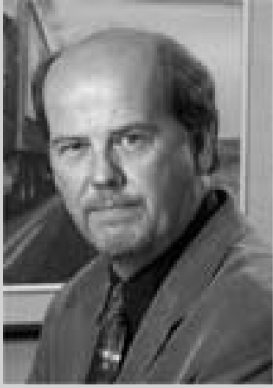


# DRIVING FOR PROFIT SEMINAR SERIES



**Ray Haight**  
Executive Director,  
MacKinnon Transport



**Also featuring:**  
“Raising the Bar”  
Presented by **David Brown**  
Recruiting Manager,  
The Rosedale Group.

## “Turn Around your High Turnover”

Lowering your turnover will drive up your profit



**Your connection to Transportation Industry Experts**

BROUGHT TO YOU BY:

POWERED BY:





# RAISING THE BAR

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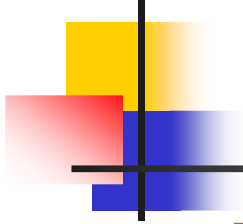
David Brown

Recruiter, Rosedale Transport

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Solutions

January 24, 2008





HAVE YOU EVER WANTED TO  
SAY SOMETHING AND YOU  
WERE AFRAID TO SAY IT?

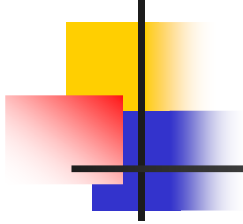
**Say it!**



NOT EVERYONE IS MEANT TO  
BE A TRUCKER.....

---

NOT EVERY RECRUITER IS  
MEANT TO BE A  
RECRUITER.....



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# THERE IS A DIFFERENCE IN DRIVING A TRUCK AND BEING A TRUCK DRIVER.

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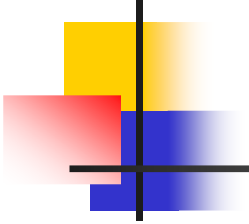




# Why is it so hard for Recruiters to Stand up and take a Stand?

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- They are worried about their job.
- They are worried about saving face.
- Because some Recruiters don't know how to recruit.
- Because some Recruiters have been "thrown to the wolves" and it's not their fault.



# Raise the BAR. What can we do??

---

- Raise the Bar 2%.
- Raise the Bar 1% in everything you do.
  - Interviews, abstracts, background checks, front ground checks and criminal checks.
  - Gut feelings, first instinct, hairs on the back of your neck, goose pimples and anything else that stands up.



# What is a Front Ground Check?

---

- Integrity, honesty, loyalty, first impression, six sense, gut feelings.
- Tune into this and change your standard of interview.





# What is a Front Ground Check?

---

- Don't be afraid to ask questions.
  - Why did you leave your last employer?
  - What will they say about you?
  - Why do you want to work for us?



# Raise the BAR. What can we do??

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- Refuse certain school graduates that don't meet your standards.
- Petition the Schools that don't take a genuine interest.
- Just say "NO".



# Definition of "Raising"

- a verb
  - Pronunciation: "ray zing"
  - Definition: move to a higher position, set upright, to build, to erect, to set in motion, to put forward, to increase, to stir up. To grow, to breed, to care for, give vigor.

This is my pet peeve during an interview.



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If you had a hammer what would you do to this phone?



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# Abstracts, “May I have a Copy?”

Actual abstracts handed in with fresh coffee still dripping from them.





# Statistics "Say"

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- C.V.O.R's that have a conviction for Careless Driving HTA the driver is 325% more likely to be involved in a major crash.
- A conviction of Improper Turn HTA 105% more likely.
- A conviction of Improper Lane Change HTA 100% more likely
- What about Inspections? Brakes, lights, tires and load indicate poor pre-trip



# You must be kidding ME!



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# My Biggest Concerns

- The Ministry gives out licenses like there is NO tomorrow
- Most Schools don't develop GOOD DRIVERS

8 out of 10 Drivers fail their 1<sup>st</sup> Road Test

That's not the mountain experience I was looking for.



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# Over 350 Schools are not Registered

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- Just over 100 Schools are registered and an even smaller number are making an All Out EFFORT.
  
- WHY?

# Graduation Class 101



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# They take your MONEY

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- And produce dangerous drivers.
- They are willing to break the rules.
- They are willing to drive unlicensed crap.
- What about hour of service, pre-trip and CVOR ratings?
- **THIS IS THE MINISTRY AND MANY OF THE TRUCK TRAINING SCHOOLS OUT THERE.**



# There are Schools that Do Care

They make an effort	They stay current with the laws.
They want to make a difference.	They look after their students.



I am sick of

The Ministry giving AZ licenses  
out like candy &  
Drivers, new and old, never ever  
caring about the industry.

Somebody is going to DIE!



Is Nobody held accountable for  
the CRAP that is on our Roads.

---

**Both Drivers & Trucks**





HOW WOULD YOU FEEL IF YOU  
DIDN'T "RAISE THE BAR by 1%?"

When you knew you could  
have

**AND SOMEONE DIED!**



# FINALLY

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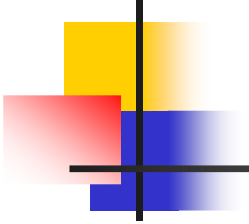
- Some of you will take some steps to change things but not follow through.
- Some of you will take the right steps and will follow through.
- I am hoping you will all do something.



# AND

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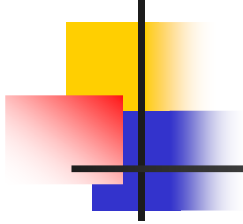
- Most of us will “shudder” the next time a truck driver is killed on our roads.
- We need Recruiters who will take a stand.



# Here are 3 things you can do today!

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- One – We have to look at the New Paradigm in the trucking industry. (pursuing new ways and ideas of hiring, interviewing and looking at the future of the industry.
- Two – Look at your Recruiter. Is he/she the right person for the job.
- Three – Don't be afraid of trying something different or starting fresh.



# THANK YOU

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David Brown

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# QUESTIONS

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