



RALPH MOYLE INC

Best Idea Session May 2017

WE HIRED A RECRUITER AND
INCREASED ADVERTISING!



ADVERTISING

Our advertising efforts include:

- Signs
- Fliers
- Facebook
- Google Ads
- Increased market to include non CDL-A drivers with a desire to learn
- Radio
- Placemats
- Billboards
- Military Websites & Publications

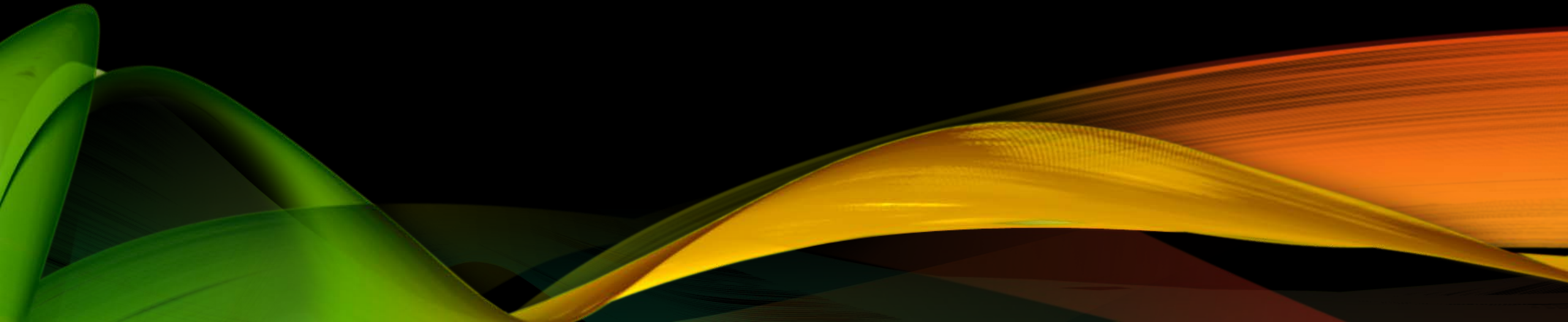
RECRUITING

- Significant increase in Veteran outreach
- Local job fairs
- Area colleges
- Recruiter asks everyone he runs into while shopping, eating out, pumping gas, or recreational activities with family

MILITARY PERSONNEL AND VETERANS

We currently have:

- 26 Military Members employed by us
- 15 of which were hired since we have brought our recruiter on



IMPROVEMENT

Since we have hired our recruiter:

- We have seen a **115% increase** in applications submitted
- May 1st 2015 to May 1st 2016 - We received 96 applications
- May 1st 2016 to May 1st 2017 - We received 206 applications