

TC05 Recruiting & Retention Meeting

Duluth – Halvor Lines



Getting Started

- Opening Comments from the Chairman
- Review the Agenda & Housekeeping
 - Hot Topics
 - Benchmarking Review
 - Driver Topic & Survey Review
 - 3PM Break for Halvor Tour
 - 6PM Bus to Dinner Cruise
- Anti-Trust Review
- Roundtable Introductions



“Hot Topics”

- What is the Biggest Challenge Facing your Department or Company in 2017?
- Opportunity to go around the room and have Members discuss what they are seeing in their Freight market, and their Customer demand compared to last year at this time?



Composite Review

Gross Margin



Recruiting

Survey Review



Driver Recruiting

- Turnover Rate Review.
- What is your most successful Recruiting Source for Applicants?
- What unique things are you doing to find Applicants?
- Explain and Referral Bonus Policy you May employ?



Driver Hiring & Training

- When do fleets “pull the trigger” and terminate for Safety reasons? Where do folks feel they have gray area/wiggle room, vs. black-and-white and have to terminate
- Have fleets been changing hiring standards? What have fleets ‘eased up’ on? What are the absolute/no-go areas?
- Information from anyone using simulators.
- Driver discipline (incidents, accidents, fuel) in a high turnover industry.
- What is your hiring criteria for drivers? Age, years of experience, accidents. Have you had to lower your criteria the last two years.



Driver Orientation

- Orientation, what is enough, right balance
- How to take the pain out of orientation?
- Hair testing? Good, bad or is the jury still out ??
- How do you Train new drivers which have just graduated from driving school



Driver Utilization

- Do you use forced dispatch or have minimum standards (miles, days worked, etc.) that drivers have to meet weekly?
- Drivers to get days-off approved ahead of time?
- How do you determine full/part time employment status for drivers. How to transition low performing drivers to part time?
- Driver scorecards – do they work?
- Driver development and training, risk assessment tools, driver performance Evaluation Processes used?
- Cameras how is it working for you. If not do you plan on putting them in.



Our Mission

Halvor Lines, Inc. provides premier transportation and logistics services across the United States and Canada.

We strive to build mutually beneficial and long-term partnerships with our customers and our employees. We continually invest in safety, technology and modern equipment to achieve our goals. We operate our business with professionalism and integrity, and provide a positive image for ourselves, our customers and the trucking industry.

- **JON VINJE, PRESIDENT**
- **RYAN FRALEY, VICE PRESIDENT**



Halvor Logistics



Halvor Lines

Overview of Halvor



Halvor Lines has over 430 trucks with the average age of company tractors at 12 months. Our fleet also features over 1,100 trailers.



Halvor Culture

The History of Halvor

Halvor Lines was founded in 1968 by Bill Vinje and four partners. By 1977, Halvor had a fleet of 40 tractors, 50 trailers, and Bill had purchased his partners' interest in the company. Bill passed away in July 2001, but the business continued with family: Today, the management



In 2018, Halvor Lines will be celebrating its 50th Anniversary.



Employing Our Nation's Heroes



40% of our fleet are active military, retired military, or veteran soldiers. We offer additional veteran pay at a rate of \$0.01/mile for every four years served. Our military wrap truck and trailer is driven exclusively by our fleet veterans. Use of the military truck is donated for Wreaths Across America, and for hauling *The Wall That Heals*, which we also hosted in Superior earlier this year.

Halvor Health

The average life expectancy of an over the road driver is 61 Years. The average age of a Halvor Lines driver is 50 Years. We decided to get proactive.

We offer truck-friendly work-out equipment, free gym memberships, meal planning, discounted insurance premiums for good health, and access to a fulltime Health Coordinator.

Together we have lost over 5000 lbs. since 2013, and we've been certified by the American Heart Association as a Gold level Fit-Friendly Worksite for three years running!



Halvor Cares about Communities

We're proud to be able to give back to causes that are important to us. Halvor has been involved with Wreaths Across America; The Wall that Heals; the Polar Bear Plunge; 2nd Harvest Food Shelf; the Northland Bike Drive; and countless other causes throughout the years.



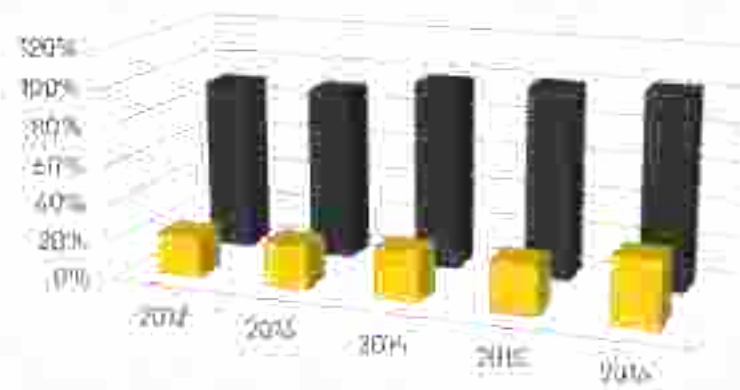
We're also an active presence in our community; we're annual participants in the Dragonboat Festival and the Christmas City of the North Parade.

We Put Our People First

We invest in our drivers; when we added over 200 2017 Volvos to our fleet, we ensured every unit came equipped with EpicVue Flatscreen TVs, DVRs, refrigerators, and inverters.

We also have programs in place to show our appreciation: recognition for any driver who obtains a million mile mark, and My Halvor Rewards, a program that give points for things like clean inspections and safe driving.

Halvor Driver Turnover Compared to National Driver Turnover



5% The current Non-Driver turnover in 2017



39 BEST Fleets
TO DRIVE FOR
Five Consecutive Years as a BEST Fleet



Halvor Innovation

Safety is Our Priority



Smith System Training Van

Developed in 1952, Smith System is the leading provider of collision avoidance driver training. With a focus on collision prevention through hands-on training, the Smith System has resulted in substantial reductions of collisions and accident costs worldwide. Halvor Lines has two Smith System Certified Instructors on site who provide this training twice weekly.

We also utilize our driver simulator to allow our drivers to experience road hazards in a safe environment. During the required yearly simulator session our drivers are exposed to a variety of difficult driving scenarios in the safety of our Driver Services facility.



Simulator

The Halvor Lines Finishing Program

We've implemented a progressive training program in which we take students from qualified truck driving schools and give them extensive training with a practical/hands-on over-the-road focus with an experienced Halvor Driver for **five weeks**.

During this time the Trainee does 90% of the driving.

We have weekly meetings to stay locked into what is going on with our driver mentors and we provide frequent train-the-trainer sessions.

Even after the training period is over, our drivers maintain contact with their mentor for their first whole year with Halvor.



Green Innovation

We care about our carbon imprint.

The average age of our tractors is 12 months, meaning our fleet is cleaner burning and has 20% fewer emissions than it did ten years ago.

Every trailer in our fleet is SmartWay certified either through use of low-resistance tires or through SmartWay's innovative trailer tails, side skirts, and under-carriage trays.

We've been listed in Heavy Duty Trucking's Top 50 Green Fleets for five years running.

In 2016, we were awarded the SmartWay Excellence Award, an award given for leadership in freight efficiency.



Five years running!

Proactive Technology

We've had Electronic Logging Device Hours of Service implemented since 2010.



Dispatch Screen



Driver Screens
Log Graph



Log
Summary



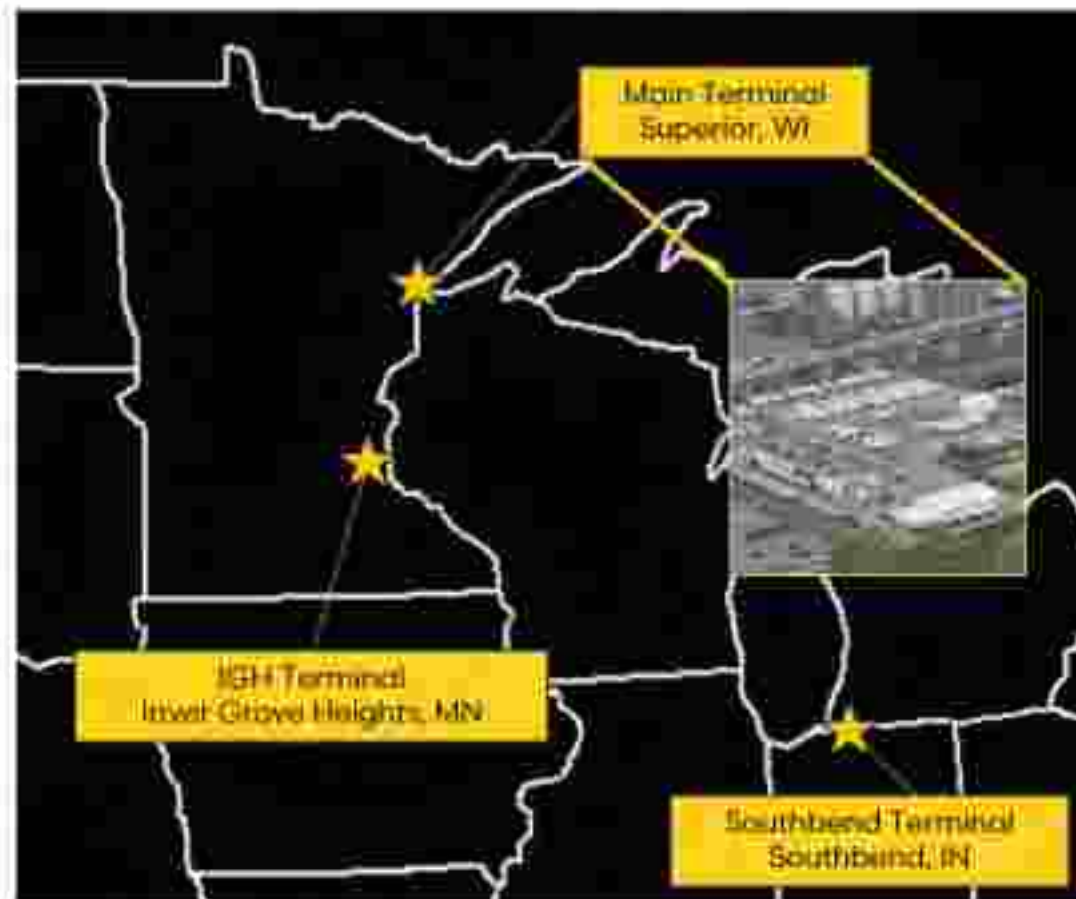
We're always anticipating the future of trucking. This year we launched our own cellphone application through Transflo Mobile+. Drivers can accept loads, communicate with dispatch, scan documents, and that's just the beginning.



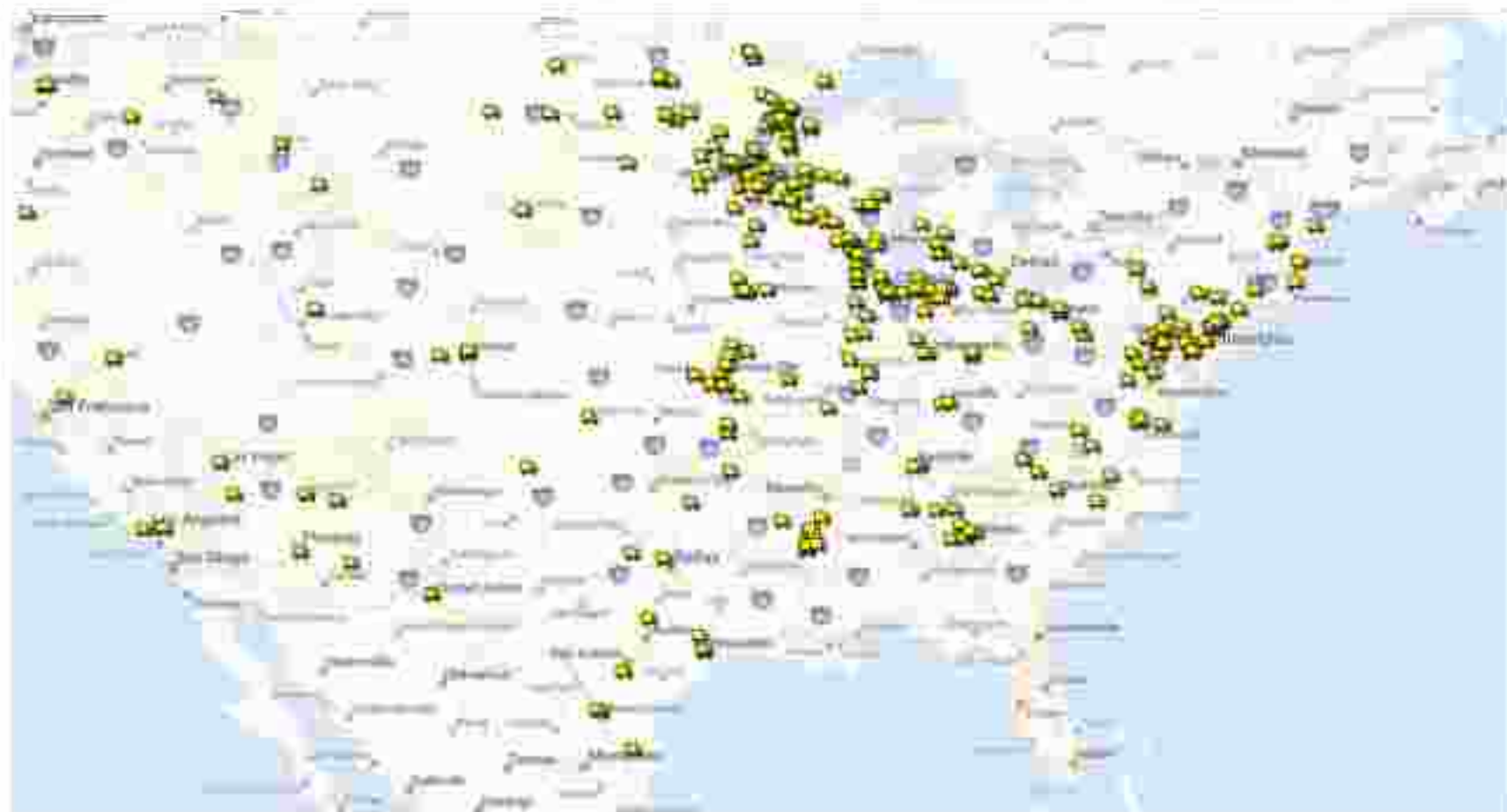


Halvor Service

Location Breakout



Halvor Lines Freight Network



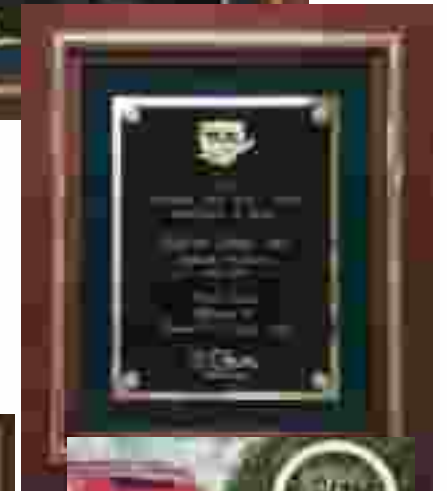
At any given time, our fleet is all over this great nation. From New England to California, we get your freight where it needs to be.

Canada and Alaska – In our network



Looking to get things to or through the Great North? Halvor can take you there, we've been going to Canada since 1968.

Accolades



Best Fleets to Drive For



Technology makes it Possible

We can offer flexible automated custom reporting- If we have the data, we can provide it to you in any format you need!

We're also EDI (Electronic Data Interchange) capable.

We're able to offer real-time location updates for freight. We're partnered with MacroPoint, Four Kites, and Transflo Mobile+.

We can show you and your dealers exactly where the freight is at any given moment through a convenient web-based dashboard.



First Class Logistics

Halvor Logistics can offer real time tracking, and has capacity in the upper 49 states and Canada. We offer a customizable transportation management system and warehouse services.

We are TIA Member Performance Certified and our network is expansive, adaptive, and reliable. We work with over 2,000 carriers, so we know we can get you what you need when you need it.



Group Administration

- Old Business
- New Business & Membership
- Meetings: April 12/13th – Scottsdale, AZ
 - Topics & Fall Meeting
- Open Discussion



Best Idea Session!

7-10 Minute Timed
Unlimited Questions
Keep Notes on Your Best
Vote as a Team

- Identify your Best Practice you have implemented to either increase Driver Recruiting, or enhancing Driver Retention.
- Each Carrier will put \$40 in the Pool; after all presentations we will vote for the top 2 Presenters, and they will split the pool 60/40. Good Luck!



Driver Safety

- How many fleets allow subjective factors in determining safety discipline (such as attitude, driving willingness)
- Beyond compliance – what are the technologies that you're using to be safer, do they work?
- How to write a safety application for safest fleet in NA that wins?
- Remediation and penalties for safety violations, such as required driver training/re-testing, escrow accounts, etc.



Recruiting Personnel

- Recruiter incentive plans/programs, Training?
- What are the most effective recruiting tactics for recruiters?
- After Hire Recruiter Incentives used?
- Recruiting Dept. Structure: verifications and background paperwork by whom, advertising by whom?

