



Benchmarking TC-01

CHAIRMAN:	Mike O'Dore, DTS
VICE CHAIRMAN:	David/Dennis Freymiller, D&M Carriers
FINANCIAL ADVOCATE:	Nicky Morrison, Prime, Inc.
TCA STAFF LIAISONS:	Sean Townsend
MODERATOR:	Jack Porter

AGENDA:

DATE AND TIME: November 6th, 2017
November 7th, 2017

PLACE: **Ramada**
Green Bay, WI

Monday, November 6th

Meeting Room Opens at 7:30am with Breakfast

- I. Call to Order at 8AM**
 - Opening Comments from the Chairman
 - Review the Agenda & Housekeeping
 - Anti-Trust Review
 - Roundtable Introductions:
- II. “Hot Topics”-** 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?
- III. Special Meeting Composite Review:**
 - We will spend time reviewing the whole composite and the comparable data between the individual Carriers. We will take a look toward changes in company's results toward Revenue and Gross Margin, and efficiencies. Please review the **JULY COMPOSITE**.
- IV. Break at 10:00AM**
- V. Driver Recruiting: (Meeting Survey Due Oct 24th).** We will review all the Personnel Stats and Comparisons;
 - Turnover Rate Review.
 - What is your most successful Recruiting Source for Applicants?
 - Do you hold your recruiters accountable for retention?
 - What unique things are you doing to find Applicants?
 - Ratio of recruiters to annual hires?

VI. Driver Hiring & Training

- What advertising mediums do you find the most effective?
- Have fleets been changing hiring standards? What have fleets 'eased up' on? What are the absolute/no-go areas?
- Driver discipline (incidents, accidents, fuel) in a high turnover industry.
- Do you pay a sign on bonus? Is it different for IC versus Company? If yes, when and how does it pay?
- Do you pay a referral bonus? If yes, when and how does it pay?
- Do you offer tuition reimbursement? What are your stipulations to qualify?

VII. Lunch at Noon

VIII. Driver Orientation Discussion:

- 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?
- What are the Key Conditions that the New Driver is looking for Today? (Hometime, Dwell, Mileage Pay, Incentives, Benefits?)

IX. Driver Retention

- Do you have someone in your organization that handles driver retention?
- What is that person's title?
- What tools do they use to retain drivers?
- What, if any, Performance Data do you report/share with your LP/IC drivers?
 - If yes, do you have any incentive programs to improve LP/IC performance?
- To determine and address driver Turnover concerns... Do you use Driver Survey's? Predictive Analytics? Social Media?
- Do you like to create programs internally or do you tend to hire/purchase programs to address Turnover trends/concerns?

X. Break @ 2:45PM Facility Tour

- Bruce will do a Quick History of WEL, we will divide into Groups.
- 3:00 WEL Tour
- 5:00 Depart WEL for the Hotel
- 5:30 Shuttle over to the Packer Game
- Dinner, Game and Frolic on your own!

Tuesday, November 7th

XI. Meeting Room open for Light Breakfast

XII. ADMINISTRATION:

- Old Business
- New Business & Membership
- Meetings: TCA Convention & Refrigerated Convention?

XIII. Best Idea Session:

- Identify your Best Practice you have implemented to either increase Driver Recruiting, or enhancing Driver Retention.
- Forward me and Eddie Wayland an Electronic version of your presentation BEFORE THE MEETING!
- 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!

XIV. Break at 10:00am

XV. Driver Personnel Challenges & Open Discussion:

- Millennials... How does the industry attract and motivate them? As drivers? As office personnel?
- Military... What % of your fleet has Military experience?
- Do you have Driver Performance Bonus mechanism(s)?
 - a. What percentage of drivers earn the bonus?
 - b. What is the Bonus designed to do?
 - c. How soon is a new driver eligible?
- Do you have a driver App?
 - a. What % of drivers utilize the App? For what purpose?
- Do you offer driver entertainment options in your trucks? Who pays for the cost?
 - a. Do you recognize a noticeable improvement in Retention or Recruiting?
- How do you compensate drivers for dwell time (delays at customers, bad weather, traffic, business levels?)
- Is Tractor Parking a significant issue for your fleet? What are you doing to combat the issue(s)?

XVI. Recruiting Personnel Discussion:

- How do you pay your recruiters?
- Recruiter incentive plans/programs, Training?
- After Hire Recruiter Incentives used?
- Recruiting Dept. Structure: verifications and background paperwork by whom, advertising by whom?

XVII. Adjourn: Safe Travels Home & Thank You for Your Business!