A blue semi-truck with a white trailer is parked in a wooded area. The truck has "BARBER TRUCKING, Inc." written on the side of the cab. The trailer is white and has "DriveWithBarber.com" written on it. The truck is facing left.

TCA InGauge Best Idea Session Barber Trucking, Inc.

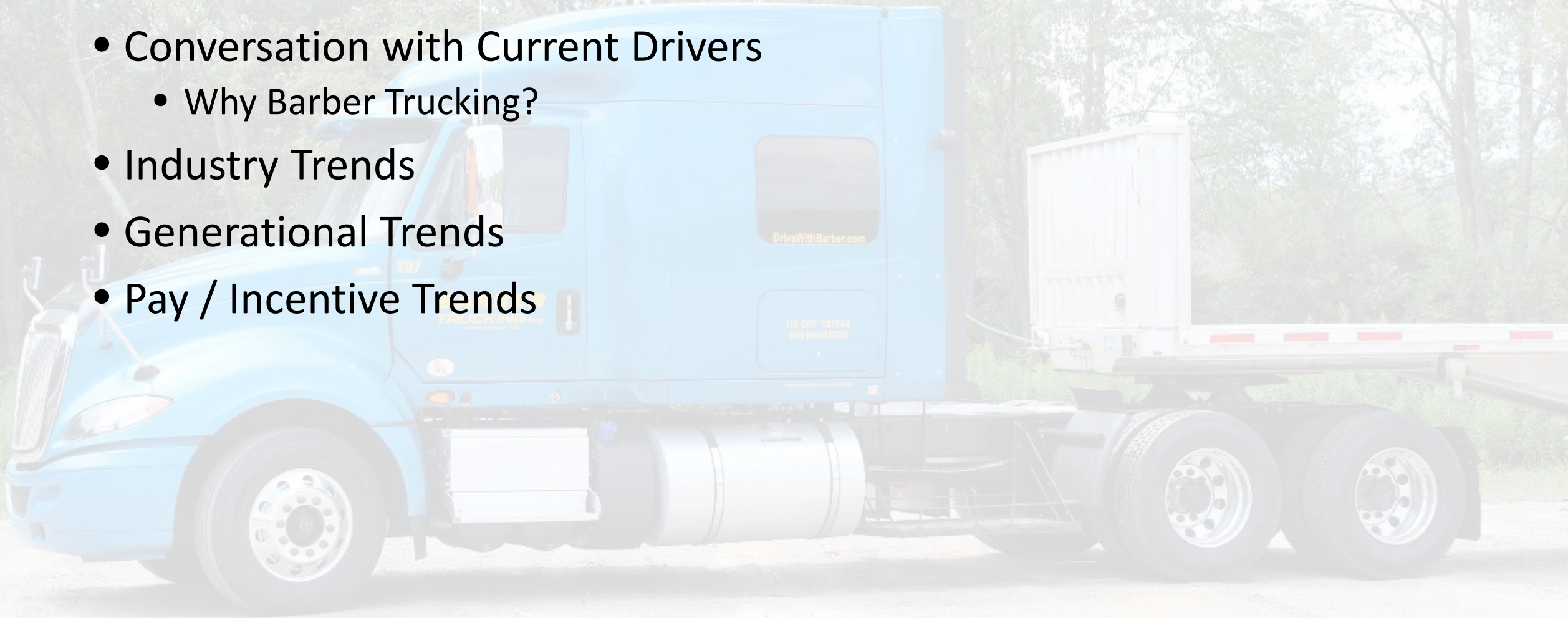
Friday, February 23, 2018

Problem ?

- Drastic slow down of applicants beginning in Q2
 - Of course, less hires
 - Almost ZERO
- General Industry Problem?
 - ELD Mandate?
 - Why worse than normal?
 - Problem at Companies where Drivers are home every night!
- Why are we not recruiting drivers?
 - What can we do?
 - How can we be different?

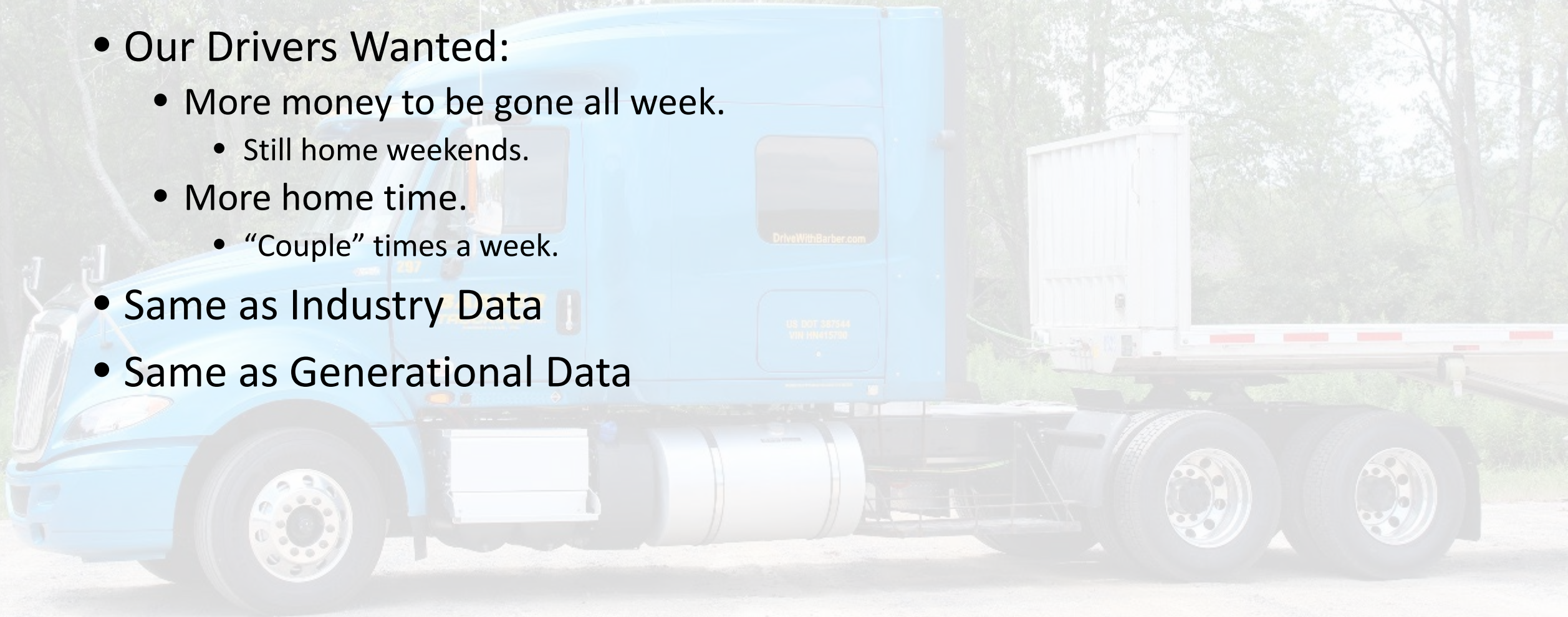
Research

- Conversation with Current Drivers
 - Why Barber Trucking?
- Industry Trends
- Generational Trends
- Pay / Incentive Trends



Data

- Our Drivers Wanted:
 - More money to be gone all week.
 - Still home weekends.
 - More home time.
 - “Couple” times a week.
- Same as Industry Data
- Same as Generational Data



Planning

- Reviewed Top 30 Customers
 - Conversations – How can we help each other?
- Reviewed Mileages & Hours
- Reviewed Equipment
- Reviewed Costs
- Reviewed RPM Goals & Minimums
- Included Drivers
- Included Load Planners
- Included Payroll
- Included CFO – Thanks TIA!



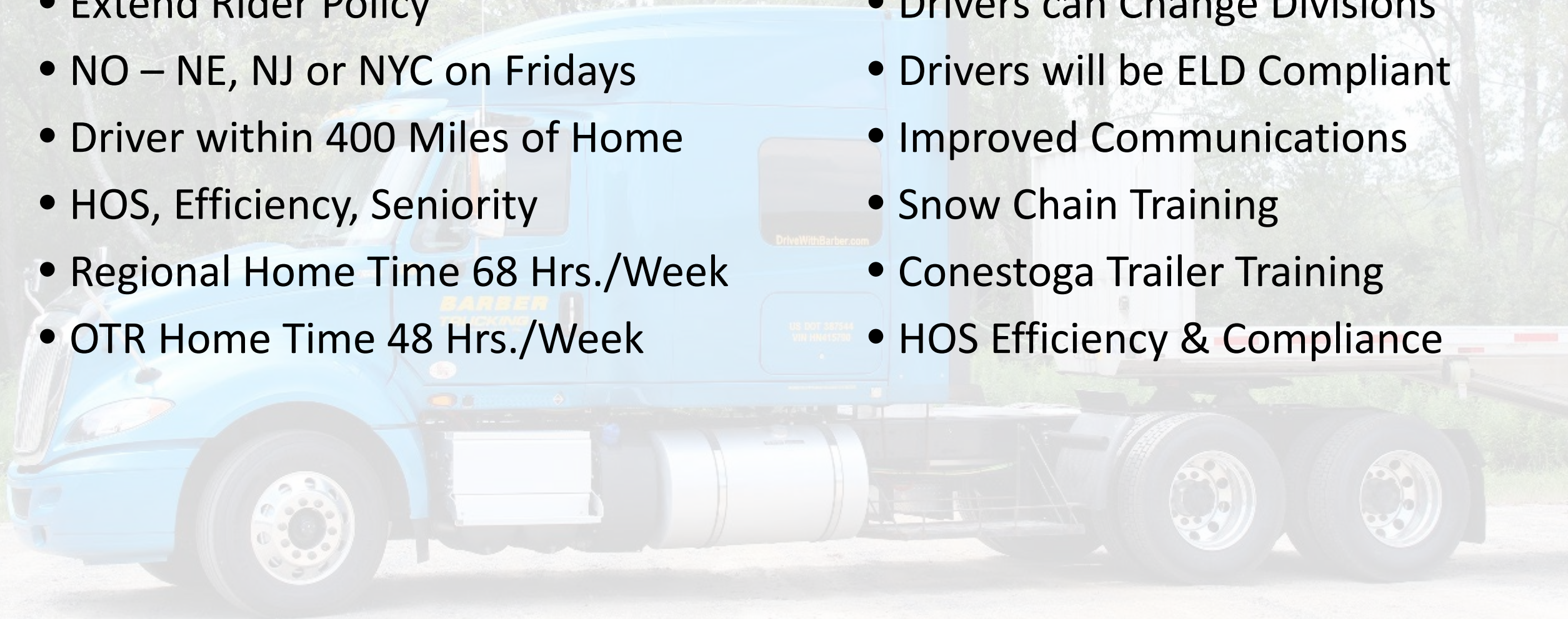
Rules / Goals

Dispatch

- Extend Rider Policy
- NO – NE, NJ or NYC on Fridays
- Driver within 400 Miles of Home
- HOS, Efficiency, Seniority
- Regional Home Time 68 Hrs./Week
- OTR Home Time 48 Hrs./Week

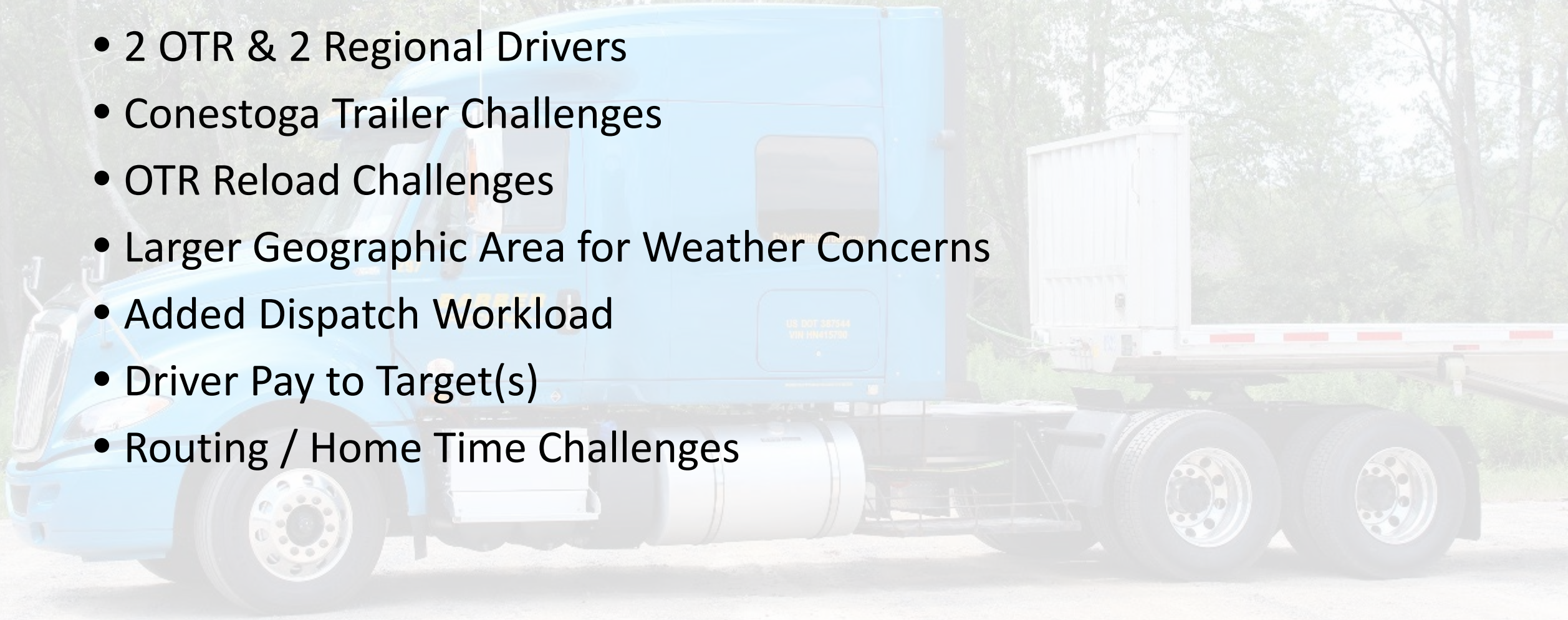
Drivers

- Drivers can Change Divisions
- Drivers will be ELD Compliant
- Improved Communications
- Snow Chain Training
- Conestoga Trailer Training
- HOS Efficiency & Compliance



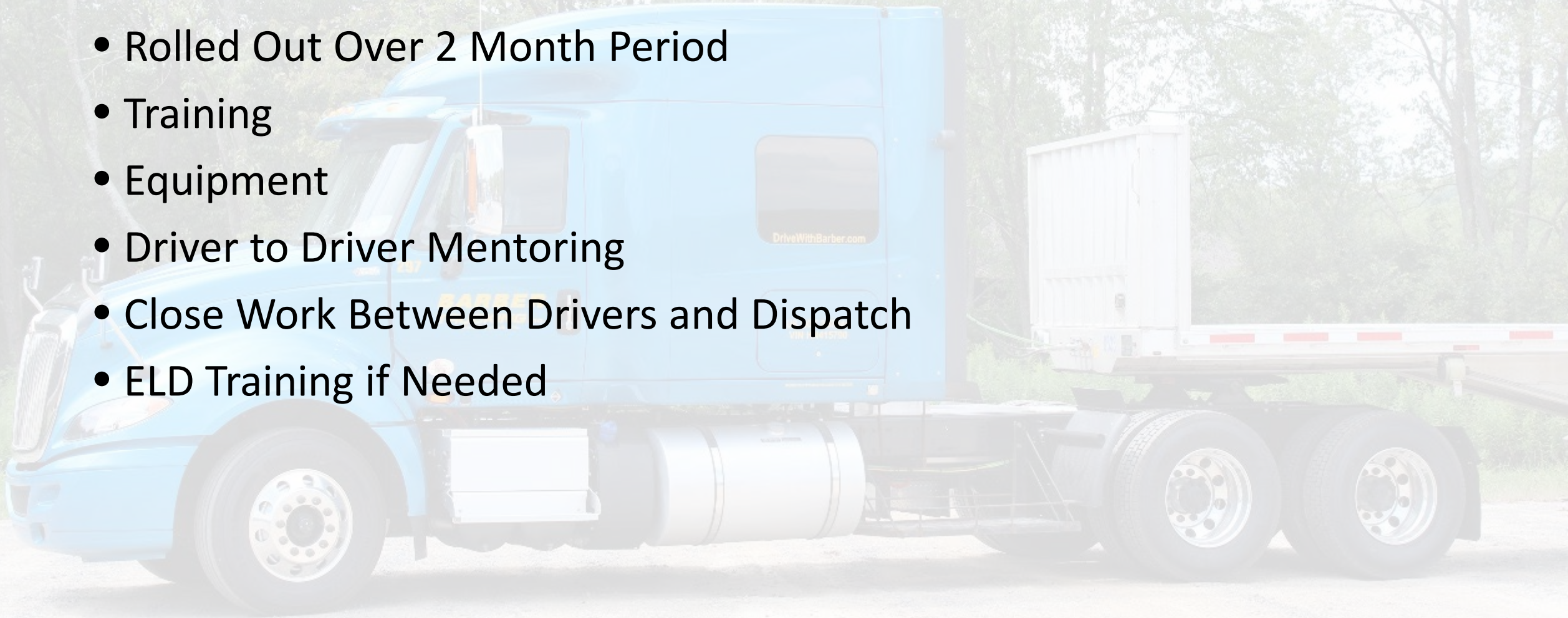
Beta Testing

- 2 OTR & 2 Regional Drivers
- Conestoga Trailer Challenges
- OTR Reload Challenges
- Larger Geographic Area for Weather Concerns
- Added Dispatch Workload
- Driver Pay to Target(s)
- Routing / Home Time Challenges



Implementation

- Rolled Out Over 2 Month Period
- Training
- Equipment
- Driver to Driver Mentoring
- Close Work Between Drivers and Dispatch
- ELD Training if Needed



Results

- Still Learning – Still Improving Processes
- Drivers Are Happier 😊
- Driver Earnings Have Increased 😊
- Customers Are Happy 😊
- Dispatch Workload 😞
- Equipment Changes
- Revenue is Greater Than Costs 😊

