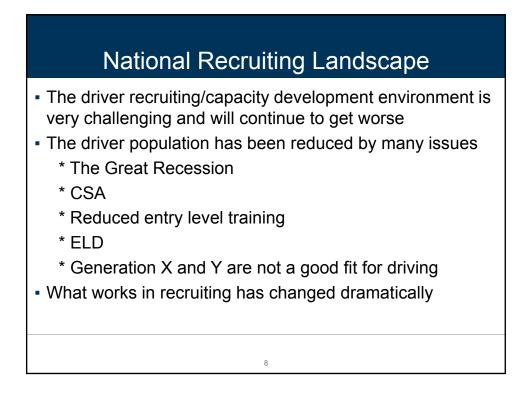
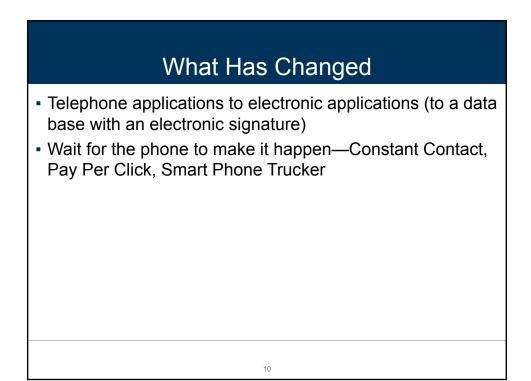


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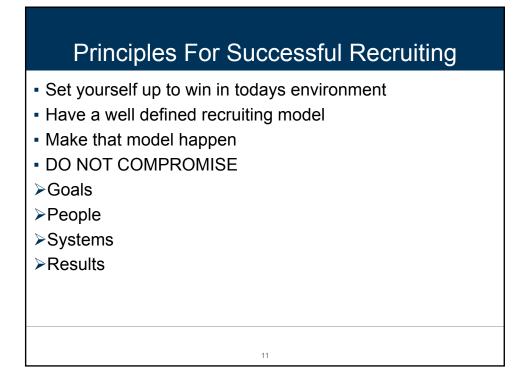


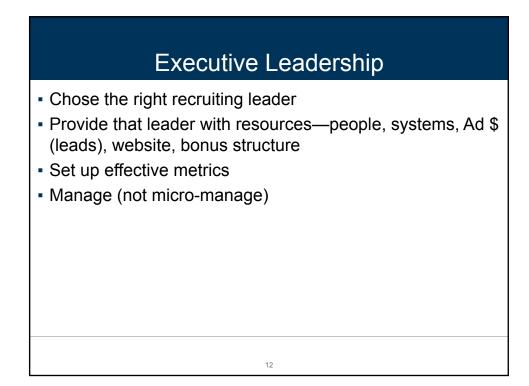
What Has Changed

- Who you are recruiting (X, Y not Baby Boomers)
- How people get information
 – not print media or network news
 –now Smart Phone, iPad, PC
- What they are looking for— "life/work balance"
- Availability of quality owner operators & experienced drivers
- Inbound phone calls to job boards



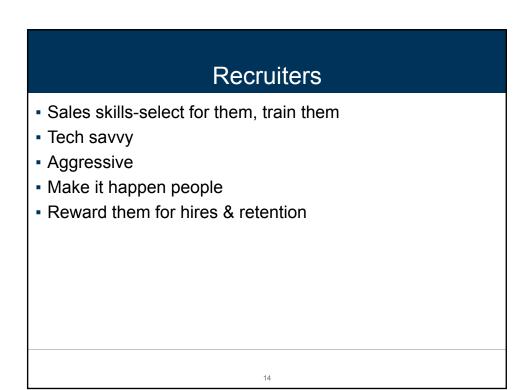
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Recruiting Leadership

- Leadership & management skills
- Sales perspective (not HR)
- Can relate to generation X & Y
- Goal orientation
- Tech savvy
- Social media savvy
- Manages for results
- Makes things happen



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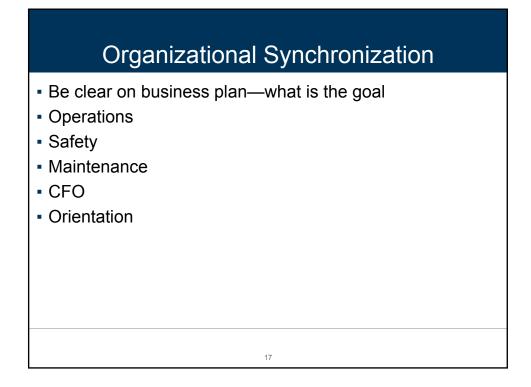
Recruiting Systems

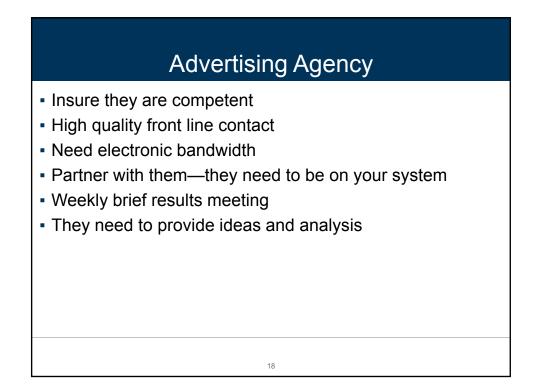
Get a contact database that works for you (tenstreet is the leader)

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- Use the Tie lead sources to your contact database
- Maximized electronic applications with electronic signatures
- Build management information reports
- Know your lead source
- Data mine/remarket

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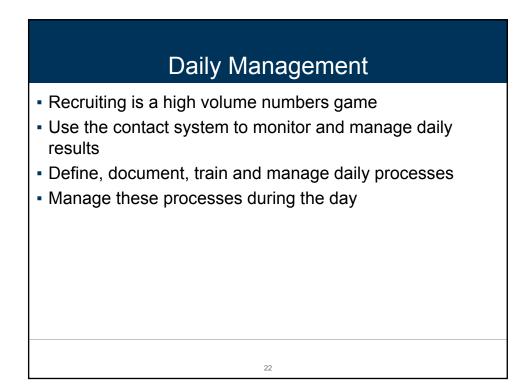
Information To Track

- Leads by leads source
- Hires (including upcoming classes)
- · Hires by lead source
- Advertising cost per lead (by source)
- Advertising cost per hire by lead source
- Recent Constant Contact campaigns and the results of each campaign

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Contact Information

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