

Mississippi Trucking Association and  
NATMI

Present

**Innovative Driver Retention Strategies**

Jackson MS ♦ Tuesday, July 24, 2018

**DEADLINE TO REGISTER: THURSDAY, JULY 19TH****Course Description:**

The primary purpose of this seminar is to provide the participant with an understanding of realistic strategies for recruiting, hiring and training drivers. You'll develop a real-world understanding of the driver personality and be able to "dialogue" with all driver/management team members to develop more constructive relationships, which will lead to a reduction in driver turnover. In addition, this seminar provides hard core strategies for handling scheduling problems and improving interaction between drivers, dispatchers and other management personnel.

**Course Objectives:**

Upon completion of the seminar the participant should be able to:

1. Deal with problems between drivers, dispatchers and other operations personnel
2. Develop effective methods to recruit, hire and train drivers
3. Design and use a driver profile evaluation
4. Write and administer a formal driver exit interview
5. Develop a system of communication that will greatly enhance your driver/management relationships
6. Use skills to build a trusting team-oriented relationship with drivers
7. Identify and innovate regarding the use of positive reinforcement, recognition and incentives in order to improve driver morale
8. Apply several different strategies for effective recruiting and hiring of new drivers

**Who should attend?**

Those who manage drivers, are responsible for services to drivers, train drivers or have on-going connections with drivers, be it in person or through telecommunications. Anyone involved in dealing with employee and/or owner-operator drivers including:

1. Dispatch and terminal managers
2. Human resources officers
3. Training managers
4. Safety managers

**Seminar Location**

Mississippi Trucking Assn.  
825 North President Street  
Jackson, MS 39202  
Ph: 601-354-0616

**Lodging Information**

**\*Holiday Inn Trustmark**  
Park / 601-939-5238  
**\*Courtyard/Marriott**  
601-914-4888  
**\*Hilton Garden Inn**  
601-933-1174

Registration begins 8:00 a.m.-the course begins @ 8:30 a.m.  
and ends @ 5:00 p.m. For more information, call: 303-952-4013.

Please register online at

[www.natmi.org](http://www.natmi.org)

Pay online by credit card or print invoice during registration  
and remit payment to:

**NATMI**  
Department 1117  
Denver, CO 80256-1117

Name

Company or Organization

Title

Address

City

State

Zip

Phone

Fax

E-Mail

**Innovative Driver Retention Strategies – 1 Day**

July 24, 2018 ♦ Jackson, MS

**Registration:**Member\*  
 \$300Non-Member  
 \$365

\*Member of NATMI or MTA

**NATMI Membership:** \$275/year(Seminar discount, professional certifications, mentor program,  
networking opportunities, newsletters) SLP18**State Association Membership:**  Yes! I'd like  
information on membership sent to the above address.**Total:** \$ \_\_\_\_\_ Check enclosed / Credit Card: MC  Visa  Amex 

Card Number

Exp. Date

X \_\_\_\_\_

Signature

CVV#

**Cancellations: Payment must be received prior to attending course.**Registration fees for cancellations received 30 days or more prior to a  
course can be refunded, less a \$50 fee. Cancellations received less than 30  
days but more than 7 business days prior can be refunded, less a \$75 fee.**No refunds will be provided for cancellations received 7 or fewer  
business days prior.** Full payment can be transferred to future seminars if  
the cancellation was made prior to start of course. While NATMI makes its  
best attempt to hold all scheduled courses, occasionally cancellation or  
postponement is necessary. In such cases, NATMI cannot be responsible  
for nonrecoverable prepaid travel expenses or fees incurred by a student.  
Please check course status with NATMI before purchasing airline tickets,  
etc. Or, consider purchasing event protection at check out.