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# JANUARY '23 NEWSLETTER



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## Next Generation in Trucking Rolls Out New Educational Presentation

How about adding just one more New Year's resolution to your list? Volunteer to speak to a class of middle school or high school students about the trucking industry and future career opportunities. Yes, you can do it. It is important to pass along our own experience and knowledge to future generations, it's rewarding and now it is easier than ever. NGT has just launched a tool to help you tell the trucking story!

**Exploring Careers:** *Trucking Industry classroom presentation* is available to [download for free](#) from [NextGenTrucking.org](#) and can be used by anyone in trucking to educate students about the nature of our industry and open their eyes to possibilities. Not only is it formatted in PowerPoint and geared toward students but includes (6) videos to further explain and illustrate why trucking matters.

We are grateful to the task force of industry experts that contributed their time in developing the presentation, the financial contributions to produce the presentation, and those of you with a passion for trucking who will find it useful to inspire the next generation.

### **Lindsey Trent**

President & Co-Founder, Next Gen Trucking Association

# ANNOUNCEMENTS



*The Mid-America Truck Show scavenger hunt was a huge success in 2022.*

## Plan On Having A Booth At The Mid-America Show?

Last year, we brought 244 technical students and students interested in becoming CDL Drivers from KY and surrounding states to MATS for an interactive scavenger hunt. They learned a lot about our industry.

If you plan on having a booth this year at MATS, we would love to have you participate. Please reach out to Lindsey for more information.

## New NGT Committees Are Forming

Accomplishing our strategic goals is much easier with the help of our committee volunteers. We have a variety of opportunities for members to join new committees we are forming for the Education, Legislative and Marketing & Membership committees. Our

committees meet every other month or quarter depending upon the group and project goals. If you are interested in joining, please contact Lindsey.

## Our Podcast Is Launching This Month

Podcasts play a big role in the life of a Gen Zer and we are excited to get going this month. We have a great line up planned and kick things off with Allen Hodges, President & CEO of the Idaho Trucking Association. Be sure to listen in and stay tuned for more updates!



## Student Spotlight

**Tucker Bubacz**

**Williamsport High School  
Williamsport, MD**

The spotlight is on Tucker. His hobbies are working on his family's farm, working on anything with a motor and of course, driving them too.

Tucker's favorite part of the initial CDL driver training is getting to pre-trip a tractor. After graduation, he will have his CDL permit and plans to continue to Hagerstown Community college to earn his class A license.



## MEET US HERE:

**February 5-7:** Correctional Education Association Leadership Forum; New Orleans, LA  
**February 6-8:** Recruiting & Retention Conference; Nashville, TN  
**February 26-28:** Educating for Career Conference; Sacramento, CA  
**March 20-23:** PROMAT Show2023; Chicago, IL  
**March 26-28:** National Association of Publicly Funded Truck Driving Schools Conference, Asheville, NC  
**March 30-April 1:** Mid-America Trucking Show, Louisville, KY



## In Constant Motion To Teach

One of the things I am most proud of in regard to coordinating a high school truck driving training program is how it is constantly evolving to meet the needs of the students. I was recently reminded of our first graduate of the truck driving program, Javier, and how after he posted on social media of his accomplishment he received 15 job offers within the first hour, many offering to pay him cash to drive for them. This prompted us to make a drastic change in our curriculum which also includes education on properly researching and vetting a company before accepting employment. Once a student graduates from our program they know that they can contact me anytime with questions or if they need advice, but I also know that I can't always be there and it is important that they have the skills in order to empower

and protect themselves.

These are the **job-seeking skill sets** that have been included in the high school training curriculum:

1. How to use online resources to conduct research on a company: history, company culture, mission and values, mentoring opportunities, job advancement, and continued education training.
2. Familiarity with using the **FMCSA Safety Management System**.
3. Identification of common red flags
4. Tour the facility to see if all the layers of the company (shop, dispatch, office) align with the Professional Truck Driver Qualities: attitude, perseverance, time management, problem solver, learning from mistakes, organization, and caring heart. This is practiced when we go on field trips.
5. Request to speak with current employees to get their honest feedback.

It is important that a well-designed truck training program not only correctly teaches the basic skill sets in operating a commercial motor vehicle, but it must also educate on how to successfully navigate prospective companies in order to ensure that safety continues to be the utmost priority.

### *Dave Dein*

Vice-President & Co-Founder, Next Gen Trucking Association  
CDL Instructor, Patterson High School

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## NGT IN THE NEWS

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### Northern Hills high schools awarded CTE grant funds

BELLE FOURCHE - Belle Fourche High School and Sturgis Brown High School were two out of 17 South Dakota recipients of the Innovative Equipment Grants, with Sturgis receiving \$174,442 and Belle Fourche receiving \$250,000 of the total \$3 million allocated.

[Read More](#)

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## Ashley Leiva, Mother and Combat Veteran, Wins Award for New Truck Drivers | Transport Topics

WASHINGTON - A young mother from Texas who is a 15-year combat veteran won the keys to a T680 Next Generation Kenworth truck Dec. 16 after capturing the 2022 Transition Trucking: Driving for Excellence Award at the U.S. Chamber of Commerce.

[Read More](#)

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### COMPANY MEMBER SPOTLIGHT:

**ascend**<sup>TM</sup>

Ascend, LLC is a dry van, full truckload carrier based in Atlanta, Georgia, with terminals and support hubs across the Southeast and Midwest. The company focuses on core values of safety and teamwork plus courageous growth and improvement, operating with integrity, inspiring trust, and having fun. Together, these values contribute to building a legacy that serves not only trucking today, but also its next generation.

One way Ascend promotes a positive perspective on trucking is by creating stable careers and supporting driver growth. "We're fortunate to be able to offer driver friendly shuttles and relays to connect shorter-haul routes to get drivers home more often," says Nick Wakefield, Ascend's Chief People Officer. "That means our drivers enjoy greater career satisfaction and quality of life. We can't attract young people to our industry if they're going to be miserable mile after mile. Ascend offers the tangible advantages such as competitive compensation and benefits but intangibles like recognition and rewards for good work."

Ascend hopes to help attract a younger demographic to the trucking profession but acknowledges there are challenges. "Many younger people are concerned about long hours and demanding schedules. Ascend focuses on regional routes, less wait time, and a strong work-life balance so they feel appreciated and valued," said Wakefield. "Another key to attracting millennial and Gen Z applicants is investing in technology. Some in the younger generation have an impression that trucking is low-tech and old fashioned. With Ascend's high-tech trucks, new routing software, in-cab telematics and other technological advancements, trucking is an outstanding career choice."

The mission of Next Generation in Trucking aligns well with Ascend's values and goals for the future of the industry. "We share the organization's passion for technical careers and providing pathways to rewarding careers," Wakefield said.

Launched in 2022, Ascend is built on the foundations of over fifty years of service provided by firms brought together to form the company. In addition to Ascend's large asset-based fleet, the company provides an excellent partnership for independent contractors, an extensive brokerage business and a warehouse management division focused on the needs of middle mile shippers.

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We cannot achieve our goals on our own. We need partners who share our commitment to improving the trucking industry and changing lives.

Welcome to these new members and thank you to those who have recently renewed NGT membership.

Ascend  
Beyond Trucks  
Carl Borleis  
Conversion Interactive Agency  
Florida Trucking Association  
Fox Valley Technical College  
Fusion Now  
Gotoro  
Grand Island Express  
Hawkeye Community College  
Highway Transport  
Hill Transportation

Keller Trucking  
National Ready Mixed Concrete Association  
Ohio Trucking Association  
Roehl Transport  
South Dakota Trucking Association  
Specialized Carriers & Rigging Association  
Truck America Training of Kentucky  
Paul Stroklund  
Romy Thomas  
Utility Trailer  
Waste Management



# Investor Supporters



# Thank you



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