

# Managing Your Drivers

Register now to take advantage of new driver research — and improve your attraction and retention programs

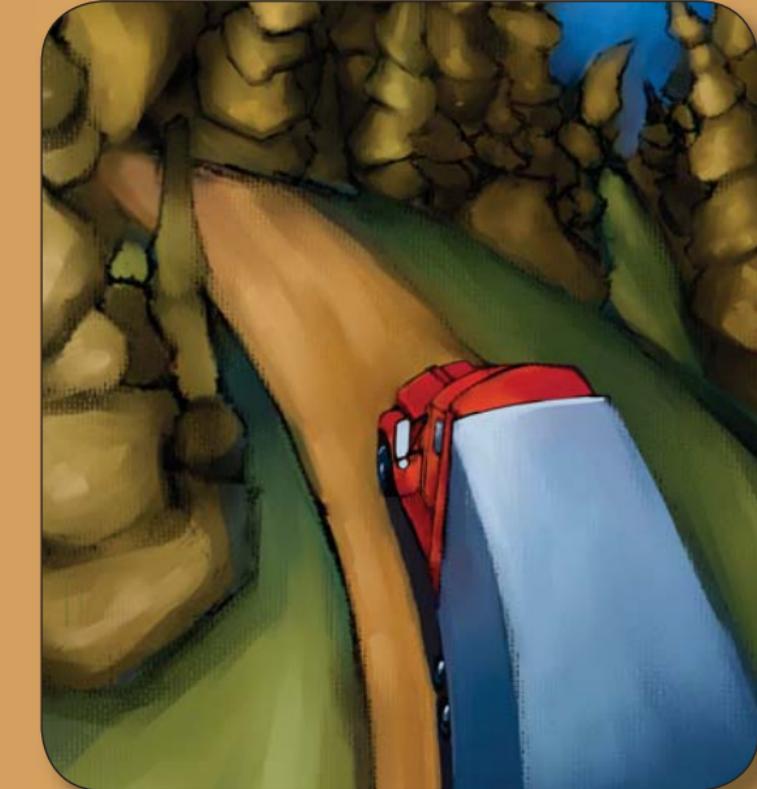
MARKEL  
**LET'S  
TALK**  
Information Series™

## Let's Talk about Managing Your Drivers

New research spotlights the difference between what drivers want and what hiring companies think those drivers want. Progressive fleets will want to address these gaps to protect their driver resources and build competitive advantages.

Attend a *Managing your Drivers* seminar, the latest in Markel's *Let's Talk* information series, to:

- Identify key driver trends that may pose challenges for your trucking business in the near- and long-term
- Attract the right drivers with the right skills for your business
- Learn about current best practices in long-term driver retention strategies



## Answers to help you build an effective driver strategy

### Your driver challenges – Today and tomorrow

What does current research tell us about the challenges that trucking companies face now and in the future?

Why do these challenges exist?

How do these challenges affect fleets of different sizes?

How can I grow my trucking business in the face of these challenges?

### Attracting the right drivers

What are the components of an effective driver attraction strategy?

What are the essential skills I need in my driver force?

How can I attract this type of driver?

What are the professional development needs of my drivers?

### Working with my drivers for long-term retention

How do I reward driver performance?

How essential are incentive programs in my driver management strategy?

What human relationship factors do drivers face in their everyday work and how do these affect driver retention?

How do I reconcile my drivers' needs with my long-term business needs?

## Dates and locations

All events run from 9 AM - 3 PM. A hot lunch will be served. Free parking.

### MONCTON

Tuesday, July 10, 2007

#### Ramada Plaza Crystal Palace Hotel

499 Paul Street • Dieppe-Moncton, NB

Tel: 506.858.8584

### MONTRÉAL (French)

Wednesday, July 11, 2007

#### Hôtel Mortagne

1228 rue Nobel • Boucherville, QC

Tel: 450.655.9966

### TORONTO

Thursday, July 12, 2007

#### Renaissance Toronto Airport

801 Dixon Road • Toronto, ON

Tel: 416.675.6100

### EDMONTON

Wednesday, July 18, 2007

#### Mayfield Inn & Suites

16615 109 Avenue NW • Edmonton, AB

Tel: 780.484.0821

### CALGARY

Thursday, July 19, 2007

#### Greenwood Inn & Suites

3515 26 Street NE • Calgary, AB

Tel: 403.250.8855

For more information, including venue maps: [www.markel.ca/letstalk](http://www.markel.ca/letstalk)

Dates, locations and speakers are subject to change.

## Moderator



### John G. Smith

President,  
WordSmith Media Inc.

A regular contributor to Canada's leading trucking publications, John G. Smith is a recognized trucking expert and will serve as moderator for this series. He is the author of two books about trucks and holds a Class A/Z license.

Representatives from leading carriers will discuss their successes and challenges in attracting and retaining drivers.

For up-to-date information on speakers for your event: [www.markel.ca/letstalk](http://www.markel.ca/letstalk)

## Guest speakers



### Linda Gauthier

Executive Director,  
CTHRC

With over 25 years of experience (11 in trucking), Linda Gauthier is a leading resource on skills training programs for Canada's professional truck driving industry.

As executive director for the Canadian Trucking Human Resources Council (CTHRC) since 2002, Linda oversees a range of leadership, research and program development initiatives, including online educational programs for dispatchers and owner-operators.



### Roy Craigen

President,  
TRANSCOM Fleet Services Inc.

Roy has over 22 years of experience managing award-winning trucking operations, and leading professional driving teams that have won accolades for safety and customer care. He is the founder of TRANSCOM Fleet Services, which provides management and operational excellence programs to carriers and associations across Canada.

## Seating limited, reservations required

**REGISTER NOW** by calling 1-888-MARKEL-1 (1-888-627-5351)

\$349

Regular price

\$249

Markel clients (insurance brokers, policyholders)

### Early-bird:

Register at least seven days before your seminar and get \$100 off!

Credit card payment (MasterCard, VISA, AMEX) required at time of booking, plus 6% GST.

**Save even more! Book a table of six and get one seat free.**

For additional information: [www.markel.ca/letstalk](http://www.markel.ca/letstalk)

Markel Place  
55 University Avenue  
Suite 1500  
Toronto, ON M5J 2H7



1 • 888 • MARKEL • 1  
[www.markel.ca](http://www.markel.ca)  
[www.markel.ca/letstalk](http://www.markel.ca/letstalk)

Toronto • Montréal • Edmonton • Guelph