

The Transportation Guys

Jack Whatley

President and Founder



**Speaking and
Interview Media
Kit**

On-Air Biography:

He's helped small and medium-sized trucking carriers... as well as large companies, including Ryder Trucks, Penske, NAPA, Kroger, Walgreen's, Lowe's, Chevron, Exxon and Home Depot, to keep their fleets running and drivers in the seats. Even in the midst of the serious and increasing "driver crunch."

Today, Jack Whatley (pronounced wot-ley) will talk to us about how trucking carriers and logistics companies can keep their seats filled with quality, safety-conscious truck drivers, as it gets harder and harder to find quality drivers, while the average driver turnover rate is climbing each year.

He's the author of his book for truck drivers called "The No-Bull Guide To Getting a Local Driving Job." And is a recipient of the prestigious Cal/Osha "Golden Gate" Award for Safety in California, due to his intense focus on unique risk management practices, and his proprietary risk management pre-screening and hiring system, "*The Driver DNA Risk Management Hiring System.*"

Whether you are the owner of a small to medium-sized trucking carrier, or you are the HR director or an HR staff member...

Jack Whatley has the formula for reaching many more drivers than you can now, attracting the quality drivers you want, without doing any of the complicated online marketing and advertising yourself.

Jack also has the formula for managing your entire recruiting, pre-screening, qualifying, background and history screening process... even your driver retention program. And for when you need it most, giving access to highly-qualified and experienced "supplemental drivers" to fill openings due to call-ins, vacations, family emergencies and driver medical issues.

Full Professional Biography:

Jack Whatley, Founder, The Transportation Guys

Jack Whatley lives in Sacramento, California, and has been a very successful business entrepreneur, founder, and owner over the last 18 years. He started his career at AT&T in advertising sales and immediately won several awards, ranking in the top 10% of sales. Jack's keen sense of productivity and cost efficiency led him to develop new sales processes which the company adopted for all sales channels. Jack next moved on to start his first business in dry cleaning which soon became the lowest-cost provider through development of a new business model.



Jack soon started a staffing company focused on light industrial and clerical temporary workers. Applying his unique marketing and advertising skills, it became a leader in those fields. Following this success, Jack added a new line of business for Truckers within the Transportation Industry. He again implemented his highly successful sales and marketing processes to more than double sales in its first year.

This trucking staffing business led Jack to create the most sophisticated and advanced candidate qualification process in the industry, *The Driver DNA Risk Management Hiring System*, providing trucking companies with the best qualified "on-demand" supplemental and Lease-to Hire truck drivers. His company was awarded the Golden Gate Award for Safety from Cal/OSHA. Jack was also one of the first 100 people in California to become a *Certified Workers Compensation Specialist*.

Jack spent the next 2 years starting another company, a job board for attracting truck drivers. When he developed an online software system which reduces trucking companies' hiring expenses, while still providing fully-qualified candidates who can immediately start work. This significantly improved productivity and margins for trucking carrier owners. Jack's creative sales and marketing talents were then utilized developing an online advertising and marketing

system that integrated online marketing with traditional sales processes. Jack's system has become very successful and highly regarded in the industry.

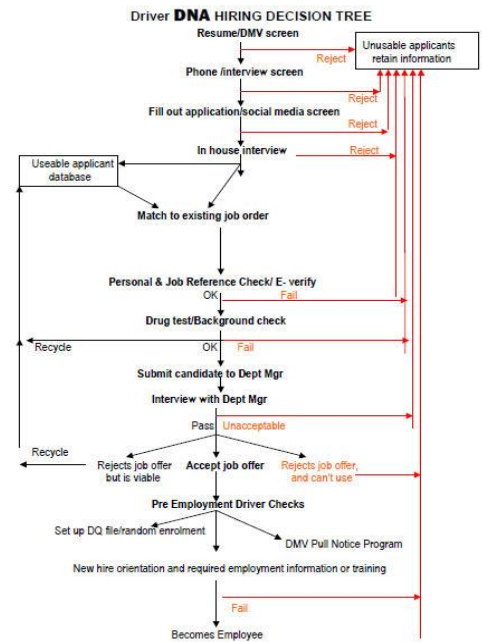
In 2012, Jack opened *The Transportation Guys* upon the urging of many of his advertising clients. With one assistant, he grew *The Transportation Guys* to a leader in truck driver advertising and staffing. This was accomplished with few employees due to the use of Jack's proprietary marketing system and software.

This system targets trucking companies who need to hire good truck drivers. Then recruits the drivers these companies need with his *Driver DNA Risk Management Hiring System*. Jack spent the last 14 years adjusting and perfecting it so it generates safety-conscious drivers on demand.

This risk management system includes a chain of preventions designed to reduce both legitimate on-the-job accidents and injuries, as well as fraudulent claims. Which ensures the hiring of qualified drivers/applicants, while simultaneously disarming predators through specific hiring inflow processes.

Jack's *Driver DNA Risk Management Hiring System* is so different and so effective, because it factors in risk management, to mitigate liabilities that can come from bad hires.

Now Jack and *The Transportation Guys* help trucking carriers attract and recruit the drivers they need with his "done for you" Truck Driver Marketing Program. Jack also provides his Truck Driver Leasing Program that supplies his clients with supplemental drivers "on-demand", to fill seats due to personnel call-outs, and to accommodate the changing demand during busy periods and seasonal lows.



Driver DNA Hiring System

Jack also offers his Complete Truck Driver Management Program, which enables trucking companies to benefit from his Marketing Program and Supplemental Driver Program, in addition to having all payroll services, DQ file management and all HR tasks done for you. Which includes workers compensation insurance savings of up to 40%.

Interviews and Sample Questions:

To schedule an interview with Jack Whatley, contact The Transportation Guys' Director of Client Services, Anika, at 916-760-7069 between 9:00am and 5:00pm Pacific Time. Anika can also provide you with a direct-access phone number for your producer to speak with Jack Whatley before your interview.

Sample Interview Questions:

How are you able to generate so many qualified truck driver candidates for your clients, when the rest of the trucking industry is struggling to keep drivers in seats?

How does your industry whitepaper.. "The Great Driver Shortage" help trucking carriers win "the driver crunch?"

How did you discover the formula that became your "Driver DNA Risk Management Hiring System?"

Can you tell us about your Workers Comp Insurance provider asking you to train their team on your risk management screening process? How did they hear about what you were doing? Then what did you teach them that was so important they had to have you speak to their company?

What is "The Walter Factor" and how does it affect trucking companies and HR directors?

What advice do you have for trucking carriers and logistic companies, regarding attracting more quality truck drivers, and retaining the drivers they have now, and attract through recruiting efforts?

Comments From A Few Of Jack's Clients:

Jack And The Transportation Guys Provide What We Need When We Need It

"Jack Whatley and the Transportation Guys not only delivered, but went the extra mile to make things happen for us. Jack drove over 100 miles one evening (well after 5 PM) to make sure we had what we needed. It is nice to work with someone who shares the same view of customer service that we do. Jack and the Transportation Guys provide what we need when we need it. I'm not sure how you improve that."

Tip Thompson
Transportation Manager
Silverado Stages

Jack Whatley At The Transportation Guys Delivered What I Wanted

"I was looking for an agency that could provide a steady, ongoing source for qualified drivers. And that would perform initial screening, reference checks, background checks, and safety performance history requests in order to save me time and money. An agency able to provide a steadier stream of drivers compared than the agency I was using. Jack Whatley at The Transportation Guys delivered what I wanted. By asking detailed questions after sending an initial group of drivers, Jack's agency was able to send drivers that more closely fit my needs. I was also delighted with the attention given, even late into the evening hours when needed."

Bob Waterman
Vice-President, Material Transport
Treasurer, California Trucking Association

Allows Me To Spend Time Managing

"Jack has been able to adapt to our market demands and supply us with qualified drivers, at times on very short notice. Their ability to match candidates to my specific driver needs allows me to spend time managing other aspects of my operation."

Virgil, Ryder Trucks

They Do A Great Job At Hiring Experienced Truck Drivers

The Transportation Guys were able to find us great candidates to choose from! They do a great job at hiring experienced truck drivers."

Kevin M.
W L Company

Reliable, And Their Service Is Excellent

"We keep using The Transportation Guys because they are reliable, and their service is excellent. They are able to meet our needs with qualified drivers they provide at a moment's notice for us. It's never a challenge getting a hold of someone at The Transportation Guys, and they stay on top of their game by always giving the best customer service and helping with any challenges and problems that inevitably arise in our industry."

Robert B.
Terminal Manager, RT