

Market Watch



A 20-something's POV on the Driver Shortage

The worsening driver shortage has been one of the [most discussed issues](#) in the trucking industry in recent years, leading to questions of carriers will find trucking's next wave of drivers as the current generation nears and even surpasses the age of retirement. However, carriers are finding out just how difficult it is to attract and retain a younger pool of Gen X drivers (and millennials going forward). As published in *CCJ magazine*, what follows is a selection of opinions from a 20-something trucking industry worker on what carriers should know about the current generation of potential industry workers: "When have you ever made it through a day without hearing about traffic, accidents, or commutes? ... We are over-sheltered and spoiled and that doesn't end when we leave the nest. Our parents were out of the house at 18 and struggled to make life work for them – they don't want to do that to their kids ... Trucking is hard and we don't have to work hard. We have parents and a government that will give us everything we claim we can't achieve on our own. Don't want to work? Unemployment. Can't afford an apartment? Your parents want you to stay home. Can't pay your phone bill? That's OK because your parents are probably paying it anyway." It's not a pretty glimpse, but it's the reality. So, says the worker, what would it take to get our generation to want to be truck drivers? He continues: "**Compete.** You are not just competing with other trucking companies; you are competing with every job obtainable by a potential employee with the same skill level. Why is driving a truck better than working in a climate-controlled environment where I can be clean and sociable, while working fewer hours? **Advertise.** Our generation does not know anything at all about truck driving. Not its requirements, lifestyle, or importance ... My generation does not know what "dedicated miles" and "home time" mean. Most ads cater to drivers that are already drivers. Advertise in color, with real incentives that matter to a generation that generally doesn't believe it can accomplish anything without college experience ... **Recruiting.** It looks to me like the industry is just sitting around waiting for drivers to show up. When they do go out and seek drivers, they are looking for veterans and old-school drivers. I don't see young people being actively recruited ... **Technology.** We live in an age where there is a new iPhone every six months and the idea that old tech is taboo. Up-to-date technology not only shows, but is required, for success. Show off what we have and why it matters to them and not just to the industry. **Money.** We are all in debt. Or just flat-out poor. Cents per mile doesn't mean anything to us. If I see \$1,000 a week, I'm ready to get dirty ... **Programs to acquire a CDL.** There are affordable programs and trade schools that actively advertise how easy it can be for young people to become nurses, practitioners, and technicians. My generation cannot even afford to get a class C license, let alone purchase a dependable vehicle. It would be a good idea to provide financial support or reimbursements for licensing ...



Image. Show your target group something that is relatable. I don't see anyone my age driving a truck. I don't see anyone my age involved in this industry. I don't know how many times I have mentioned an interest in obtaining a CDL or just learning about driving – even those of us who are interested are passed by." [Read full article here.](#)

Paradigm Shift Coming in Shipper-Trucker Relations

The days when a shipper or consignee could pressure a trucking company to deliver a load within a certain narrow time window or face loss of business are coming to an end, speakers at the Transportation and Logistics Council's 41st annual conference told attendees. As reported by the *Journal of Commerce*, experts said that shippers are being warned to prepare for potentially costly changes in the way they contract or hire trucking companies as economic, regulatory and legal pressures reshape the transportation landscape. Under a [driver coercion regulation being proposed](#) by the FMCSA, a shipper or consignee could be accused of "coercing" the truck driver to violate federal safety rules in order to make that on-time delivery, and coercion will carry stiff financial penalties. "The driver coercion rule-making could be the most significant change we've seen in transportation in our lifetime," Mike Regan, chief relationship officer at TranzAct Technologies, told the conference. "How many of you are now prepared to verify that when a truck driver pulls up to your dock, he has the hours available to move your freight?" Regan asked. If the rule is put into effect as proposed, shippers would need to make substantial changes to supply chain processes. That's just one part of a larger trend in regulation and governance that could have far-reaching and long-lasting effects on transportation. The Compliance, Safety, Accountability (CSA) initiative came under fire, with speakers and attendees calling the FMCSA's [release of a smartphone app](#) sharing CSA scores "a poke in the eye," JOC reports. The use of those CSA scores in accident litigation could have the most significant and widespread impact. Attorney Hank Seaton said the days when a freight broker or shipper has thousands of small carriers to choose from and one-size-fits-all procurement contracts are numbered, because brokers and shippers face greater liability in negligent hiring lawsuits.

Diesel Prices

