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MANAGEMENT

Ohio producers log on to NBI driver recruitment, training

Atlanta-based NBI announces that two Ohio ready mixed producers have agreed to use NBI's recruitment and driver training services. **Harrison Concrete** in Harrison and **Buckeye Ready-Mix** in Columbus have outsourced new-driver recruitment and training to NBI.

Driver turnover continues to be a problem for most producers and NBI's approach of "growing your own" makes sense, notes Harrison Human Resources Director Sharon Wray. "We were tired of hiring other companies' problem drivers. We are now bringing in a new breed of driver—one that doesn't come in with bad habits," she says. "Now we have the ability to train drivers not only to operate our trucks in a safe and professional manner, but also to exercise effective customer service skills."

Buckeye Driver Supervisor Cress Jenkins concurs: "Without quality drivers, we're dead in the water. They are our life blood. We need quality drivers to stay competitive in our marketplace. We decided to try NBI's recruitment and driver training programs because we were tired of hiring drivers that were not safety conscious."

With the addition of the two companies, NBI has provided driver recruitment to 25 ready mixed producers across the U.S. Over the last eight years, more than 5,000 new drivers have been trained and delivered using the "growing your own" approach.