

FEBRUARY 2022

BETWEEN THE LINES

KELLY ANDERSON GROUP MONTHLY NEWSLETTER



WHAT'S INSIDE THIS ISSUE:

- HUMAN TRAFFICKING AWARENESS
- DRIVER RECOGNITION
- THE IMPORTANCE OF ASSOCIATIONS
- QUIZ AND ANSWER
- EMPLOYEE SPOTLIGHT

Human Trafficking Awareness

January was National Human Trafficking Prevention Month. It's estimated that 24.9 million victims worldwide fall victim to human trafficking. Traffickers target all ages, nationalities, and backgrounds to exploit them for profit.

It's incredibly important to bring awareness to this issue! It's also important to share tips for how you can help:

- Learn the indicators of Human Trafficking: [state.gov/identify-and-assist-a-trafficking-victim/](https://www.state.gov/identify-and-assist-a-trafficking-victim/)
- If you do believe someone is a victim, report it! Please call 1-888-373-7888 (National Human Trafficking Hotline)
- Volunteer and support anti-trafficking efforts in your area!

Driver Recognition

It goes without saying that every driver and employee appreciates being recognized for their hard work. Doing so can also improve your company. When a driver feels appreciated and recognized, they're more apt to take initiative into their own hands.

There are several ways to recognize your drivers who've gone above and beyond what is asked of them. Here are a few examples:

- Patches or pins
- Bonuses
- Rewards
- Trophies or certificates
- Company announcements



QUIZ: What percentage of U.S freight is transported with Class 8 trucks?

***Answer on last page*



The Importance of Associations

Association relationships are a must for any company. When a company becomes a member of that association, it opens up a whole new world of opportunities. From speaking engagements, attending their industry-specific events, and even meeting other members personally.

Having a great relationship with associations is key. By doing so, you become a trusted partner with their members but also it helps to keep your company at the forefront of the industry. It also shows other potential clients that your company is invested in their specific industry.



Team Member Spotlight



Name: **Kendra Hall**

Position: **Final Mile Processor**

Length at Company: **2 years**

Quote: *"I love the Family environment. I feel like the Kelly Anderson Group is a second home. I thoroughly enjoy everyone I work with and couldn't imagine working anywhere else!"*



Newly Added Services

- DRO (Dynamic Route Optimization) Managment
- Safety Trainer Program
- Consulting Service

** For more information please reach out to Donald Alpers - donald@kellyandersongroup.com

Impact

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Answer: 70% of all U.S. freight is transported with Class 8 trucks!



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GROUP

"Don't just make an effort – make a difference!"

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If you'd like to learn more about these topics, or any of our services, we'd love to hear from you!

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