

"As our drivers were watching the CSA video, they hung on every word."



Mike Walker
Director of Transportation
Metal Sales Manufacturing Corporation
Louisville, KY

Savvy transportation professionals know the best way to respond to changes brought on by CSA is to maintain a fleet of trained and educated drivers.

Mike Walker, Metal Sales Manufacturing Corporation's Director of Transportation, first learned of CSA from trade literature and his peers in the industry. He quickly realized the impact it could have, and wanted to bring drivers on board with proactive practices.

Understanding the importance of getting data from established sources, he trusted his CSA training to the provider of his other safety needs: J. J. Keller.

"We're monitoring our scores on FMCSA's website, and they're good. To make sure they stay that way, we'll continue to train our drivers using J. J. Keller's CSA products."

Mike is shown with the *CSA 2010: A Driver's Guide Training Program* on page 8. Get yours today!



"The products and the customer service we get from J. J. Keller are second to none", Mike says. **"The experience and expertise behind the products set them apart from others in the industry, and that's especially been the case with their CSA line."**

"Drivers don't have access to the same network of contacts and resources that I do in safety management, yet they still need and want reliable CSA information," he observes. "That's why J. J. Keller's *CSA 2010: A Driver's Guide Training Program* is so useful. For us, it was an easy way to present the right amount of accurate material, positioned directly to drivers."

"Training only works if it gets drivers engaged, and the *CSA 2010: A Driver's Guide Training Program* was effective because it showed our drivers how the initiative affects them personally."

"J. J. Keller knows the transportation industry inside and out and they understand the mindset and motivations of drivers. Their training programs take into account the way drivers learn, and present information so that drivers buy in."

Metal Sales Manufacturing Corporation's drivers were eager to learn about CSA and get accurate information. **"During the video, they were so focused that you could have heard a pin drop,"** Mike says. "Afterwards though, they had plenty to say, and

we've had excellent, productive discussions based on questions and concerns triggered by the video. Some of the rumors our drivers have heard about CSA are almost comical, but they're examples of the misinformation that's out there. **With J. J. Keller's CSA 2010 products, we provide training on**

the initiative and teach them how to respond to it, so that they don't have to turn to the driver grapevine for answers."

"Our drivers and management are all in the process of adjusting to CSA together." Mike says. "Success will be based on teamwork. We can help our drivers in the process, with the help that *we* get from J. J. Keller."