



Dear Leader:

It is a challenging time in our industry as our members cope with an uncertain economy and a shortage of qualified personnel—drivers, mechanics, dispatchers and others who keep the freight moving. Yet the operating climate isn't likely to change in the near future, nor is the pool of qualified people going to grow. The demographics say otherwise.

If you are like many leaders, you are working long and hard, looking for ways to simplify your life while leading your team to an even higher level of success. You may be asking yourself how you can:

- More effectively utilize and retain the people you have?
- Develop leaders among current employees?
- Help your people be more productive while reducing overtime?
- Continuously improve customer service while curbing costs?
- Gain each employee's buy-in and commitment to the company's short-and long-term goals?

This letter is to introduce a resource you may find helpful in addressing these and other internal issues. Linda and Tery Tennant of **Attainment, Inc.** have worked with several ATA member companies over the past ten years to help them take an objective look at how they are prioritizing and accomplishing tasks and to identify ways to improve productivity, communications and teamwork. You came to mind as someone who might benefit from Attainment's services because you are a leader who has already achieved a high level of success and are open to new ways of doing business.

Here at ATA, we just completed a staff session with Attainment to help us enhance productivity and communication so that we can move our member services to the next level. Attainment offers a variety of cost-effective programs—not a 'flash in the pan' that gets people pumped up for a few days and then dies. **There is accountability and follow-through, resulting in long-term behavior change and improved results.**

Linda will call you soon to offer to set up a complimentary exploratory phone conference or in-person meeting to help you determine if your company would benefit from Attainment's services. To prepare for Linda's call, you should take five minutes to complete the attached Strategic Questionnaire to see how you and your company rate in key business success areas.

I rarely send endorsement letters—but I have seen the results that Attainment has been able to help other companies achieve. **Give them a try—or at least take Linda's call and see if their services are right for you. Thanks for your consideration.**

Cordially,

Karen Rasmussen
President & CEO
Arizona Trucking Association

Attainment, Inc
Franchise of LMI

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