

## **PRO-TREAD Meeting Increased Demand for Online Driver Training** *Trucking Industry Wants Training for Work Force Anywhere, Anytime*

Vancouver, WA — Aug. 15, 2014 — Instructional Technologies, Inc., makers of PRO-TREAD, launched a major growth initiative with four hires in sales, account management, and content creation. The move comes in response to a major uptick in demand for driver training, especially well designed custom training.

Joining the company are:

- Laura McMillan, Vice President of Training Development
- Frank Mealing, Sales Director
- Cal Rogers, Director of Enterprise Sales
- Marlaina Lynch, Manager, Client Services

### **Closing the Skills Gap**

“Fleets have realized the most effective way to improve their operations and safety, while increasing retention, is training,” said Dr. Jim Voorhees, CEO and President of Instructional Technologies, Inc. (ITI). “With more onboard technology than ever, a truck is not what it used to be. And so trucking itself is not what it used to be. Add the complexity of ever-changing laws and rules, and it’s easy to see why training is one of the fastest growing segments in trucking.”

“Clients come to us because there’s a gap between their drivers’ skills, and the fleet’s processes, equipment and technology. PRO-TREAD bridges that gap without needing to bring drivers off the road for training,” said Voorhees. “One of the most important assets a trucking company has is their drivers time – you don’t want to waste it with obsolete training that your drivers resist taking,” he continued.

### **Laura McMillan, Vice President of Training Development**

McMillan joins Instructional Technologies after working in the long haul trucking market for both Schneider National and Roehl Transport. For both organizations, she had the responsibility of overseeing the analysis, design, development, deployment and evaluation of professional and technical skills training. A Class A CDL holder, she is also an award winning safety trainer with 20 years experience, nearly half of that focused specifically on trucking. She will extend ITI’s training services, by helping to develop a training program specific to the needs of a fleet as she has done at multiple over-the-road and private fleets.

**Cal Rogers, Director of Enterprise Sales**

Rogers is a transportation technology evangelist with over two decades experience developing and marketing innovative products and services. With a focus on telematics and mobile solutions Rogers' unique blend of technical and customer facing skills have repeatedly fostered rapid adoption and revenue growth. Prior to ITI Cal led product introductions at Rand McNally, Maptuit, DriverTech, and ALK Technologies. This early exposure to the emerging technologies that began impacting the trucking industry has made him one of the experts in this field.

**Frank Mealing, Sales Director**

Mealing's career spans 30 years in the trucking industry, most recently working with Transport Topics Publishing Group as Associate Publisher of Light & Medium Truck, and Regional Sales Manager of Transport Topics. Frank's responsibilities will include introducing PRO-TREAD training for Medium-Duty and Light-Duty vehicles, as well as ITI's emerging electronic publishing ventures. He will also focus on fleets in verticals where there is a mix of vehicle types.

**Marlaina Lynch, Manager of Client Services**

Lynch has worked for more than 20 years in financial services and banking. She's managed customer service teams for both consumer and corporate accounts, and brings creative and practical ideas to PRO-TREAD clients. Marlaina will manage Instructional Technologies' new Account Management team.