

Driver Retention is not a problem for my Great Uncle Rollie

By: Sara Mears



Many people don't think about how things get into their hands each and every day. However, there is a very important job for this to happen. Truck drivers from all over work hard everyday to get products to people that need them. One of them is My Great Uncle Rollie who has delivered milk all over the Midwest in his bright blue Korth Transport truck for over 20 years!

Growing up, Roland Koenig looked out his window as a truck drove past his house everyday. He quickly yearned to be a truck driver at the young age of 12. Later on, Rollie fulfilled his dreams and started driving. As of this year, my Great Uncle Rollie has been driving for a total of 22 years, all with the same company and with no accidents.

Years ago, Rollie began driving a milk truck for Korth Transfer (LLB Investments LLC DBA Korth Transfer) out of Reedsburg, Wisconsin. His company has been insured

by Acuity Insurance for over 15 years. He worked for Korth for 4 years, but then he decided he had to take a break from trucking to go help his dad who was sick and could not run the family farm anymore. Rollie loved his trucking job, however, the family would have needed to sell the farm if Rollie didn't take the time and help out his dad. He always thinks of others first.



After a few years off, Rollie went back to Korth and started driving again. He went back to Korth Transfer because they offered him flexible hours with five full weeks off for vacation. He loves how he gets Fridays and Sundays off, and occasionally free Saturdays. They also allow him to stay close to his home, driving only in the Midwest in order for him to be in his own bed every night. Another reason why Rollie loves Korth is because he knew the original owners, Charles and Marlene Korth, his whole life since they attended the same church as Rollie. He says that the founding owners (now deceased) were good, nice people and hired friendly drivers and office employees throughout all of Wisconsin. Korth has been around for over 85 years and the current Korth management still carries on this caring philosophy. Rollie says that many drivers

have been at Korth longer than he has because they all love the company that they work for. These drivers from Korth say that the pay is good, since they even get paid for the time that the trucks are loading and unloading. Another reason why these employees stick with Korth is because the owners show kindness and concern for the employees.

Lately, it is hard for trucking companies to find hardworking drivers who are dedicated to their job. The website *FleetOwner* says that companies “continue to struggle both recruiting and retaining quality drivers - leading to increasing wages... Turnover is not a measure of the driver shortage, but rather of demand for drivers.” (“Driver turnover rate on the rise”, 2017). More people are buying more products, which increases the demand of drivers that are needed for transportation.

The average age of a “professional truck driver is 55 years old”, says *The Schneider Guy* in 2018. “As these drivers go into retirement, the industry isn’t seeing the same number of new drivers replacing them”. Schneider works hard to attract younger drivers and women drivers. They say that they are offering “a variety of home time”. This will hopefully draw more people into the trucking industry as it is rapidly growing.

It is hard for some companies to find truck drivers, but transporting goods is crucial in today’s growing economy. Without these drivers, it would be hard to get products from one place to another.

At the age of 72, my Great Uncle Rollie still loves to drive his big blue Korth milk truck. He said, “ If I didn’t like the job I have, I would have retired a long time ago”. My Great Uncle Rollie transports dairy products so that people like us can enjoy things like

ice cream at Culver's. The next time you drink a glass of cold refreshing milk or have a tasty ice cream cone, remember the journey the ingredients have been through and the people like my Great Uncle Rollie that helped to get it into your hands.



[VIDEO LINK: PLEASE CLICK HERE.](#)

Works Cited

Fleet Owner Staff | Jun 07. "Driver Turnover Rate on the Rise." *Fleet Owner*, 7 June 2018, www.fleetowner.com/driver-management/driver-turnover-rate-rise.

The Schneider Guy. "How Many Truck Drivers Are in the USA?" *Schneider National*, 27 July 2018, schneiderjobs.com/blog/post/truck-drivers-in-usa.