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# THE VOICE

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**TPM23**

February 26 – March 1, 2023  
Long Beach, California

## Cargo Trends: US imports trending down into 2023 NRF says

Brought to you by: Cargomatic

LONG BEACH, November 10 – US retailers have welcomed news that railroad workers and their employees are extending the current “cooling off” period by several weeks, to December 4 from the current end date of November 19.

The word came as US shoppers are expected to begin their holiday buying over the months of November and December for the year- end festive season.

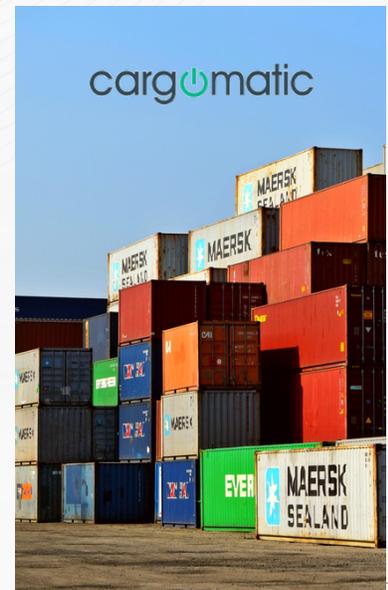
“We are pleased to see the extension of the status quo from the union today,” said Jonathan Gold, Vice President, Supply Chain and Customs Policy for the National Retail Federation. “We encourage the parties to remain at the table and resolve the outstanding issues and avoid a strike that would impact the entire supply chain and harm the economy,” Gold told Cargomatic.

### Immediate concern delayed

The National Carriers’ Conference Committee, which represents the nation’s freight rail carriers in national collective bargaining, issued a statement confirming that “this extension eliminates the threat of a near-term freight rail service disruption.”

Earlier, Gold had expressed some concern over the situation, saying that “with a rail strike possible this month, there are still challenges in the supply chain, but the majority of holiday merchandise is already on hand and retailers are well prepared to meet demand.”

Extension of the cooling off period comes as retailers expect a busy holiday season in the next two months, even as imports at the nation’s leading container ports are forecast to decline from earlier highs this year.



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### Retailers stocked up in advance

“Cargo levels that historically peak in the fall peaked in the spring this year as retailers concerned about port congestion, port and rail labor negotiations and other supply chain issues stocked up far in advance of the holidays,” Gold said.

Ben Hackett, founder of retail consultants Hackett Associates, confirmed that demand has fallen from peak consumption during the height of the pandemic and expected the “flattening of demand” that began midyear to carry into the first half of 2023.

“This will depress the volume of imports, which has already declined in recent months,” said Hackett, whose firm produces the monthly Global Port Tracker, which follows the trend of imports at leading US gateways.

[CLICK HERE TO READ MORE](#)



## Common CDL Driver Recruiting Obstacles – and How to Overcome Them

Brought to you by: DriverReach

CDL recruiters are no strangers to challenges, especially over the last few years. The myriad of changes and pivots carriers, recruiters, and drivers have had to make resulted in a bit of a ‘wild west’ mentality across the industry. For a while, the levels of competition for qualified drivers and the lengths carriers would go to connect with drivers made it feel like every person for themselves.

With the industry finally righting itself and recruiting challenges leveling across the board, recruiters can make strategic decisions to move their organization forward – without sacrificing driver engagement or internal processes.

Here are a few of the most common challenges facing recruiters today and tips and tricks to overcome them:

### There aren’t enough hands to get things done.

The downsizing of workforces has impacted every industry over the last few years, and trucking organizations have been hit harder than most. If your team wants to do more with less, try turning to automation to help you pick up the slack. Setting up automated responses, drip programs, and nurture campaigns can help your team engage with drivers without relying on precious internal resources.

### The competition is still fierce for the most qualified drivers.

Every carrier is looking for top talent, and the demand for qualified drivers is through the roof. Unfortunately, many drivers have also taken advantage of the pandemic years to scale back or retire from the profession altogether— making the applicant pool to draw from even smaller. Your team can still break through the noise and engage with top drivers by optimizing your recruiting and application efforts. Auditing all your driver-facing content, processes, and workflows can help ensure your team delivers the best possible experience to drivers to beat the competition.

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**The rise of 'this is how we've always done it' culture.**

With so many changes going on in the CDL industry and the world at large, some organizations – especially those in trucking – are becoming increasingly wary of innovation or process exploration since they are afraid it will upset the status quo of how things have always been. Let's just say that if there was ever a time to throw 'this is how we've always done it' mentality out the window, now is it. Modern CDL drivers are looking for a new way to engage with their carriers, and a new generation of talent is ready to join a forward-facing industry that isn't stuck in the past. Trying out new technologies, solutions, and ideas can put your team on the cutting edge of this next phase of trucking.

**Want to get started?**

With DriverReach, recruiters don't have to choose between overcoming challenges and moving their strategic vision forward. Instead, recruiters can leverage industry-leading technology that ensures streamlined operational success, ongoing driver engagement, and the flexibility to grow and change in the future. You can learn more and get started with DriverReach [here](#).



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- ZEV infrastructure parking solutions
- Mobile ZEV repair companies



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