

**If you're in the trucking business today you need to know this man.**

# **MEET DAN BAKER**

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## **DAN BAKER KNOWS THAT PEOPLE, NOT DIESEL, MAKE TRUCKING MOVE**



Dan Baker will bring his Texas warmth, wit and wisdom to bear on today's most pressing issues: how we can deal with the persistent challenges of driver turnover and driver retention. Dan walks the people side of the trucking street, and believes that trucking must be people first and trucking second. He will show us how to build a driver focused culture wherein recruitment is a process of attraction and not the endless expense of promotion. Dan's work is always fun, funny and stimulating, and he will leave you with a lot to think about and a lot of good laughs. This is one presentation you won't want to miss.

## **DAN BAKER, THE MAN ON THE PEOPLE'S SIDE OF TRUCKING**

**To find out more, go to Dan Baker's web site: [www.danbakertexas.com](http://www.danbakertexas.com)**