

Cargo Transporters Focuses on Hiring at Home

Truckload carrier's new Acres of Diamonds...Focus on Home Program improves driver recruiting and retention, and brings family and community spirit to the entire company

Claremont, NC – June 18, 2019 – Cargo Transporters, Inc, an asset-based transportation operation, today introduced its Acres of Diamonds...Focus on Home Program. The new recruiting and retention initiative will allow drivers to be closer to home when they finish a shift or have downtime in their schedules, and to take part in community and company events.

“Acres of Diamonds...Focus on Home is aimed at lowering our already low turnover rate of 42% because we believe that drivers who live in or near our terminal communities are more likely to stay with the company,” said Jerry Sigmon Jr., COO at Cargo Transporters. “Just as importantly, the recruiting and retention campaign reflects our corporate culture that has always embraced the importance of focusing on home, family and community. By carrying that same way of thinking over to our drivers we know they will be more likely to stay with us.”

With Acres of Diamonds...Focus on Home, Cargo Transporters makes it possible for drivers to get home in less time when their shift ends or to stay home for a few more hours before reporting to work. In addition, if there is a schedule change or scheduled vehicle maintenance, drivers who live closer to a terminal can go home and relax with their families.

As part of the program, Cargo Transporters is offering a \$2,500 bonus to any employee who refers a driver located near its terminal locations in Claremont, Rocky Mount and Charlotte, North Carolina.

The name Acres of Diamonds refers to a motivational lecture by Russell Conwell, a popular public speaker in the 1800s. The story is about the misfortunes of seeking opportunities elsewhere instead of focusing on your own backyard.

“Acres of Diamonds was mentioned by one of our drivers in an employee survey,” Sigmon said. “As soon as we heard its message about being open to the opportunities that are around us, we knew we needed to quit focusing on a national level and focus on hiring locally.”

About Cargo Transporters, Inc

Based in Claremont, North Carolina, Cargo Transporters, Inc is an asset-based, transportation operation with 48-state intrastate and interstate common and contract authority. Serving the continental U.S. with emphasis on lanes east of the Rockies, the truckload dry freight carrier specializes in time-definite or JIT/expedited freight services and works with shippers outsourcing transportation to a third-party logistics supplier, including the acquisition and/or disposition of private fleets. Cargo Transporters

operates a technologically enhanced fleet of 525 trucks and 1,700 trailers, and employs over 700 people. For more information, visit www.cargotransporters.com.

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