

Press Release – For Immediate Release

Dan Baker Trucking Program Now Offered By Vertical Alliance Group

Great Dispatcher and Truck Driver Relationships Are Key to Saving Money and Avoiding Driver Turnover Program Available on the Infnit-i™ Online Training Platform

(September 13, 2011) Texarkana, TX – Vertical Alliance Group, Inc. a leading supplier of online training and information solutions announced today that it is now offering the Dan Baker “*Dispatcher and Driver Relationships*” video series on its web-based Infnit-i information and training platform. One of the costliest issues within the trucking industry is the extremely high rate of driver turnover. Using solutions like Infnit-i and the Dan Baker Series give companies an opportunity to improve internal communications, re-invent themselves as a driver magnet, and begin to solve driver turnover problems.

“The Dan Baker “*Dispatcher and Driver Relationships*” Series compliments our extensive truck driver training and safety video programs,” said Jay Wommack, President and CEO, Vertical Alliance Group. “We are fortunate to have Dan working with us to create this entertaining yet informative curriculum for dispatchers and others within the trucking industry that works directly with truck drivers.”

The dispatcher and driver relationship curriculum is based on the foundation that dispatchers need to be trained and developed into one of the most talented people in any trucking company. It will help dispatchers learn, practice and understand their emerging role as the keeper and manager of a trucking company’s greatest asset, its drivers.

Dan Baker, author and presenter in the “*Dispatcher and Driver Relationships*” Series said, “If you’re in trucking today, first of all, you’re in the people business and then you’re in the trucking business. Therefore, it is essential to adequately train dispatchers as a preventative approach to avoid driver turnover. In trucking, the one relationship that stands at the very center, the middle of everything else, is the dispatcher and driver relationship.”

The Dan Baker web-based video program should be used by every carrier as a reminder and guide for re-building the entire organization around understanding, serving and supporting the dispatcher and driver relationship.

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About Vertical Alliance Group, Inc.

Specializing in the transportation industry since 1999, Vertical Alliance Group offers the affordable and easy to use Infit-i™ web-based training and information solution. Learn how hundreds of trucking companies are using Infit-i for proactive CSA training, road side inspections, how to tackle rising fuel costs and much more. An industry first, our unique and time saving, Resource Center™, allows you to import all of your orientation and existing training materials for your new drivers to review - all online - before they ever come onsite to train. See how online training based on the expertise of real-world experienced instructors and other professionals can save your company time and money. (<http://www.verticalag.com/>)

About Dan Baker

Dan Baker is a nationally known speaker, teacher and consultant to the trucking industry. He travels extensively throughout the US and Canada, working with over 300 trucking companies of all sizes and types. Dan speaks at meetings and gatherings of all kinds, from driver safety meetings, to award dinners, to state and national conventions, to in-company seminars and symposiums. (www.danbakertexas.com)

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