

GO. YOUR WAY.



Regional Truck Driver



Technician



Freight Handling



Office Support

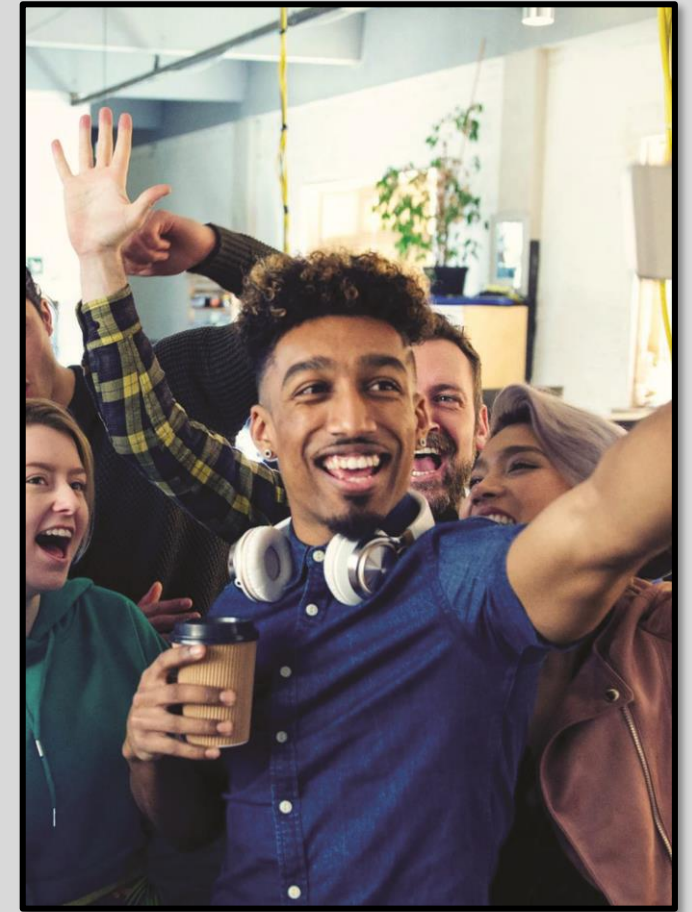


OTR Truck Driver



Local Truck Driver

TARGET AUDIENCE: GEN-Z



GO.
YOUR WAY.



TARGET AUDIENCE: GEN-Z




Go. Your Way. Maine
August 30 at 11:20 AM · 🌐

I really enjoy:

- 🔧 Interacting with the latest tech
- 📍 Seeing new places
- 👋 Working with my hands
- 🏢 Collaborating in an office

#GoYourWay with a career in Maine's trucking industry - there are so many opportunities behind the wheel and beyond. Speak with an Industry Insider today!



GOYOURWAYMAINE.COM

Trucking Careers | Maine Motor Transport Association
Trucking careers allow you to put yourself in the drivers seat - literally and figuratively. Take yo...



goyourwaymaine · Following

goyourwaymaine Avoid spending the next 10+ years paying down student debt or stuck behind a desk by 🚚👉 exploring the road with a high-paying, in-demand career in trucking.

- ✓ Local
- ✓ Over-the-road
- ✓ Regional

Find the option that lets you live life on your own terms. #GoYourWay. 😊

Visit or LINK IN BIO


#MaineJobs #TruckingJobs #CDL #truckingindustry #HiringNow #JobSearching #Recruiting #JobSearch #careers #JobSearch #JobOpening #NowHiring #CDLtraining #DriversWanted

👍 Liked by sirgingersnaps and 267 others

JUNE 30

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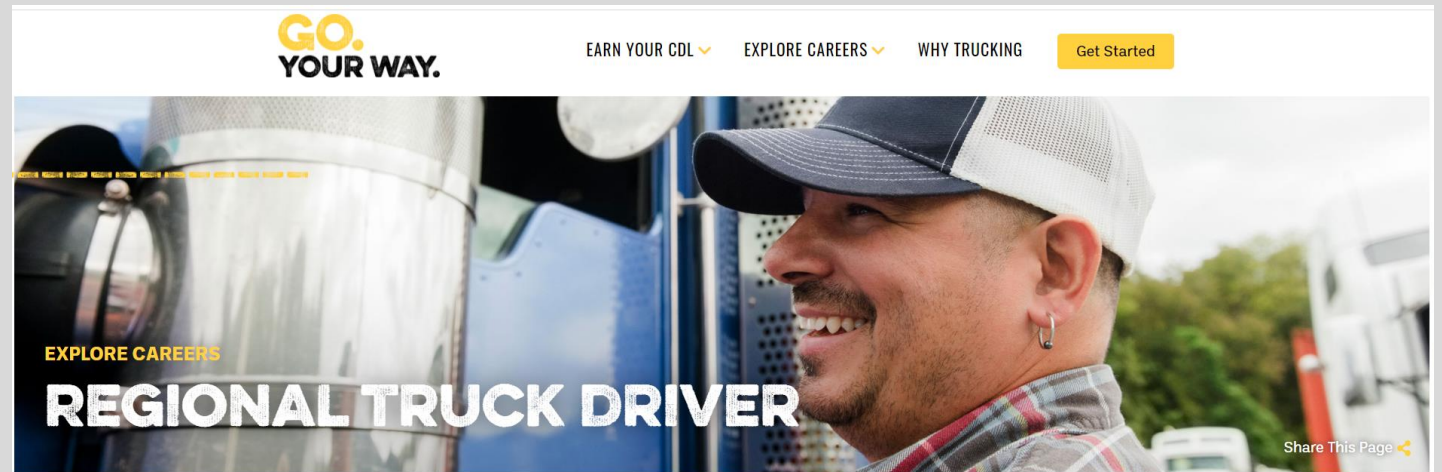
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Stimulate interest in trucking



HOME + ADVENTURE ROLLED INTO ONE

For when you want a little adventure AND the luxury of being at home. Regional truckers usually drive within New England. You might be out on the road for several days and then home for several more, or you might go out to your destination and back in one day. Sometimes it's nice to just get away for a while.



EXPECTATIONS

- Work with minimal supervision
- Be home regularly
- See New England
- Driving in a variety of settings and conditions
- Interact with technology such as ELD's, telematics and various in-cab safety technology
- Discover that professionalism isn't just a slogan, it's an expectation

REQUIREMENTS

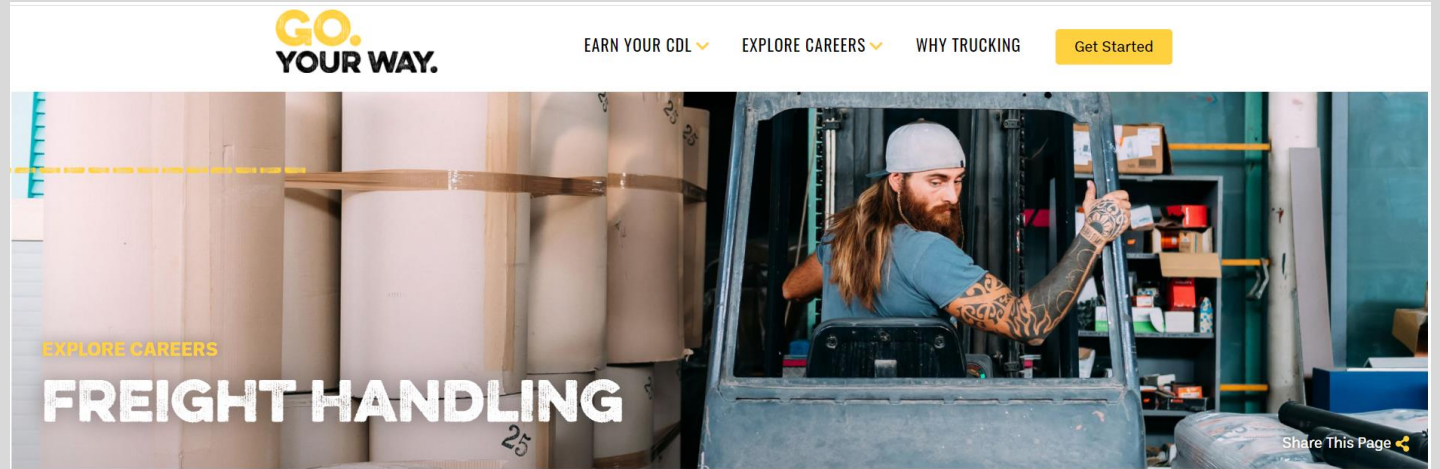
- 21 years old
- Prior experience (local or regional)
- Subject to ongoing drug and alcohol testing
- Detail oriented for daily safety inspection
- Independent spirit and reliable
- Good motor vehicle record

AVERAGE SALARY

\$56,524/yr



Stimulate interest in trucking



BECAUSE YOU'VE ALWAYS LOVED PLAYING WITH TRUCKS.

A freight handler is a different type of trucker, one who enjoys *doing something* with a truck. Freight handlers manage the movement and storage of incoming and outgoing freight. That might include loading and unloading, making sure the goods being moved are kept safe, maintaining freight records, and keeping track of freight location. Kind of like a puzzle.



EXPECTATIONS

- Work closely with others – peers and customers – to coordinate shipments
- Drive a regular schedule with potential flexibility
- Work with your hands/physical labor
- Discover professionalism isn't just a slogan, it's an expectation.

REQUIREMENTS

- Detail oriented, safety driven
- Outside-the-box problem solver
- Good hand-eye-foot coordination
- Independent spirit and reliable

AVERAGE SALARY

\$45,621/yr

JOB TYPES

- Forklift/Power Jack Operator
- General warehousing
- Front-end loader for bulk operations


Now what? 1.) How to EARN your CDL

EARN YOUR CDL


You're adventurous. You know you want to do things a little bit differently than what "everyone else" is doing. A career in trucking checks all the boxes. Best of all, it's easy to get started.

If you're at least 16 and have a valid Maine driver's license, you can begin working towards your Maine Commercial Driver's License (CDL). How? Just follow these 3 simple steps.


**STEP 1:
Get your CDL permit.**

 Getting your permit is your first step, and you get it similar to the way you got your driver's license. If you learn better on your own, [Download a CDL manual](#) from the Bureau of Motor Vehicles and study it to pass the written test. We have some online [Audio Study Sessions](#) to help. Prefer formal instruction? Check out our [list of schools](#) to find a program that will offer you in-person instruction.

**STEP 2:
Get experience behind the wheel.**

 If you are in a formal instruction program, they will get you all the practice you need behind the wheel. If not, another option is to go to one of the many local trucking companies that offer mentorship programs (think of it like an internship) especially if you want to start your driving career with them.

**STEP 3:
Apply for your CDL road test.**

 Finish training and [request a driving test](#). Once you've passed, you've got yourself a Maine CDL and are ready to go anywhere you want. Wherever you want to call home, you'll be there. However you want to live your life, you can. The world of trucking is yours to explore.

BEGIN YOUR CAREER DEBT-FREE.

Spend the next 10+ years paying back student debt? Nope. Train for a high-paying career driving big trucks? Well now, that's something else.

[EXPLORE CAREERS](#)

SET YOUR SIGHTS ON THE ROAD AHEAD

Ready to live a life that works for you? Trucking can get you there. Here's what you need.

[VIEW QUALIFICATIONS/ DISQUALIFICATIONS](#)

YOU'VE GOT DRIVE. BRING IT.

When it's time to get ready for the CDL driving exam, we're here to help

[OFF TO EXAM INFO](#)



Now what? 2.) Basic Requirements

CDL Qualifications Maine | Maine

goyourwaymaine.com/earn-your-cdl/cdl-qualifications/

Apps WordPress - MMTA... Maine Motor Trans... Systems Engineerin... Directory of Bills Fo... Maine State Legisla... Imported From IE ProofPoint SPAM fil... Schwab Google we WeTransfer Reading list

THE ROAD IS WAITING

OK. If you're thinking the trucking life might be right for you, there's a few things that need to happen to keep you and the public safe.

Most of these are just common sense and nothing to get too worried about. Basically, that you're old enough and qualified enough to keep you and everyone around you on the road and driving smoothly.

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When it's time to get ready for the CDL driving exam, we're here.

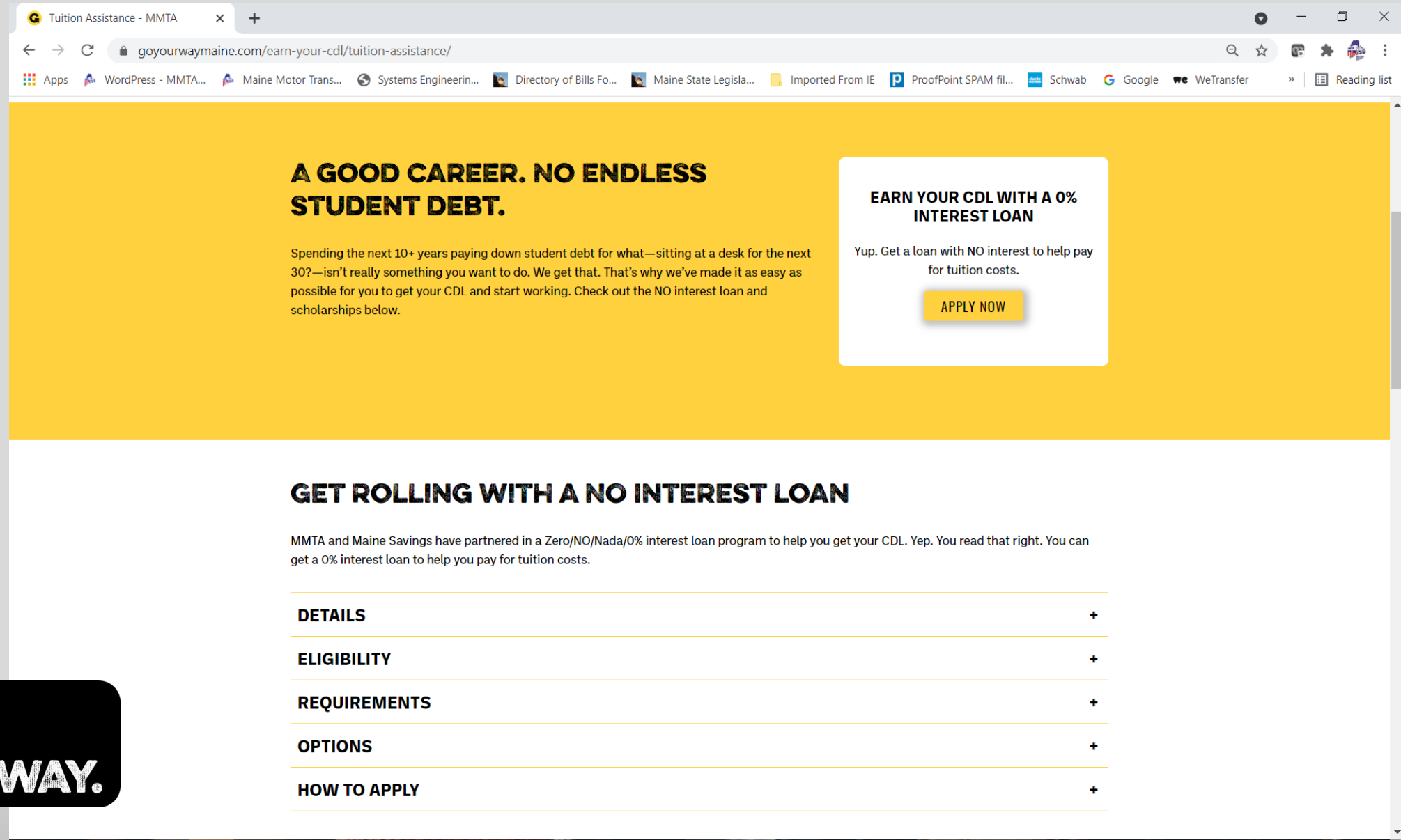
[EARN YOUR CDL](#)

BASIC REQUIREMENTS

AGE	+
LICENSE	+
PHYSICAL CONDITION	+
SAFETY	+
SUBSTANCE ABUSE	+
CRIMINAL/DRIVING RECORD	+
SUCCESS	+

GO. YOUR WAY.

Now what? 3.)Affordable Career



Tuition Assistance - MMTA

goyourwaymaine.com/earn-your-cdl/tuition-assistance/

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A GOOD CAREER. NO ENDLESS STUDENT DEBT.

Spending the next 10+ years paying down student debt for what—sitting at a desk for the next 30?—isn't really something you want to do. We get that. That's why we've made it as easy as possible for you to get your CDL and start working. Check out the NO interest loan and scholarships below.

EARN YOUR CDL WITH A 0% INTEREST LOAN

Yup. Get a loan with NO interest to help pay for tuition costs.

[APPLY NOW](#)

GET ROLLING WITH A NO INTEREST LOAN

MMTA and Maine Savings have partnered in a Zero/NO/Nada/0% interest loan program to help you get your CDL. Yep. You read that right. You can get a 0% interest loan to help you pay for tuition costs.

- [DETAILS](#)
- [ELIGIBILITY](#)
- [REQUIREMENTS](#)
- [OPTIONS](#)
- [HOW TO APPLY](#)



Now what? 3.)Affordable Career



You've seen what's happening out there and don't want any part of it. Spending the next 10+ years paying down student debt? No thanks. Riding a desk? Not so much.

It's time to do things differently and live a life that makes sense to you. And starting a high-paying, in-demand career with minimal debt makes sense. Deciding to work locally or experience the world beyond Maine makes sense. Most of all, taking control of your own life makes a LOT of sense.

Let us help you with a ZERO % Interest loan to get you on the road to success.



Who is Offering this Great Program?

Maine's workforce shortage is the most serious issue facing Maine Motor Transport Association members, which is why our association has invested in the Go Your Way campaign to attract the next generation of truckers. To further support those looking at a career in trucking, MMTA has partnered with Maine Savings FCU to provide a NO INTEREST loan program to help finance CDL training tuition costs at approved CDL schools.

Program Basics:

- 100% financing of tuition costs (up to \$7,000) of a CDL course through approved CDL schools;
- 0% interest rate;
- First payment deferred to 60 days after completion of course;
- Flexible repayment terms (up to 36 months with \$50 minimum payment);
- No collateral or prior credit required;
- Easy online application to apply;
- Reasonable credit standards;
- An appeal option directly with MMTA for applicants that do not initially qualify;
- Only Maine residents going to approved Maine trade schools are eligible;
- Borrower must be at least 18 and must join Maine Savings FCU to be eligible.

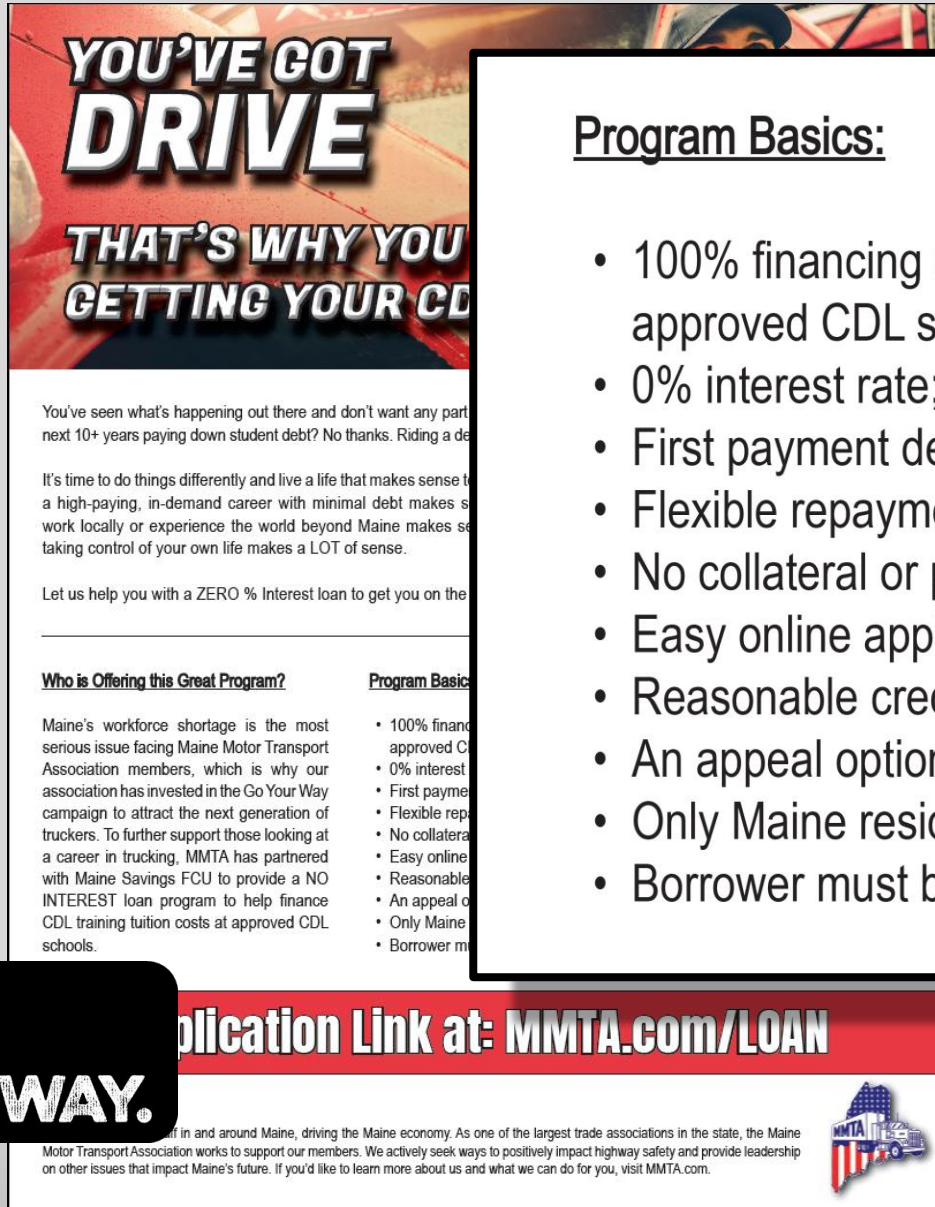
Application Link at: MMTA.com/LOAN

About MMTA:

Trucks deliver good stuff in and around Maine, driving the Maine economy. As one of the largest trade associations in the state, the Maine Motor Transport Association works to support our members. We actively seek ways to positively impact highway safety and provide leadership on other issues that impact Maine's future. If you'd like to learn more about us and what we can do for you, visit MMTA.com.



Now what? 3.)Affordable Career



YOU'VE GOT DRIVE
THAT'S WHY YOU GETTING YOUR CDL

You've seen what's happening out there and don't want any part of it. Next 10+ years paying down student debt? No thanks. Riding a dead-end job? No thanks. It's time to do things differently and live a life that makes sense to you. A high-paying, in-demand career with minimal debt makes sense. Working locally or experience the world beyond Maine makes sense. Taking control of your own life makes a LOT of sense.

Let us help you with a ZERO % Interest loan to get you on the road.

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YOUTUBE EXAMPLES



Kenny Chamberlain | Episode 01



YOUTUBE EXAMPLES



Josh & Caleb | Technicians | Episode 04



Next YouTube Sneak Peek



Katie & Pat | Courier | Episode 05

CAMPAIGN FUTURE



- **Multi-year commitment**
- **Hone message to Gen-Z first, then consider other audiences**
- **MMTA member engagement**
 - **Spread social media**
 - **Member toolkit to broaden reach**
- **Consider effectiveness of traditional media**

GO.

YOUR WAY.