



CVTA BOARD OF DIRECTORS 2023 Applicant Statement

Name of Applicant: Tim Norlin

Name of Member Organization: Roehl Transport, Inc.

Membership Class (School, Carrier, or Associate): Motor Carrier

Applicant History

1. How many years of experience do you have in the vocational education field?
I have been in the trucking industry for 35 years, including 29 years in driver recruiting and training. Five years as administrator of a PTDI certified carrier run driver training program.
2. List all CVTA activities in which you participated and committees on which served.
I became active in CVTA when I joined Roehl Transport in May of 2017. I have participated in the Spring and Fall conferences. I was first elected to the Board of Directors in May of 2021. Since being elected, I have participated in all board meetings, meetings with elected officials and with representatives of the FMCSA and DOT. I chair the newly formed Technology Committee which has been created to help our members address their technology needs of the future.
3. List other trade association experience (e.g. state trucking associations, etc).
Member of the Wisconsin Motor Carriers Assn where I served as past Secretary and also chairman of the legislative committee, member of the North Central Wisconsin Workforce Development Board. I also serve on the client advisory board of 2 consumer reporting agencies as well as the largest transportation recruitment marketing agency. I am also the recipient of the 2019 Transport Topics Recruiting Professional of the Year. I also serve on the board of the Next Generation in Trucking Foundation, which seeks to expand visibility of careers in trucking to high school students.

Statement of Goals and Objectives

In a few paragraphs, please state your reason(s) for joining CVTA; your reason(s) for wanting to serve on the CVTA Board of Directors; your vision for the future direction of CVTA, and the reason(s) that you believe that you can help CVTA realize that vision:

Reason for joining CVTA: I became Roehl's representative when I joined the company in May of 2017. I realize the tremendous benefits of the association for my carrier employer, our entry level driver training program, the many truck driver training schools we hire from and also for myself on a personal level as I have made some valuable contacts within the training community, the industry and within the DOT, FMCSA and state agencies. I have participated in all Spring and Fall conferences. I realize the importance of being a part of an organization that promotes entry-level driver training, our industry as a career destination, and the resources it

affords to the members, both schools and carriers. There is strength in numbers, and the work of this organization is key to the success of our industry. One must look no further than the ELDT regulations spearheaded by members of the CVTA.

Reason for wanting to serve: I believe my years of experience in driver recruitment, running a carrier training school, overseeing the finish programs at carriers, and my knowledge of workforce development brought a new perspective to the CVTA. I believe my input in board meetings and at the conferences has brought value to the membership and I hope to continue that work. I enjoy the opportunity to network within the trucking industry to bring focus to the tremendous career and financial opportunities for new entrants into the trucking industry. My association with the Next Generation in Trucking Foundation board will bring new opportunities for the CVTA and member schools to reach a new candidate pool.

Goals and Objectives: While the association has seen a great deal of success working with our Federal partners on issues that affect us all, there is still much work to be done. There are still too many states that have erected roadblocks creating serious problems within their regulatory agencies that are affecting the abilities of commercial vehicle training organizations to conduct business and continue to produce qualified entry-level commercial drivers the industry so desperately needs to maintain our critical supply chains without disruption. CVTA is a leading voice on overcoming these roadblocks, most notably the challenges that entry-level candidates are facing in receiving a commercial learner's permit to CDL exams and to ultimately receiving their commercial driver's license. As an organization, CVTA can offer common-sense solutions to the DMV bottlenecks we have all faced during the past three years. And with the new opportunities to train 18-20 year olds presented by passage of the DRIVE Safe Act, we must ensure that these new entrants to our industry are trained at the high standards set by CVTA.

I am honored to have served on the CVTA Board this term and ask for your vote to be re-elected as a motor carrier representative. I look forward to networking, collaborating, and problem-solving with all members of the CVTA. Thank you.