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Roehl's Greg Koepel receives trucking industry's top HR honor

MARSHFIELD, WI — Marshfield-based Roehl Transport continued its record of industry leadership recently when the American Trucking Associations (ATA) singled out the company's Vice President of Workforce Development and Administration, Greg Koepel, as the trucking industry's Human Resources Professional of the Year.

Receiving the honor, Koepel, credited the company's 2,200 employees with the corporate culture and successes that brought him the recognition. "The fact is the Roehl family, leadership team and staff are committed to the concept of driver success and are very open to innovative policies for ensuring it. Roehl drivers, in turn, embrace the values underlying our human resources practices as true professionals earning national recognition for safety and customer service," Koepel said. "Roehl is very much a team organization. Our successes in every aspect of the business reflect the efforts and commitment of the entire company," he added.

Koepel is the first person to receive the award from the ATA, which intends to continue recognizing the importance of the human resources function within the industry by making it an annual honor. Representing nearly 38,000 trucking companies across the U.S., which together employ as many as 700,000 drivers and support staff, the ATA has identified a growing driver shortage as the most critical issue facing the industry. Koepel's recognition reflects not only his experience, professional development and industry involvement, but also Roehl's leading ability to attract, train and retain drivers through personnel policies and operational practices that better meet their needs. At Roehl, Koepel works across a broad-range of HR functions including policy development, pay and benefits administration, recruiting and staffing, and training.

"The driver shortage is a long-term challenge and simply recruiting drivers from other companies doesn't solve the problem at the industry level," Koepel explained. "Roehl is a driver maker not a driver taker," he said. "We've made over-the-road driving a more attractive career with better compensation, better home time, better training and by identifying integrity and safety as our highest corporate values."

In addition to Koepel's award, Roehl's flatbed division was honored as the second safest in the nation among small fleets while the company's van division safety record was the third best in the nation among large carriers. In addition Roehl received the ATA's Excellence in Claims/Loss Prevention Award. Roehl is one of the 100 largest trucking companies in the nation, providing truckload van, curtainside and flatbed services throughout the U.S. and Canada.

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For more information on this story please contact Roehl Executive Vice President Bob Rader at 800-826-8367. Attached is a photo of Mr. Koepel receiving the award.