



ALWAYS  
IT TO WIN



TQL  VOLUME 1  
**TQL**  
**CULTURE**  
**BOOK**







If you want to succeed as much as you want to breathe, then you have found the right company. We exemplify the American way. The harder you work, the greater the results, the higher the compensation.

Our goal is to be the leading service provider in the industry and to continue to build a company that our fellow employees, customers and carriers are proud to be associated with.

I hope you enjoy reading what some of our employees have to say about the company. Together, we have created an awesome culture that is the foundation of the incredible, consistent growth we have experienced from day one.



Ken Oaks  
Founder, President, CEO





▲ MOBILE, ALABAMA FOUNDING MEMBERS

## IF YOU'RE READY FOR OPPORTUNITY AND GROWTH, YOU'RE IN THE RIGHT PLACE!

"I like working at TQL because the end result is up to you. Opportunity and growth are there for you. I wish I could tell you it's going to be easy, but that's not the truth. You have to find something within, and that's got to push you, that's got to drive you. When you find your *why*, TQL is a vehicle to take you to your dreams.

I dare you to show up for work every day. I dare you to come in and be the hardest working person in the room every day. You have to be willing to sacrifice for success.

I am a living witness that if you are brave enough to dream it, it can happen. You have to be determined that no matter what it takes you are not going to stop until you make your dream a reality.

Why do you want this? Make sure that *why* is more important than the things you are going to have to sacrifice for success.

If you're ready for opportunity and growth, you're at the right place! I had no background in logistics, but in 3 1/2 years I've been promoted from a broker in training to a Logistics Account Exec (LAE), to a Saturday Group Leader (SGL), to a Sales Team Lead (STL), to a Satellite Office Leader (SOL), to the lead and Group Sales Manager (GSM) of a great satellite office."

—Steve P., Satellite GSM



"I AM IMPULSIVE WITH PURCHASES, SO I NEED THE SIX-FIGURE SALARY. I AM AN ADRENALINE JUNKY THAT IS TOO SCARED TO JUMP OUT OF PLANES, OFF CLIFFS, OR HIT UP A ROLLER COASTER. SO I EXERT MY ENERGY BY RAISING MY BLOOD PRESSURE IN THIS COMPANY. I REFUSE TO BE AVERAGE AND I DESPISE PEOPLE WHO ALWAYS HAVE AN EXCUSE WHY THEY ARE 'STUCK IN LIFE.' I GO OUT AND PROVE THE POSSIBLE AT TQL SO PEOPLE AROUND ME CAN

# LOSE THE 'IT'S IMPOSSIBLE' ATTITUDE.

FINANCIAL MOTIVATION ASIDE, I DO THIS EVERY DAY TO PROVE THAT I CAN DO ANYTHING I SET MY MIND TO. IT'S CLICHÉ TO SAY YOU CAN DO ANYTHING YOU PUT YOUR MIND TO, BUT IF YOU'RE NOT SETTING THE BAR HIGHER WITH EVERYTHING YOU DO THEN YOU MIGHT AS WELL SETTLE FOR A DEAD-END JOB. NO ONE SAID THIS IS THE EASIEST CAREER PATH. THE STRONG SURVIVE AND I REFUSE TO BE ANYTHING SHORT OF GREAT."

—NICHOLAS N., SR. LOGISTICS ACCOUNT EXECUTIVE



“SOMEONE ONCE TOLD ME, ‘YOU’LL NEVER KNOW YOUR TRUE WORTH UNTIL YOU’RE 100% COMMISSION.’ THE FREEDOM TO BUILD YOUR OWN BUSINESS COMES WITH TREMENDOUS RESPONSIBILITY, BUT THOSE WHO VALUE THEIR FREEDOM OVER JOB SECURITY UNDERSTAND THIS RISK AND EMBRACE IT. I TOOK THIS JOB BECAUSE **I KNOW I’M WORTH MORE THAN WHAT ANY SALARIED POSITION COULD OFFER ME.**”

— LOUIS M., LOGISTICS ACCOUNT EXECUTIVE TRAINEE



# FREEDOM TO BUILD YOUR OWN BUSINESS

THE WEEK BEFORE MEMORIAL DAY, TQL HONORS OUR NATION'S FALLEN HEROES BY DONATING **\$1 FROM EVERY LOAD** WE ARRANGE TO THE YELLOW RIBBON SUPPORT FOUNDATION

**“CHAMPIONS ONLY.** IF YOU ARE PRONE TO WHINING AND EXCUSES, LEAVE AND FIND YOURSELF A DEAD-END JOB. YOU WANT TO BE THE BEST OF THE BEST? I HOPE YOU END UP ON MY TEAM.”

—HILLARY K., GROUP SALES MANAGER



"I COULD TELL I WANTED TO WORK HERE FROM THE SECOND I STEPPED IN THE DOOR TO INTERVIEW. PEOPLE ARE UP ON THEIR FEET,

IT'S **CHAOTIC,**  
AND THE **ENERGY** IN THE  
ROOM IS UNLIKE ANY OTHER OFFICE

I'VE SET FOOT IN. I AM HERE TO MAKE MONEY AND CREATE A BETTER LIFE FOR MY FUTURE FAMILY. THE CONSTANT CHALLENGE AND THE UNLIMITED POTENTIAL OF THE POSITION MAKE ME EXCITED TO COME INTO WORK EVERY DAY." —JOE N., LOGISTICS ACCOUNT EXECUTIVE



LIVING IT UP AT A MONTHLY PATIO PARTY



TQL DODGEBALL CHALLENGE BENEFITING THE BOY SCOUTS



TQL FAMILY DAY AT THE ZOO



TQL SUPPORTS PAINT THE TOWN







▲ TQL DODGEBALL TOURNAMENT

## BEING SURROUNDED BY HUNGRY CO-WORKERS KEEPS ME MOTIVATED.

“One of the main reasons I love working here is that I always have something to prove. After I went through sales training, my GSM showed me statistics that said I only had a 20% chance of succeeding at the level I wanted here. That motivated me more than

anything. Sometimes, you have to hate losing even more than you love winning in order to get the things you want. Being surrounded by hungry co-workers also keeps me motivated. I see others who thrive under the daily pressure of working here – making and taking calls

24/7 – and they stay positive all the time. I know it is that optimism – even in a chaotic environment – that is the real secret of their success, and I follow their example.”

–Kyle N., Logistics Account Executive

▼ INTERNS GIVE BACK TO THE COMMUNITY THROUGH THE UNITED WAY



ANNUAL 3-ON-3 BASKETBALL TOURNAMENT



"I LOVE HOW INVOLVED TQL IS IN THE COMMUNITY.  
**WE GIVE BACK**  
IN SO MANY WAYS, AND  
WE TYPICALLY DO IT IN OUR  
OWN TQL STYLE!"

-EMPLOYEE SURVEY

"I NEVER WANT TO  
HAVE TO LIVE PAYCHECK  
TO PAYCHECK EVER AGAIN.  
I WANT TO MAKE MONEY.  
HERE, I CAN CONTROL  
THAT. **THERE'S NO  
ONE TO STOP ME  
BUT MYSELF.**"

-NICHOLAS B., LOGISTICS ACCOUNT EXECUTIVE



TQL OFFICES ACROSS THE COUNTRY GROW  
MOUSTACHES TO RAISE FUNDS FOR **NOVEMBER**



**PIE IN YOUR FACE** SUPPORTING  
BIG BROTHERS BIG SISTERS FUNDRAISER



TQL CELEBRATES PINKTOBER WITH **THE GREAT SHAVE**  
TO RAISE FUNDS FOR THE AMERICAN CANCER SOCIETY





"IN JUST THREE SHORT YEARS WITH TQL, I HAVE GONE FROM  
A BROKER IN CINCINNATI, TO A SATURDAY GROUP LEADER, TO  
**A FOUNDING MEMBER**  
**OF A SATELLITE OFFICE 1,000 MILES AWAY,**

TO NOW THE LEAD IN MY OWN SATELLITE OFFICE. FOR A COMPANY TO SEE PASSION  
AND DRIVE IN THIS YOUNG LEADER, AND ALLOW HIM TO PURSUE HIS DREAMS  
NO MATTER WHAT HIS TENURE, IS WHY I WORK FOR TQL!"

—JODY P., SATELLITE OFFICE LEADER

**TQL**  **TAKING OVER AMERICA**



TQL EMPLOYEES DRESS UP AND RAISE  
FUNDS FOR **BOWL FOR KIDS SAKE** ▶

"THE ATMOSPHERE AT TQL IS THE  
BEST. I HAVE NEVER WORKED FOR A  
COMPANY WHERE I WOKE UP EXCITED TO  
GO TO WORK. WE HAVE FUN AT TQL. WE  
WORK JUST AS HARD, THOUGH. THE  
INDIVIDUALS THAT I WORK WITH HOLD  
THE SAME VALUES AS I DO. WE ARE ALL  
HARD WORKING, WE CARE ABOUT EACH  
OTHER, AND WE HELP EACH OTHER OUT,  
WHILE HAVING A GOOD TIME.

**THE PEOPLE AT TQL  
ARE WHAT MAKE  
THIS COMPANY  
SO GREAT."**

—EMPLOYEE SURVEY

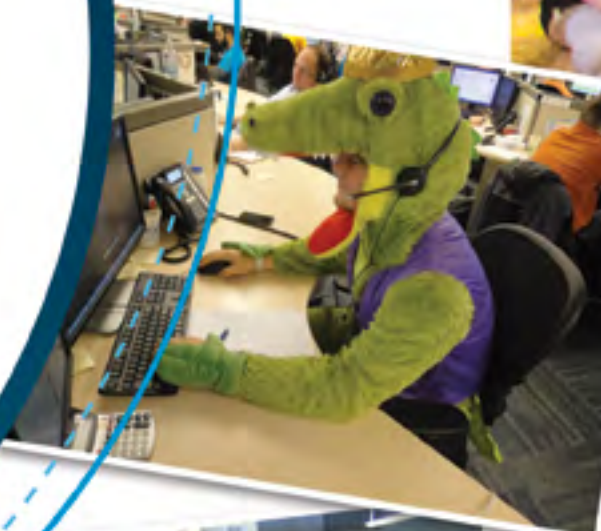






“THE COMPANY HAS ITS HEART AND MIND IN THE RIGHT PLACE. DECISIONS ABOUT POLICIES AND EMPLOYEES ARE NOT MADE EMOTIONALLY AND INDIVIDUALS ARE ALL GIVEN THE CHANCE TO SUCCEED. MANAGEMENT IS TRANSPARENT WHEN IT COMES TO DIRECTION AND DECISION-MAKING. THE COMPANY PROVIDES A VERY FUN, VERY LIVELY WORK ENVIRONMENT, WITH **A GO-GET-IT CULTURE THAT REWARDS THOSE WILLING TO PUT IN THE WORK.** ALSO, THERE IS A SUBSTANTIAL INVESTMENT IN TECHNOLOGY AND TRAINING. THE COMPANY GOES OUT OF ITS WAY TO PROVIDE MASSIVE RESOURCES TO GIVE OUR PEOPLE THE BEST TOOLS POSSIBLE TO HELP THEM SUCCEED.”

—LONG-TIME EMPLOYEE FOR A REASON,  
CINCINNATI, OH



# ANYTHING IN LIFE WORTH HAVING ISN'T EASY



▲ EMPLOYEES AND GUESTS ENJOYING TQL'S PRESIDENT'S CLUB INCENTIVE TRIP IN CABO SAN LUCAS

“I believe part of the reason we're all here and took this career opportunity is to be in control of how much money we make and to make a whole lot of it, which takes unlimited amounts of hard work. If your

job/career isn't demanding, then that means that place isn't worth working because anything in life worth having isn't easy to obtain or maintain. PERIOD.”

—Stephen H., Logistics Account Executive Trainee



THE TQL CINCINNATI HEADQUARTERS SHOWS ITS COLORS TO RECOGNIZE AND THANK THE MEN AND WOMEN WHO **SERVE THIS COUNTRY**

TOTAL QUALITY LOGISTICS

"THERE'S NEVER A DULL MOMENT IN THIS OFFICE, NEVER A REDUNDANT TASK THAT NEEDS TO BE DONE, AND THERE'S ALWAYS A CHANCE THAT YOU'LL CLOSE A LIFE-CHANGING ACCOUNT. EVERY DAY IS DIFFERENT, AND EVERY WEEK WE START BACK AT \$0. **I LOVE THE COMPETITIVE SPIRIT** OF THIS JOB AND KNOWING THAT THE ONLY OBSTACLE YOU NEED TO OVERCOME IS YOURSELF."

—LUKE M., LOGISTICS ACCOUNT EXECUTIVE

THE ONLY OBSTACLE YOU NEED TO OVERCOME IS YOURSELF.

EMPLOYEES STEP UP TO BRING THE AMERICAN VETERANS TRAVELING TRIBUTE TO CLERMONT COUNTY, OHIO.



# “AN HONEST RUNDOWN”

Current Sales Team Leader in Cincinnati, OH  
TAKEN FROM GLASSDOOR.COM

**PROS** – Unlimited earning potential – roughly 50% of employees who have been at TQL for two or more years make over 100K. People you work with – you won’t get along with everybody, but in general, going to work is a lot of fun and that is because of the people you work with. Technology – top notch. Nobody in the industry has the technology TQL does to help you succeed. Flexibility – once you have a steady book of business, you essentially work your customers’ schedules as opposed to 8-5. That’s not to say you can never come to work, but you get a lot more work/life balance once you are established.

**CONS** – Self-motivated/hard work – you cannot succeed in this job without going the extra mile. Management will not stand over your shoulder asking you to put the hours in, however 8-5 is not going to cut it if you want to make it big here.

**WORK/LIFE BALANCE** – When I first started, it didn’t bother me. I had a wife and no children and I loved the hustle and non-stop grinding. When I had my first child, this changed. It can be tough at times to balance spending time with family and getting your hustle on every day. However, I have also provided a life for my family that I could never have achieved this quickly elsewhere. I am 27 years old and I make more than 120K per year. My wife doesn’t work. I would personally say it’s worth it, but if you can’t handle that then seek employment elsewhere.

**STRESS** – There is a lot of stress in this job. I mostly felt it when I first started because you are afraid of losing your job if you don’t produce. It’s a pass/fail job – and if you fail, you are out. As I grew my business and did it over a longer period of time (I have been working here for almost four years), I learned to separate work stress from my daily life and really have a good handle on it now. It takes time to get used to, but once you do it’s not as bad as people make it out to be. I think the better question would be ‘what job will pay me 100-150K per year and give me zero stress and wonderful work/life balance?’

**LACK OF ‘TRUE’ TIME OFF** – This isn’t TQL, this is sales. I hate the fact that I can’t take a real vacation where I can leave my phone at home and do whatever I want. I would love to turn my phone off and take two days to recharge the batteries, but it’s not possible in most sales jobs. It’s a con, but it’s well worth it to be able to go out and buy whatever I want without checking my account every five minutes and living paycheck to paycheck like I used to do.

**ADVICE TO SENIOR MANAGEMENT** – No advice for management, but for anyone thinking of working here: be fully aware of what I have written. If you aren’t willing to put in 100%, don’t work here. If you are willing to do whatever is needed to succeed, go ahead and apply, but don’t get on here after-the-fact saying you were sold a bag of goods that didn’t turn out the way you expected. I have done a bunch of interviews, and in every single one I tell the person these exact things. Most still want the job. Some decide they don’t.

# WE MAKE OUR OWN LUCK



“HONESTLY, I ENJOY THE STRESS OF THE JOB. ANYONE CAN BOOK A TRUCK AND LET IT RIDE, BUT DEALING WITH THE PROBLEMS IS SOMETHING I ENJOY DOING, AND THERE’S NEVER A SHORTAGE. I LIKE BEING ABLE TO THINK ON THE FLY AND HANDLE FAST-PACED PROBLEMS. I DON’T WANT TO SIT AT MY DESK ALL DAY DOING MENIAL TASKS. **I ENJOY WORKING HARD AND SEEING RESULTS FROM IT.** I DON’T MIND WORKING LATE, I DON’T MIND BEING TOLD NO, AND REALISTICALLY I WANT TO BEAT COLTEN (MY PEER).”

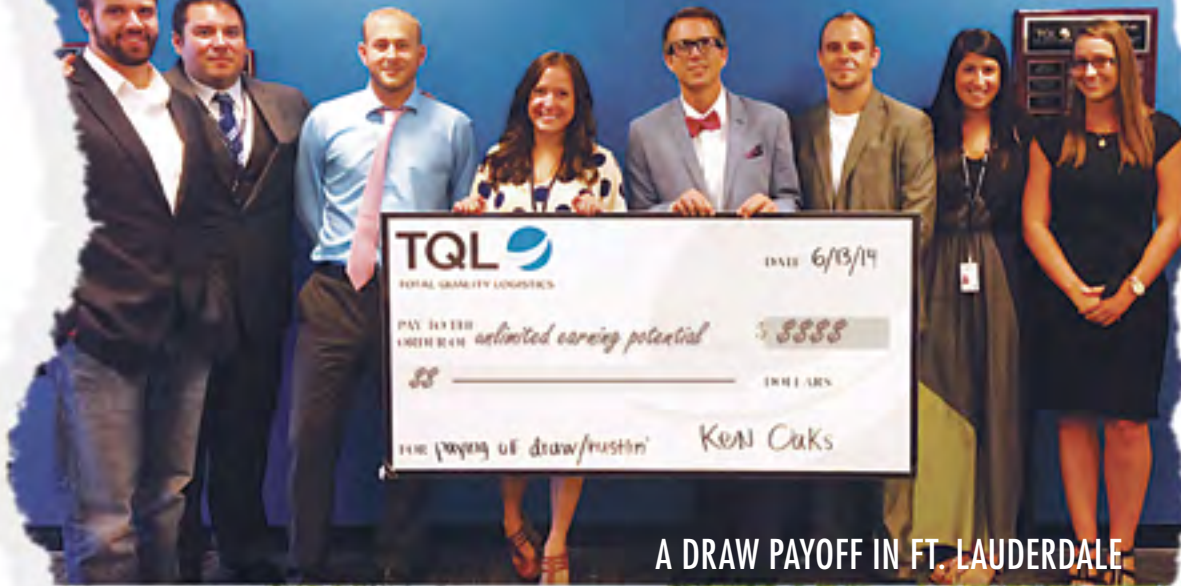
—GEORGE J., LOGISTICS ACCOUNT EXECUTIVE

▼ FAMILY NIGHT AT THE BALLPARK





# THE FUTURE BEGINS TODAY...



A DRAW PAYOFF IN FT. LAUDERDALE



YEAR END CELEBRATION



"I WAS FIRST ATTRACTED TO THE OPPORTUNITY BECAUSE OF THE ABILITY TO WORK AS HARD AS I WANTED. IN OTHER SALES OPERATIONS I HAVE BEEN A PART OF, THERE IS OFTEN A LIMIT. SO IF YOU HAVE TIME ON A SUNDAY TO MOVE THE BALL DOWN THE ROAD A BIT YOU CAN'T, BUT AT TQL YOU CAN! A MAJOR PART OF THE SUCCESS I HAVE HAD STEMS FROM EFFORTS MADE DURING NON-PEAK HOURS. OTHER ASPECTS I HAVE FOUND SINCE THAT TIME ARE THE UNLIMITED INCOME AND UNWAVERING SUPPORT. I DON'T THINK I HAVE EVER RUN INTO AN OBSTACLE WHEN REQUESTING SUPPORT TO SERVE MY CUSTOMERS BETTER. BELIEVE ME, OTHER SALES OPERATIONS DO NOT PUT THE PERSON FIRST. THERE IS ALWAYS SOME BUREAUCRACY IN THE WAY. THIS GIVES YOU A HUGE COMPETITIVE ADVANTAGE, AS YOU CAN MAKE DECISIONS MUCH MORE QUICKLY. BEYOND ALL OF THAT – IT'S FUN! THE CHALLENGE IS FUN. THE PEOPLE ARE FUN. IT SEEMS LIKE THERE IS ALWAYS A PARTY OR SOMETHING SILLY GOING ON SOMEWHERE. DON'T GET ME WRONG,

**WE ARE SERIOUS ABOUT  
WINNING,  
BUT WE ARE NOT  
AFRAID TO CUT LOOSE  
AND THAT'S A VERY  
GOOD THING!**

IMAGINE COMING HOME FROM A PARTY OR TRIP WITH YOUR WORK FRIENDS, HAVING ALL OF YOUR BILLS PAID AND HAVING THOUSANDS OF DOLLARS EXTRA FOR FUN AND INVESTING. THAT'S TQL. CAN YOU WORK HARD ENOUGH TO EARN IT?" — MIKE P., SALES TEAM LEADER MENTOR



