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FOR IMMEDIATE RELEASE

New recruiting video highlights Dayton-area career opportunities in logistics, distribution & transportation

DAYTON, Ohio – The Dayton Area Logistics Association (DALA), a program of the Dayton Area Chamber of Commerce made up of many of the region’s logistics and transportation industry businesses, debuted a new video tool Wednesday aimed at combatting a well-documented workforce shortage. The unveiling took place at the 3rd Annual Southwest Ohio Logistics Conference, hosted by DALA.

According to American Trucking Associations, the trucking industry will need to hire a total 890,000 new drivers, or an average of 89,000 per year. This shortage extends throughout the logistics industry and across the country, where businesses struggle to fill dispatch, packing, warehouse, and other positions. To compound the problem locally, the logistics and transportation industry is also growing in our region, with more than 2,500 positions expected to be added between 2015 and 2025, according to the chamber’s workforce website, DaytonWorkforce.com.

DALA’s new video recruiting tool showcases the career-forming potential that can be found in a variety of job functions, from drivers to dispatchers, pickers and packers, shipping and receiving clerks, customer service representatives and more.

“For anybody coming out of school, logistics is a pretty wide base,” Rob Roberts of Fuyao Glass America explains in the new video. “When you think of logistics, you think of just dock work, there’s a lot more that goes on behind that in regards to planning and managing.”

Today’s video release fits within year-long initiative, led by DALA, to spur interest in logistics-based careers. In February 2017, the organization led business tours with area school counselors who have access to young people looking forward to entering the workforce in the near future. The tours took place at major logistics employers in the Dayton region.

This year, DALA will continue its momentum by releasing the results of a wage and benefits survey and launching a marketing campaign aimed at area high school students.

“The message here is that there are great opportunities in this industry, and the possibilities are endless for upward mobility. Logistics, distribution and transportation businesses offer real career potential,” said Holly Allen, marketing & communications director, Dayton Area Chamber of Commerce. “Many of the businesses in the Dayton region tout long-term tenures, but recruiting is where they need a boost, especially as they continue to grow. The Dayton Area Logistics Association is here to bust the myths that plague these good paying jobs.”

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Several Dayton Area Logistics Association business members are featured in the new recruitment video, including Spectrum Brands, WinSupply, Rush Transportation & Logistics, Heidelberg Distributing, Fuyao Glass America and Mikesell's.

The Dayton Area Chamber of Commerce would like to thank Heidelberg Distributing for its contribution to the production assistance.

About the Dayton Area Logistics Association (DALA): Formed in 2015, DALA is a private sector business group that advocates and supports logistics and distribution companies, logistics and distribution suppliers and support services throughout the Dayton region. DALA is a program of the Dayton Area Chamber of Commerce. DALA membership is available to all DACC members. Learn more about DALA at DaytonChamber.org.

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