



LAKESIDE

INTERNATIONAL TRUCKS

FOR IMMEDIATE RELEASE

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MADISON TRUCK EXPO SHOWCASES IMMEDIATE JOB OPPORTUNITIES FOR SERVICE MEMBERS

CURRENT SHORTAGE OF SKILLED TECHNICIANS AND OTHER INDUSTRY SPECIALITIES COULD MEAN IMMEDIATE JOB PLACEMENT FOR RETURNING VETERANS

Madison, WI (October 24, 2011) - In an effort to promote jobs to active and reserve service members, the Wisconsin Motor Carrier Association (WMCA) is supporting the Wisconsin Committee for Employer Support of the Guard and Reserve Committee (ESGR), an employment agency of the Department of Defense.

On Wednesday, October 26, 2011, the ESGR will be attending the WMCA Truck Expo held at the Alliant Energy Center in Madison, Wisconsin to promote the agency mission and to further educate state-wide employers in the truck industry of the highly skilled service members of the Guard and Reserve seeking employment. Throughout the day, ESGR will be demonstrating the online search engine tool and its capabilities to potential employers and seeking to have new Wisconsin employers sign the employment partnership.

The WMCA signed a statement of support in June of this year and has since encouraged 1,100 of its state-wide members to support the Department of Defense employment agency in an effort to employ Wisconsin active and reserve service members.

One local employer currently has 15 job openings. Lakeside International Trucks, a member of the WMCA, and one of the largest commercial truck dealerships in Wisconsin, employing nearly 300 employees, signed the Statement of Support for the Guard and Reserve earlier this year and has immediate needs for skilled diesel technicians.

Rob Durham, Human Resources Director, Lakeside International Trucks, said "Lakeside has always considered the men and women of the military to be a great asset to our organization. They bring tremendous technical experience, have had some of the best training in the world and offer a discipline and work ethic that is highly desirable in the marketplace. Our greatest challenge historically has been how to best target our openings to this talent pool."

Tim Flatley, Executive Director, ESGR, said, "The Employer Partnership search engine tool will allow Lakeside and other partners to post position openings as well as search qualified candidates and recruit those members interested in employment." The system will save employers time and allow them to target their searches specific to the positions they are seeking to fill.

The Statement of Support confirms that WMCA joins other employers in pledging that:

- We fully recognize, honor and enforce the Uniformed Services Employment and Re-Employment Rights Act (USERRA).
- Our managers and supervisors will have the tools they need to effectively manage those employees who serve in the Guard and Reserve.
- We will continually recognize and support our country's service members and their families in peace, in crises and in war.

WMCA President, Tom Howells, indicated that "showing support in this fashion for the men and women of our Armed Forces is an appropriate recognition of the importance of the armed services. We look forward to a productive relationship with the ESGR. It is also our strong belief that Guardsmen and Reservist make excellent employees within the transportation industry due to their professionalism, integrity and familiarity with being away from home."

More information about ESGR Employer Outreach Programs and volunteer opportunities is available at www.esgr.mil, or by calling Tim Flatley of the Wisconsin ESGR Committee, at (608) 242-3169.

About Wisconsin Motor Carriers Association

The Wisconsin Motor Carriers Association (WMCA) is a non-profit trade association, concerned with commercial motor vehicle transportation within the State of Wisconsin. The WMCA currently has 1,100 members and is the Wisconsin affiliate of the American Trucking Associations in Washington D.C.

The WMCA is a major source of information on trucking matters. As a service organization, the WMCA is available to answer questions and assist its members with problems on taxation, size and weight, reciprocity, authorities, permits, drug testing, hazardous materials, commercial driver's license, or other issues. <http://www.witruck.org/index.html>

About Employer Support of the Guard and Reserves

Employer Support of the Guard and Reserve (ESGR) is a Department of Defense agency that seeks to promote a culture in which all American employers support and value the military service of their employees. We recognize outstanding support, increase awareness of the law and resolve conflicts through mediation. Paramount to ESGR's mission is encouraging employment of Guardsmen and Reservist who bring integrity, global perspective and proved leadership to the civilian workforce. <http://www.esgr.mil/site/>

About Lakeside International Trucks, LLC

Lakeside International Trucks is the largest medium and heavy duty truck dealership in southern Wisconsin, representing the full line of International® medium, heavy and severe service trucks, MaxxForce™ diesel engines, and International® and all makes parts. Locally owned and founded by Bill Reilley, Sr. in 1984, Lakeside has grown to 7 locations with more over \$100 million a year in sales and more than 250 people. Lakeside provides superior service support with 65 service bays, 71 technicians, a state of the art body shop and more than \$4 million in parts inventory. Badgerland Idealease, a Lakeside company, offers full service leasing, commercial rental, contract maintenance, and a portfolio of support services. www.lakesidetricks.com