



ROOKIE OF THE YEAR

WADE JACKSON - JADE LOGISTICS LLC.

A ROOKIE IS DEFINED AS a sports team member in his or her first season. Sometimes the rookie is a true beginner or novice. Sometimes the rookie is simply a new recruit. At Landstar, often the Rookie of the Year falls into the latter category – a sales agent with years of transportation experience who is simply new to Landstar. That’s a fitting description for 2012 Rookie of the Year Wade Jackson.

“I’ve been in Sales since I was 13. I was a paperboy and went door-to-door selling subscriptions to the local newspaper. I won the Carrier of the Year Award in 1991,” said Landstar Agent Wade Jackson. “Other kids had sports trophies. I had trophies that had a bundle of newspapers on them,” he laughs.

To qualify for Landstar’s star performance award,

Rookie of the Year nominees must have been a part of the Landstar system for less than two years. During the agent’s first full year in the Landstar system, the nominee must have demonstrated outstanding revenue performance, as well as excellence in customer service.

Jackson, of Jade Logistics LLC, in Salem, Oregon, joined the Landstar family in the fall of 2011, and in 2012, his agency generated more than \$6.9 million in Landstar revenue, with no cargo claims for the year.

“Wade is very organized and goal oriented and shares these skills and expectations with those in his office,” says Landstar Pacific Northwest Region Manager Tom Embody. “He has been very aggressive in pursuing new customers and opportunities.”

Jackson says the honesty and communication skills of his region manager were key, but what really sold him was Landstar’s solid reputation, name recognition, truck capacity and overall agent support.

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“Agents I contacted during my decision making process were so willing to share their keys to success – I was impressed,” said Jackson. “But what really put me over the top was Landstar’s truck capacity. In fact, I use that now as a marketing tool.”

Jackson graduated with a degree in Business Marketing and went straight into sales and marketing for the wine industry before working for his father’s small carrier.

“I saw it as a temporary position. I was making a transition – moving and getting married,” he said. “I asked myself then, ‘Would I be doing this if it wasn’t my dad’s business?’ The answer was ‘No,’” admits Jackson, who left briefly to work in the financial industry before returning to his father’s office. “I missed it. And I realized that I love the freight transportation industry.”

Jackson learned from working in his father’s office exactly what he did and did not want to do when it

came to operating his own business.

“Wade knew what it was going to take to make things work: hard work and dedication to details,” said Al Reisman, Landstar executive vice president of field operations for the Northern division. “He’s equally committed to creating and maintaining a good work environment for his customers, transportation providers and staff.”

Jackson says he owes his success, in part, to the efforts of the five other people on staff. “You’ll rarely hear me say ‘I,’ it’s almost always ‘we’ or ‘the team’ because it’s not a one person effort. I have a good team and I’m thankful,” he says.

His team goal now is to take the agency from number two in the region to number one by pursuing more business opportunities in the Oregon area.

“Before I was just getting business wherever I could by relying on email and telemarketing,” he said. “But now I’m going to learn more about the industries in our area and what they are exporting.”

He recently joined an area industry association and he says it’s already paying off. “I think face-to-face connections will really help us grow to be even more successful.”

Of course, he’s been building on successes that started with that very first sales job.

“My mom recently asked me what I wanted to do with the box of trophies in the garage. It made me think – and I think that newspaper route put me on this path,” he said. “This is what I’m supposed to do. God has a plan and this is it. And I just love what I do.” ★

Jackson’s been winning sales awards since he was a paper carrier at age 13.

