

NEWS RELEASE
For Immediate Release

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Lipscomb & Pitts Hosts Success Workshop

Kenton, TN – September 29, 2006 – In today’s business world, information can be crucial to make your trucking company prosper.

But not just any information. Industry-specific, actionable information which focuses your thinking to produce results.

The *Driven to Success Workshop*, 9 a.m. to 1 p.m. Saturday, Nov. 4, will show you how to re-think your business expenses, plan your mobile office and determine your break-even point across the board. The workshop will be led by Trucking Business Advisor Tim Brady, also known as the I.C.E. (In-Cab Education) Man

“Everyone from Owner/Operators to HR, Marketing/Salespeople and Fleet Managers can learn from this workshop,” Brady said. “It takes the mystery out of operating each truck like a small business on wheels. Your company can benefit from this workshop whether it has one truck or forty.”

The *Driven to Success Workshop* is hosted by Lipscomb & Pitts Insurance, Transportation Division, at their building in midtown Memphis. The \$150 fee includes the course textbook, workbook, and lunch.

Other sponsors of the workshop include the University of Tennessee at Martin REED Center and the UTM Office of University Relations; Dyersburg State Community College /Tennessee Small Business Development Centers; Dyersburg State Community College, and Write Up The Road Publishing.

To register, call 800.292.8072. Seating is only available for forty participants, as is assigned truck parking. For more information, access: www.writeuptheroad.com/