



Troops2Logistics
Steering Your Logistics Career



December 2020 Newsletter

Sponsor Spotlight



Matt Lawrence, CEO of Fox Logistics, shares his two passions for this profession:

#1 He loves the field of logistics.

#2 He wants more veterans succeeding in logistics.



Our Virtual Chat with Matt of Fox Logistics-

T2L: How and when did you decide to make logistics your profession?

ML: In 2007. My entire family had been trucking for many years. Dad worked for another carrier and later owned his own trucking company. Initially, I was not interested in business. I had managed a recycling plant out of college and some other positions. But, in 2007, my Dad asked for my assistance and I said yes. First, I started in dispatch, then moved into operations management to learn the business. In 2014 I purchased Fox Logistics (who was a customer of ours at the time).

T2L: What area of logistics do you work in?

ML: I am a freight broker who works with shippers and carriers. I love what I do because it's challenging and there is always a different logistics need. For instance, I am working on shipping refrigerated mushrooms from the Northeast to Puerto Rico. I also managed the movement of Super Bowl deliveries to a beach party for a customer

during a major storm.

T2L: Within your specific line of work, what function(s) of logistics do you enjoy the most? and the least?

ML: In the past year has gone from operations to leadership after hiring just before the covid pandemic. Then pandemic hit and hurt business. Now I'm focusing more on sales and business development. My role is meeting new customers and offering solutions to their unique shipping needs. On a typical day, he will spend time researching and investigating logistics solutions for customers by spending: 40% sales, 40% operations, 20% leading his team.

T2L: What are your goals with your career/business?

ML: We have grown at 150% over the last 2 years. We want to double again for 2021. Trying to hit 12 million in revenue for 2021. Thus, ramping up sales efforts in January while utilizing more automation and the development of our proprietary technologies.

T2L: What about Pandemic operational changes or challenges?

ML: We just won a major project from Walgreens and our monthly revenue was running from Jan-March 2020 @ 350-400K per month. Once the pandemic hit, we went to 70k in April. This happened right after hiring two hiring new people. It was very difficult to maneuver during that time. I wanted to keep the new employees and give them every chance but ended up letting one go. Also, everyone went remote which meant each person took responsibility for their customers/lanes. In our business, working together allows us to collaborate easier since we are hearing about conversations and shipping needs as a group. Not having the ability to work together has been a challenge but we're getting better at it. We are all still working remotely.

T2L: Why did you or your firm decide to be a donor for Troops2Logistics?

ML: It's a cause I'm uniquely passionate about and something I have been doing for years. My Director of Operations is an Army Reservist. My brother, who spent tours of Iraq and Afghanistan, also works with us. Employees from the military offer another level of commitment, such as "just get the job done". Our business is always being challenged to meet customers' needs and military experience helps. I can share a personal experience with two veterans' and they are just better employees than even the more experienced non-military. I want to see more military in the talent pool of logistics.

T2L: What do you believe will be some of the best job

opportunities in logistics over the next 5 years?

ML: Huge trend is towards technology implementation, internet and development fields. With this said, I actually found that he went too far in tech and found out what customers mostly want is someone they can depend on and talk to. Those with military experience who can connect with customers, always make good Account Managers and the income is good too.

Account Managers working for carrier salary ranges (40k-65K) depending on the size of the carrier. For brokerage (base salary + %) 35k + for the big brokers is common but they can be revolving doors (60-150K). There is a higher turnover with the bigger brokers, as a whole. A smaller broker likes Fox hiring more experienced (65k-150k). The key to a successful teammate is there can be “no waste” allowed. You have to pull your weight.

T2L: What does Fox Logistics look for in a job applicant?

ML: Dedication to get the job done. No excuses. The resume doesn't tell the whole story.

T2L: Is there an industry credential or educational background which would make a veteran candidate more appealing to an employer in your industry?

ML: My immediate answer is no. However, larger companies putting a lot of weight on a degree. However, more and more, are placing a lot of weight on military service members. College graduates are not always the best for a freight brokerage. Regarding a credential for my industry, TIA CTB is an okay program. Nothing can replace experience. Therefore, you connect with industry experts when trying to enter this profession. Also, be willing to accept something less in pay when you start. We will both know if this is the right job for you after 90 Days. There should be more short-term 90 day internships for our industry.

T2L: Is there anything else you would like to share (words of wisdom) with a veteran transitioning into logistics?

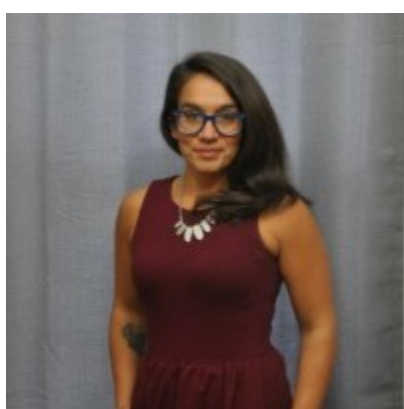
ML: Based on my line of work (freight broker), the closer to the customer the better chance you have for success. If you're money-driven, then logistics sales and being as close to the customer as possible can offer a very good living. Also, the abilities to add and managing customer's needs and expectations; in other words, good communication and dependability.

Matt Lawrence, CEO of Fox Logistics, is located in Starke, FL. Matt is a graduate of the University of Florida. Fox Logistics is a full-service logistics provider and delivers solutions for the

most difficult shipments. In addition to his volunteering at Troops2Logistics, Matt is also a big supporter of The Wounded Warrior Project. Matt is married with two sons. [LinkedIn](#)



Mentor Spotlight



Andrea Rathbun MA, CEIP, CPRW

A virtual interview with Andrea Rathbun.

T2L: Andrea, why did you decide to become a mentor for T2L?

AR: There are a lot of organizations that speak about helping veterans; yet, really don't do much. With T2L, we work on providing a way forward to assist individuals with focused and deliberate actions. We can't help everyone, but we can help many. Once a mentee sees the benefits and gets long-term results, they may become mentors too.

T2L: Have you experienced a mentor relationship before this role?

AR: Yes, when I was hired at Southern New Hampshire University (SNHU). Another former female Soldier, who also worked there, helped me as a mentor. She helped me understand what it looked like to be a professional in the civilian workforce. She showed me how to advocate for myself.

T2L: What is your profession?

AR: Career advisor for SNHU. I work with current students already enrolled. My responsibilities include career

readiness, helping students understand their priorities, ideas with looking for a job along with coaching, and career satisfaction. Also, I assist students who may be changing majors or looking at bachelor to master program options.

T2L: How did you find this current job?

AR: I was working at the school and about halfway through my master's degree when heard of this position. The connections I made at the school helped with prepare for applying. Especially a service member is always willing to help another service member. So, don't ever forget about your military network.

T2L: Are you a veteran or do have a family member who is?

AR: I am both. Veteran and military spouse. I was a medic in the Army

T2L: What do you enjoy most about your mentor role?

AR: I enjoy encouraging veterans to change their language from "I only have military skills" to "I have skills that employers need and want." When they change their language is when they realize their past experiences do offer value to the civilian employer. I love seeing the light bulb go on after they recognize they have the right professional skills and they begin to show confidence.

T2L: Do you believe the mentoring with T2L is delivering a valuable tool for transition veterans?

AR: Yes. First, because it takes its initiative to reach out to us. By taking the first step and asking for help (requesting a mentor) they are beginning to utilize their resources for a career transition. Second, once they make the declaration about taking control of their future, they begin actively participating, and initiating the interaction with experienced professionals.

T2L: What other actions should a person leave the military take to help with their transition?

AR: Utilizing all resources such as DOD skill bridge and others. Don't jump on the first job. If you can, give yourself time to reflect after living in the military. Climatize yourself with being out and understand your personality may conflict with others who haven't worn the uniform. Take your time, give yourself 6 months if you can before starting a new career. Start planning early before you exit the military and get your finances under control.

T2L: Any final comments?

AR: Nobody is ever going to know what you know without you talking about it. Potential employers must be told of what you can provide to them. Know your value; know your worth. Know the industry and the language. You have to sell

yourself.

*Andrea Rathbun is a mentor for Troops2Logistics. Andrea works for **Southern New Hampshire University** as a Career Advisor. She is a Certified Employment Interview Professional (CPRW) and a Certified Professional Resume Writer (CPRW). Andrea has a Masters Degree in Creative Writing. Andrea is an Army Veteran and Military Spouse. She enjoys career counseling, veteran advocacy and writing. In addition, she finds time to be an author as well. Obviously, we are very fortunate to have Andrea as a member of our team. [LinkedIn](#)*



Mentor Spotlight



Joshua Pollock, BS US Army Retired

**A virtual conversation with a mentor
extraordinaire**

T2L: Why did you decide to become a mentor for T2L?

JP: Because in his opinion, the TAP program doesn't provide enough instructions for direction for a career in logistics. He wanted to say here is the tool and how it works.

T2L: Have you experienced a mentor relationship before this role?

JP: I have a great mentor in my last position in the Army at Fort Bragg. He was the civilian leader of the shop and helped those Soldiers with the transition. Ron Bryan. LTC retired is a member of a group that writes books for veterans regarding benefits.

T2L: What is your profession?

JP: Director of Operations for Cordele Coastal Logistics. We are a full-service Intermodal Provider in the SE Region. My

current focus is on scaling the operations for future package delivery proposals.

T2L: How did you find this current job?

JP: He was looking for another position and willing to take a pay cut. Interviewed for a lower position initially but was referred to a higher-level position from the interviewer. Then, hired at the higher position.

T2L: Are you a veteran or do have a family member who is?

JP: Army Veteran (Retired)

T2L: What do you enjoy most about your mentor role?

JP: Being able to see the stress relief from veterans struggling and not having direction or confidence. Giving direction on career planning including education considerations.

T2L: Do you believe the mentoring with T2L is delivering a valuable tool for transition veterans?

JP: Yes, because veterans can attain good jobs with their leadership abilities and skills. They just need more direction.

T2L: What other actions should those leaving the military take to help with their transition?

JP: Take advantage of all the free counseling to better prepare working within the civilian workforce culture where employees can regularly question decisions made by leaders.

T2L: Any final comments?

JP: I'm excited for 2021 and what is coming to the nonprofit and my mentoring role.

*Joshua Pollock is a mentor for Troops2Logistics. Josh is truly a mentor extraordinaire. He has always mentored other service members throughout his military and civilian life. Because of his skills at mentoring, we are very lucky to have Josh as part of our mentoring group. Josh is currently the **Director of Operations for Cordele Costal Logistics** in Pensacola, FL. Josh has a BS degree in Supply Chain Management from East Carolina University. [LinkedIn](#)*

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Our Vision Statement

Eradicate the Transition Barriers for Veterans seeking a Logistics Career

We are Proud to Partner with:



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