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Toby Bogard - Con-way Truckload

After more than a decade in the United States Army, Toby Bogard was at a crossroads. Meaningful work was hard to come by, and he was uncertain about what he should do next. Then, a newspaper ad seeking professional drivers helped set his new course.

While the armed services and professional truck driving might seem like distinctly different occupations, Toby sees important similarities. “First, both are ‘lifestyles’ — not simply ‘jobs’ — that require a willingness to work in a unique environment,” Toby said. “In both, you need commitment, focus and, most importantly, passion. You have to be truly passionate about driving to succeed.”



Toby’s passion for driving extends to Con-way Truckload, which he joined more than seven years ago after several years with another carrier. “What attracted me to Con-way Truckload was the fact that they had some of the highest hiring standards in the industry,” he said. “It was also clear from the start that Con-way drivers are more than their truck numbers; Con-way sees their drivers as people first and that is pretty unusual in this industry.”

Life on the road with Con-way Truckload allows Toby the flexibility to pursue another passion: a published author dedicated to reinventing the image of the professional driver. His first book, *On the Big Road: A Driver’s Trip Plan for Success*, was written to help new truck drivers learn to stay mentally, spiritually, and physically healthy while on the road.

Toby’s second book, *Semi Aware*, helps the “average” driver— especially teens and new drivers — learn how to drive safely around the big trucks on the road today. “Seventy percent of freight — items people rely on every day — is transported by truck,” Toby said. “Trucks and truck drivers play a critical role in our economy, and while safety is a top concern of every committed professional driver, knowing how to be safe around trucks should be taught to the driving public as well.” Today, *Semi Aware* is used in some driver’s education classes, and Toby also shares his insights in online videos and DVDs.

Maintaining the habit he began in high school, Toby writes every day whether on the road or off, although when he is at home in Crossville, Tenn., his favorite pastime — and his first passion — is being “daddy” to his three children, Walker, 16, and twins, Garion and Arianna, 15, who are all learning to drive with their dad.