



DAVID REICHARD

Transformational Coach & Former Professional Driver
MATS 2026 Speaker | Retention Strategies for Trucking Leaders

ABOUT DAVID



With 30+ years as a professional truck driver (CDL since 1991, 2.5M+ miles) and 25+ years of coaching experience, I help trucking leaders build driver-centered cultures that actually keep good drivers. At MATS 2026, my talk 'Retention from the Cab Up' shares real-world strategies to reduce turnover by addressing the emotional, relational, and lifestyle pressures drivers and their families face.

FEATURED TALK AT MATS 2026

Retention from the Cab Up: Real Tools to Keep Drivers for the Long Haul

FORMATS

45-minute Keynotes
60-minute Keynote
Virtual or In-Person
Half-day or Full-day Workshops
Q&A + Interactive Components

OTHER KEYNOTE TALKS AND WORKSHOPS AVAILABLE

- From Regret to Renewal
- Self-Trust— The Compass for Life's Crossroads
- Retention from the Cab Up: Implementation Program
 - Dispatcher as Coach
- Drivers & Families: Staying Connected on the Road

More information at www.seasons2love.com/speaker

LEARNING OUTCOMES

- ✓ Practical retention strategies leaders can implement immediately
- ✓ Stress and resilience tools drivers can use on the road and at home
- ✓ Communication approaches that strengthen trust between drivers and leadership
- ✓ Clarity on how culture, policies, and support impact driver loyalty and turnover

TECHNICAL

- Handheld or lapel mic
- HDMI for laptop set-up
- Screen/TV Set-up

BOOKING INFO

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Rediscover your rhythm in every season