

Superior Training Services: From Smallest To Largest

Superior sets high standards for its students and trucking companies seem to appreciate it. Superior's job placement averages between 80 and 85 percent nationwide and the percentage is even greater in some areas.

One aspect of Superior's training program that especially prepares students for employment is the emphasis on practical experience. "Part of Superior's heavy equipment training includes practical and realistic projects, not just digging a ditch and covering it back up," Holloway says. For example, after teaching students the fundamentals of heavy equipment operation, one project involves removing a grove of dead trees from municipal property.

Along with individual student training, Superior now offers fleet training to trucking companies. Superior's training program can help improve the performance and safety of a company's drivers, Holloway says, and bring new drivers up to a company's standards.

Today, Superior offers a variety of training services at many locations across the country. When the company was formed, it operated at one location with a small staff and a few instructors. Some of the very first employees are still with the company in sales, training, management or operations, aiding Superior's success today.

Continental Training Services, Inc., the parent corporation of Superior Training Services, was formed in September 1973 as an agent for an established truck driver training school in Middletown, Ohio. In May 1974, Continental formed Superior Training Services as a combination home study/resident training school and the first resident training site commences operations in September 1975 in Indianapolis, Indiana.

Superior expanded its course offerings to include combination training in heavy equipment operations in January 1977. In December 1979, Superior relocated its resident training sites to Camp Atterbury, Indiana, a deactivated federal military reservation.

Enrollment increased dramatically in 1980 when Superior was given a five-year grant of accreditation by the Accrediting Commission of the National Association of Trade and Technical Schools.

"All proprietary schools should strive for accreditation because it adds the status of a professional school," Holloway says. "Accreditation encompasses the entire company, not just the training. It also opens the door to financial aid for students."

Financial aid is not just reserved for colleges and universities anymore;

now students in vocational training and proprietary schools may qualify for assistance, Holloway says.

Researching the opportunities for continued growth and expansion of its services, Superior ascertained that there was a lack of established schools offering combination home study/resident training in the Western United States. To meet that need, Superior initiated training operations in Riverside, California, in November 1980, and in Phoenix, Arizona, in September 1982.

Superior also added training sites in Posen, Illinois, and Houston, Texas, to accommodate an every-increasing enrollment. In January 1986 two additional truck driving sites were activated in Fleetville, Pennsylvania, and Rockwall, Texas, bringing the total number of Superior campuses to seven.

Due to the explosive growth in the West, administrative offices in Phoenix were improved and a computer system was added. The computer system accomplishes the task of grading thousands of students' homework, enabling Superior Training Services to handle a larger volume of students, Holloway says.

"This company has really taken off," Holloway says, "and I credit it to our people and our high standards for student achievement. We've grown because students know they'll receive excellent training from Superior, and trucking companies recognize that our students make good employees. The system works for everyone involved, and I foresee that Superior will continue to grow and increase services to meet the needs of students, as well as those of the trucking and heavy equipment industries."

In little more than a decade, a small company of three people has grown into the nation's largest truck driver training school. The success story behind that tremendous growth is one of people dedicated to training students to be the best they can be.

Superior began training truck drivers in 1973 and today graduates thousands of students annually.

Donovan Holloway, vice president and corporate director of education and training, attributes the company's explosive growth to the trucking industry's demand for well-trained, professional drivers. Superior meets that demand with its training program, which combines home study and resident training. This combination enables students to acquire basic knowledge and concepts, then apply them to intensive hands-on, skill-building

instruction under actual operating conditions.

"The trucking industry is demanding that a truck driver be trained, not only to acquire skills, but also to gain knowledge and a development of attitude," Holloway says. "A good attitude is important because trucking companies are trying to improve their image, and that is based on one thing—the driver's performance. A truck driver can make or break a trucking company because that's who the public sees."

That's why Superior strives to prepare students to be good employees as well as good drivers, Holloway says.

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