

BROOKE Transportation Training Solutions, LLC

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COURSE CATALOG

Approved and regulated by the Texas Workforce Commission, Career Schools and Colleges, Austin, Texas.

Brooke Transportation Training Solutions, LLC is located at 7001 Grapevine Highway Suite 335, North Richland Hills, TX 76180. This outline is for the calendar year 2010.

History of Brooke Transportation Training Solutions, LLC

Brooke Transportation Training Solutions, LLC (BTTS), was formed as a sister organization to Brooke Transportation Services; a critical care, expedited transportation brokerage firm opened in 1995. In September of 2002 with the aspirations of helping the Transportation Brokerage Industry create higher standards of business conduct and practices, BTTS was formed. The first course was taught in November of 2002 in Dallas, Texas. Training classes have been taught every month since inception with the goal of helping aspiring entrepreneurs as well as seasoned transportation professionals learn the process of becoming a successful transportation intermediary. We were the first accredited proprietary school and one of the oldest schools teaching freight brokering, and we continue proudly as the nation's premier freight broker training school. We are certified by the Texas Workforce and Veterans Affairs Administration.

Training Facility and Equipment List

The Course facility conducts all training in the training hall, at Brooke Transportation Training Solutions, 7001 Boulevard 26/Grapevine Hwy. 26, Ste. 335, N. Richland Hills, TX 76180.

Registration and Tuition

Registration

All students will be required to fill out the enrollment packet (found at the end of this document).

Tuition

One-week Course (M-F) is \$2,495.00 and includes all workbooks and materials (price effective January 1, 2006).

This includes tuition, a \$100 non-refundable registration fee, and supplies.

All major credit cards are accepted for payment of tuition.

Course Description

5 day course including Resource Friday – In an information filled 4 days learn the “how-to” in building a freight brokerage company. From licensing to operations to sales and marketing, students learn the basics of how to run a freight brokerage. The class curriculum gives students the necessary textbooks and other resource materials to reference as they build their company. Class instruction is made up of lecture, video, and some hands-on training.

At the end of the week you will be equipped for positions paid on commission or hourly paid positions. As an independent broker or agent of an established brokerage you work on commission. The sky is the limit for hard working individuals. Or you can choose to work as an hourly paid dispatcher. Classroom attire is casual and comfortable. Student/Teacher ratio is usually no more than 10:1, but we are certified to teach up to 18 students.

No scholarships are offered by Brooke Transportation Training Solutions. The course does not offer classes on individual subjects and each course must be taken in five consecutive days.

Training Calendar - Schedule of Classes 2010 (Dallas/Ft. Worth location)

The Course begins on Monday every week except weeks that include a United States Federal observed holiday. Students can enroll for available seats up to the Friday before the Monday start.

Jan 4-8, 2010

Feb 22-26, 2010

March 22-26, 2010

April 19-23, 2010

May 17-21, 2010

June 21-25, 2010

July 19-23, 2010

Aug 16-20, 2010

Sept 20-24, 2010

Oct 18-22, 2010

Nov 15-19, 2010

Dec 13-17, 2010

The Advanced Course is held on the week following the Basic Course week.

Hours of Operation

Brooke Transportation Training Solutions Administrative hours of operation are from 0900 hours until 1700 hours, Monday through Friday. Brooke Transportation Training Solutions observes all Federal Observed Holidays.

Course Hours: 0900 – 1740 hours with a 40-minute lunch break and 10-minute breaks after every hour of instruction. Lunch starts at 12:00.

Entrance Requirements

There is no credit granted for previous education, training or experience since the programs are 40 hours or less. All students must attend training in order to graduate the program.

Individuals applying for this course are required to:

- a. Interview with the admissions counselor; and
- b. Be at least 17 years of age (applicants under the age of 18 require written permission from a parent or legal guardian) and
- c. Have a High School diploma, GED or equivalent.

Program Outline

Course – 5 Day Training

This Program teaches students how to start-up and grow a small business in the \$40+ billion transportation intermediary field focusing primarily on truckload and less-than-truckload freight transportation. The curriculum is centered on professional and personal growth and development based on honesty, integrity and service. Upon successful completion of this program students will have the basic skills and working knowledge needed to be successful in the transportation intermediary field. Graduates will have a full understanding of all licensing requirements; have the skills of how to set and develop goals; and how to grow better business relationships inside the transportation industry. There are 10-minute breaks every hour and a 40-minute lunch break. Training and instructional methods include lecture, video instruction, computer training, and telephone marketing calls. The course is given in 5 consecutive days with a mandatory 40 hours of attendance. Graduates of this course will have the skills necessary to be a freight broker and will be able to work from home or in an office setting.

SUBJECTS: Forty (40) clock hours – 28 Lecture; 8 Lab; 4 Test

NAME	CODE	Hours
Core Principles – Building A Reputation / Making Money	PRIN 101	2 Lecture
Personal Development – Zig Ziglar	PERDEV 101	1 Lec/1 Lab
Developing Goals – Zig Ziglar	DEVGLS 101	1 Lec/1 Lab
Transportation Industry / Freight Brokering History	TRAN 101	1 Lecture
Getting Started – Licensing Requirements & Equipment	LIC 101	2 Lecture
Building Shipper Information Packet	SPKT 101	1 Lecture
Building Carrier Information Packet	CPKT 101	1 Lecture
29 Step Brokerage Process	BKRPROC 101	2 Lecture
Operations – Dispatch, Tracking, Database Development	OPNS 101	2 Lecture
Operations - Calculating Pricing & Routing Freight	OPNS 102	2 Lecture
Qualifying Customers	QUAL 101	1 Lecture
Records Maintenance	RECMNT 101	.5 Lecture
Pitfalls and Challenges a Transportation Broker will face	PTFL 101	.5 Lecture
Staffing Your Company	STAF 101	.5 Lecture
Business Ethics	BUSETH101	1 Lecture

Program Outline (continued):

Building & Executing a Marketing Plan	MKT 101	1 Lec/1 Lab
Sales Process and Objections	SLS 101	2 Lecture
Cold Calling Techniques / Role Playing / Marketing Calls	SLS 102	2 Lec/2 Lab
Information Technology	ITEC 101	1 Lecture
Internet Resources	ITEC 102	3 Lab
Financial Management & Claims	ACC 101	2 Lecture
Invoice Factoring	ACC 102	1 Lecture
Alliance Partnerships	ALNC 101	.5 Lecture
Testing & Review	TEST 101 a-d	4 test

A Certificate of Completion is awarded to each student upon successful completion of the training program by Brooke Transportation Training Solutions.

Program Description

Subject Hours: Forty (40) clock hours – 28 Lecture; 8 Lab; 4 Test

Prerequisites: High School GED

Required Textbooks: Brooke Transportation Training Solutions, LLC. Freight Broker Training Workbook; Copyright 2003

Instructional Methods

1. Lecture (28 hours)
2. Lab (8 hours)
3. Testing & Review (4 hours)

Maximum Student/Instructor Ratio: 18:1

Daily Content Overview Agenda:

- Day 1 Getting Started, Transportation Broker History, Licensing Requirements- Personal Development
- Day 2 Sales & Marketing - Cold-Calling & Direct Marketing Lab
- Day 3 Finance & Administration – Information Technology & Internet
- Day 4 29-Step Brokerage Process & Broker Operations
- Day 5 Course Review / Resource Day

Subject Description – Prerequisite: High School Diploma or GED.

Core Principles – Building A Reputation / Making Money – Program of Instruction (POI) includes the basic principles in which to build and operate a successful business. Students learn what is needed to generate revenue and build a customer base along terminology of the industry is a highlight of this block of instruction. 2-hours Lecture PRIN 101

Personal Development – Zig Ziglar – POI includes the video training series from “Strategies for Success.” Students learn the values of honesty and integrity. Character building exercises and ideas presented to help a student become successful through personal growth. 1-hour Lecture / 1-hour Lab PERDEV 101

Developing Goals – Zig Ziglar – POI includes the video training series from “Strategies for Success.” Students learn the 7-step goal setting process and the need for setting short-term, mid-term, and long-term goals to become successful. 1-hour Lecture / 1-hour Lab DEVGLS 101

Transportation Industry / Freight Brokering History – POI includes facts and figures pertaining to the transportation industry. Students will learn the necessary information about the industry and how to position themselves inside an industry in a constant state of change. 1-hour Lecture TRAN 101

Getting Started – Licensing Requirements & Equipment Needs – POI includes the identification of the local, state, and federal laws in becoming a broker. Students will learn about the forms, fees and outside agencies are identified to streamline the process to receive a Broker of Property License from the Federal Motor Carrier Safety Administration.

Program Description (continued):

Office equipment needs are discussed in significant detail. 2-hours Lecture LIC 101

Building Shipper Information Packet – POI includes the creation of and forms needed of putting together the necessary packet to send to freight-providers in order to become a service vendor. Students will learn the need for credit checks and freight-provider requirements. 1-hour Lecture SPKT 101

Building Carrier Information Packet – POI includes the creation of and forms needed of putting together the necessary packet to send to motor carriers that are needed to haul the freight-providers products. Students will learn the FMSCA's regulations for paperwork exchange. 1-hour Lecture CPKT 101

29 Step Brokerage Process – Students will learn the step-by-step proprietary process from start to finish of moving a freight shipment. 2-hours Lecture BKRPROC 101

Operations – Dispatch, Tracking, Database Development – POI includes the basics of dispatching equipment for pickup and delivery. Students will learn In-route transportation management of the freight being hauled and the creation and management of critical data. 2-hours Lecture OPNS 101

Operations – Calculating Pricing & Routing Freight – POI includes how to determine rate calculations for charging freight-providers and paying motor carriers. Students will learn the importance of properly routing motor carriers that best utilizes their resources while transporting freight. 2-hours Lecture OPNS 102

Qualifying Customers – Students will learn how to check credit for potential freight-providers and how to check motor carriers for proper licensing and insurance. 1-hour Lecture QUAL 101

Records Maintenance – Students will learn the necessary records for all transactions provided by freight brokers according to FMSCA's federal regulations. 30-minutes Lecture RECMNT 101

Pitfalls and Challenges – Students will learn the potential obstacles that a freight broker will be faced with during operations. This includes situations that need solutions that are created by Consignors, Motor Carriers, and Consignees. 30 minutes Lecture PTFL 101

Staffing Your Company – Students will learn how to locate, interview, and determination the proper employee in which to hire as your organization grows. 30-minutes STAF 101

DISC Behavioral Study – Students will learn the DISC Model that identifies the four primary behavior styles all people can be characterized. The behavior model is administered to all students and an evaluation of the strengths and weaknesses of each style are discussed. 1-hour Lecture DISC 101

Building & Executing a Marketing Plan – Students will learn how to build a marketing plan that will help build long-term success in addition to the execution strategies of marketing and the need for a marketing plan. 1-hour Lecture / 1-hour Lab MKT 101

Sales Process and Objections – POI includes the Ziglar Training Systems TRUST selling process is covered through video and lecture. Students will learn the importance of developing a personal sales technique that is focused on the customer since that is critical to the success of a freight broker. Concepts and ideas for building a personal technique highlight this block of instruction. 2-hours Lecture SLS 101

Cold Calling Techniques / Role-Playing / Marketing Calls – Students will learn to overcome the fear of calling customers that have not been contacted before. Students learn how to make cold calls and then review techniques through a role-playing exercise. Marketing scripts help prepare and deliver proper marketing messages. The primary focus is on telephone delivery of the marketing message. The highlight of this block of instruction is the actual live field calls made by students to apply techniques learned. 2-hours Lecture / 2-hours Lab SLS 102

Information Technology - Students learn the necessary hardware and software needed to run a successful brokerage. 1-hour Lecture ITEC 101

Internet Resources - The vast amount of internet resources that can be found on the world wide web that are free of charge and fee-based are identified. Students will gain hands-on computer training of the various websites that are available to freight brokers. 3-hours Lab INTEC 102

Financial Management & Claims – POI includes basic accounting procedures for a freight brokerage organization. Students will learn Accounts Payable and Receivable, Invoicing, Bill Auditing, and IRS tax information to insure students understand all the proper forms and procedures that are used to run the accounting department of their organization. The highlight of this block of instruction is how to handle freight claims from Consignees. 2-hours Lecture ACC 101

Invoice Factoring – Students will learn how to locate reputable Factor Servicing Companies, how to set up Motor Carriers who use Factors, and the advantages and disadvantages of using a Factor. 1-hour Lecture ACC 102

Alliance Partnerships – Students will learn the importance of identifying other companies that can help you build your company and provide value-added services. 30-minutes Lecture ALNC 101

Testing & Review – Students will be tested on materials taught each day. A short review will precede all testing requirements. 4-hours testing & review TEST 101 a-d

Progress Status Requirement

The Course training program is numerically graded and progress status requirement is evaluated through Homework, 3 Quizzes, and a Final Exam. The following grading system is in effect: 90-100 = A; 80-89 = B; 70-79 = C; 60-69 = D; and below 60 = F.

The Faculty and Staff are at the student's disposal during the entire 5-day course session as well as being a continued resource upon returning to your home destination. The commitment has been made by the school to help every student become successful in their endeavor to become a freight broker. The faculty and staff can be reached via telephone, email, or written correspondence after completion of the training.

The faculty will stay as long as needed for complete comprehension of training material while training is in session.

Attendance Policy

General

Regular attendance of program training is expected, just as it is expected in the Workplace. When training is in session, all Students are expected to attend and be prepared to learn.

Specific

Students are required to attend the mandatory 40-hours of training in order to receive the Certificate of Completion. If an emergency arises that dictates a student must leave the class, a student can reschedule their training for a later date. If a student misses 4 hours or less of training during the week, the instruction can be given after normal business hours. If a student must miss more than four hours of training, then the student will be required to reschedule to another training course.

If a student is terminated due to attendance, the student must wait for a minimum of one grading period to pass. Brooke Transportation Training Solutions will coordinate with each student emergency in order for all students to get satisfactory training. Our school's success is based on each student's success.

Conduct of Behavior Policy

A student can be dismissed for violation of the Conduct of Behavior Policy. A student must sign the Conduct of Behavior Policy Agreement in the Enrollment Packet.

Personal Conduct

Just as in the workplace, we expect the training environment to be professional, to encourage learning and working together as a team.

For this reason, the following will not be tolerated under any circumstance. Any behavior listed below that is exhibited in class will be grounds for student's dismissal, and monies will be refunded according to the Cancellation Refund Policy as outlined below.

1. Foul language of any kind.
2. Classroom disruption of any kind, including but not limited to:
 - a. Rude or belligerent comments or behavior toward an instructor or toward another student.
 - b. Any type of sexual harassment or innuendo.
 - c. Excessive tardiness, personal business during training, or any other behaviors disruptive to the training.
 - d. No smoking will be allowed in the classroom. You may have a beverage if in a spill proof type container.
 - e. Cellular phones, wireless internet or other distractions should be turned off during classroom lecture and training.

Cancellation Refund Policy

Administrative fee of \$100 is non-refundable. This fee can be applied as a credit to another class date.

A prorated refund of tuition will apply for students withdrawing after class starts as follows:

- a. Withdrawal by end of first day of course: 80% refund, less \$100 fee
- b. Withdrawal after 1st 1/4 of course: 50% refund, less \$100 fee
- c. Withdrawal after 2nd 1/4 of course: 10% refund, less \$100 fee
- d. Withdrawal after 3rd 1/4 of course: No refund

Refunds will be consummated within sixty days after the effective date of termination.

Graduation Requirements

Students in the Course will be allowed to graduate with a cumulative average score of 60 or higher. Students must attend 5 consecutive days.

Grades are assigned as follows:

- A = 90 – 100
- B = 80 – 89
- C = 70 – 79
- D = 60 – 69
- F = below 60

Placement Assistance

All students attending the Brooke Transportation Training Solutions' courses will be assisted in finding a commissioned sales agent position. Multiple vendors are brought in to offer opportunities to help graduates get their business started.

Equipment Requirements

Basic Equipment requirements for maintaining a working brokerage are as follows:

RECOMMENDED

Computer (spec to individual needs)
Fax machine
Copier/ Printer
Telephone
High Speed Internet Connection

Addendum

REFUND POLICY FOR STUDENTS CALLED TO ACTIVE MILITARY SERVICE:

A student of the school or college who withdraws from the school or college as a result of the student being called to active duty in a military service of the United States or the Texas National Guard may elect one of the following options for each program in which the student is enrolled:

- (1) if tuition and fees are collected in advance of the withdrawal, a pro rata refund of any tuition, fees, or other charges paid by the student for the program and a cancellation of any unpaid tuition, fees, or other charges owed by the student for the portion of the program the student does not complete following withdrawal;
- (2) a grade of incomplete with the designation "withdrawn-military" for the courses in the program, other than courses for which the student has previously received a grade on the student's transcript, and the right to re-enroll in the program, or a substantially equivalent program if that program is no longer available, not later than the first anniversary of the date the student is discharged from active military duty without payment of additional tuition, fees, or other charges for the program other than any previously unpaid balance of the original tuition, fees, and charges for books for the program; or
- (3) the assignment of an appropriate final grade or credit for the courses in the program, but only if the instructor or instructors of the program determine that the student has:
 - (A) satisfactorily completed at least 90 percent of the required coursework for the program; and
 - (B) demonstrated sufficient mastery of the program material to receive credit for completing the program.