

WHERE ARE THEY NOW?

**CASE STUDY || A SECOND CAREER IN TRUCKING AND A
NEW OUTLOOK IN LIFE**



TENNEY
GROUP

"I AM DOING WHAT I LOVE EVERY DAY WITH PEOPLE I RESPECT."

— JEFF LORINO

*The following interview is a conversation between Tenney Group and client Jeff Lorino, former owner of **JTL Carriers**. It's been two years since he sold his business, and a lot has changed. Enjoy the conversation below:*

INTERVIEW

TG: Thank you for offering a lens into your life after a business sale, Jeff. Before we get started, can you provide our network a brief description of the company you sold.

Lorino: JTL Carriers was a dry van carrier that focused primarily on hauling auto parts. Leading up to the sale we operated approximately 80 trucks.

TG: Why did you choose to exit?

Lorino: The pandemic was tough on our business and the auto industry. I was faced with a tough decision. I love this industry and the company I built, but I knew I needed help for the business and for our employees to continue to thrive. After seeking counsel from a variety of sources and industry peers, I determined selling to a capable buyer through Tenney Group was the right move.

TG: You sold your company to Titan Transfer two years ago. What has changed in your life since then?



Lorino: First of all, I am very grateful to Titan Transfer. They hired every one of my employees after the purchase of JTL Carriers. That was so important to me. Though I still work in the same industry I love, almost everything has changed.

TG: How so?

Lorino: I have never really worked for anyone in my whole career. I always was “the” owner, and it was great. But at times it was also unbelievably stressful. At times, particularly when times were tough, it was hard not to feel alone. I accumulated so much knowledge over my 40-year career in trucking. Still, I was often unable to apply all my knowledge and expertise to my own business because I either lacked the capital, time, or internal resources to execute. I don’t feel that way anymore, and it’s amazing.

TG: Give me an example of how you are experiencing that.

Lorino: Currently, I work alongside a team of awesome leaders in a larger organization with sufficient support resources. Recently, I saw an opportunity to enhance business performance and took action. I shared my recommendation for the adjustments we could make, and it got done with relative ease. I didn’t have to work extra late at night or on the weekends or miss my grandkids’ baseballs games to do what I knew was right for the company. That is what is different. Being able to spread my knowledge across a much larger organization without all the weight being on my shoulders is very satisfying.



TG: You mentioned that you have never worked for anyone. What encouragement would you give to owners who want to transfer ownership of their business but are reluctant to work for someone else?

Lorino: I don't think I could have worked for just anyone. There needs to be a fit. Titan Transfer is a great company with a wonderful culture. I wanted to continue my career in trucking, and they wanted me to be part of their team. If one of us didn't want the same thing, it probably wouldn't work. So, that's the key. You have to explore options and determine where the best home is for your employees and for yourself. Life is too short. When you find the right people to lock arms with, this industry becomes even more special.

TG: How do you relate to your work differently as an employee versus being the owner.

Lorino: I am focused, and I work hard. That will never change. I really want to do a good job for the people who hired me. That's just who I am. The difference is now I can turn it off when I am done working. That was never the case before. I am proud of the work I am doing and who I am doing it with. I know I am contributing and being useful, and that is really important to me in this season of life.

TG: What are you enjoying most in this new chapter of life (besides trucking)?



Lorino: My health and time with grandkids. I have always enjoyed running. Business sometimes got in the way of that. Currently, I run 6-8 miles each day. I am currently training for a marathon. I have completed several marathons in the past. I am enjoying the training and preparation very much. I especially love the quiet when I am running in the mornings and watching the sunrise by myself. Also, I enjoy living with much less stress. I feel great. Spending a lot of time with grandkids helps with that also. The grandkids love seeing me more too. I lost count of how many ball games I went to this past weekend.

TG: What advice would you give to owners who have never thought about having a “second” career in trucking following a business sale?
Lorino: Every owner has probably said at one time, “I could never work for anyone else.” I know I said it a time or two. My advice to them is to be open-minded. I am doing what I love every day with people I respect. Selling my business wasn’t the end for me. It was a new beginning, and I can’t wait for what’s next.



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