

Alumnus gets career in gear with trucking company

Wade Jackson knew about selling and getting products to their destinations long before he earned an OSU business degree in 2000 and went on to success in the trucking industry.

As he told reporter Capi Lynn of Salem's *Statesman Journal* newspaper, he delivered the *Statesman* in the early 1990s, learning responsibility and time management, but his favorite part of the job was selling subscriptions. He was Carrier of the Year in 1991. Jackson remembered that in 2012 when Landstar, a national transportation and logistics company based in Florida, named him its Rookie of the Year for success as owner of a Landstar agency in Salem.

A photo of his newspaper carrier trophies is included in a spread on Jackson in *The Road to Success*, Landstar's corporate magazine.

Jackson earned an associate's degree

at Chemeketa Community College and then his bachelor's in business marketing at OSU in 2000. His official company polo shirts are orange and have a Beaver on the back.

His agency is called Jade Logistics, a combination of his wife Jocelyn's and his first names. Married 12 years, they have two children.

Landstar agents coordinate the transportation of freight through third-party providers such as trucking companies and railroads.

Although he has the build of a former football player, Jackson told *The Road to Success* that he has always been more interested in competing for high sales numbers.

"Other kids had sports trophies. I had trophies that had a bundle of newspapers on them," he said.

His class work at Chemeketa and

at OSU gave him the business skills to accompany his natural instincts and competitiveness.

He had worked in the wine industry, a family business, and in financial services before taking the risk of starting his own agency in the highly competitive shipping industry.

"Wade knew what it was going to take to make things work: hard work and dedication to details," said Al Reisman, Landstar executive vice president of field operations for the Northern division.

"He's equally committed to creating and maintaining a good work environment for his customers, transportation providers and staff."

Jackson credits his staff with much of his success. His next goal is to take the agency from number two in his region to number one by pursuing more business opportunities in the Oregon area.

