



## News Release

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### **Greater St. Cloud Development Corporation Announces 2018 Innovation Award Recipients**

**St. Cloud, Minn.,**— The Greater St. Cloud Development Corporation (GSDC) announces the recipients of their 2018 Innovation Awards. A strategic focus of the GSDC is to foster and promote innovative thinking among area businesses and organizations. The GSDC Innovation Awards recognize St. Cloud area for-profit and non-profit organizations employing innovation to solve problems and create opportunities.

**Brenny Specialized, Inc.** received the for-profit established company award for creating their own Young Driver Training/Apprentice program in response to an industry shortage in drivers. It is a progressive training program that introduces prospective drivers to careers in driving and transportation through hands-on experiences. The company is located in St. Joseph, Minn. See website at [www.brennytransportation.com](http://www.brennytransportation.com).

About Brenny Specialized Inc's Innovation:

Brenny was inspired with developing and enhancing their own progressive “Young Driver/Training Apprentice Program” after the truck driver training program at St. Cloud Technical and Community College was shut down. Brenny recognized that our community was suffering; as a result we have taken steps to help the driver shortage. The program goes beyond teaching the skills to drive truck. Some of the other key objectives that is taught are the culture of our very unique company, along with how to survive the lifestyle of a professional truck driver successfully. We enhance the drivers’ people and life skills by helping them learn how to manage finances, interactions with people including social and communication skills. The necessary tools are provided to ensure the new driver is successful. The training program typically lasts over a year, and includes graduated on-going training and supervised mentoring with a veteran driver to ensure that the new driver is not alone and has someone available at all times. This hands on graduated approach has proven to be very successful at Brenny. Learn more at [www.brennytransportation.com](http://www.brennytransportation.com)

About the Greater St. Cloud Development Corporation:

The Greater St. Cloud Development Corporation is a non-profit (501c3) collaboration of more than 260 regional public and private organizations in Central Minnesota. Its mission is to lead economic development for the benefit of the greater St. Cloud region. The GSDC is funded through business investor contributions, personal contributions, and grants. All actions are self-governed by the organization’s investors, boards and various committees. Learn more at [www.greaterstcloud.com](http://www.greaterstcloud.com).

