

# TRI-STATE & ROADMASTER GROUP

## HIGHLY SECURED FREIGHT GROWTH STRATEGY

Recruitment Continuation + Shipper Expansion

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PREPARED BY

**COLLING MEDIA**

PREPARED FOR

**Mike Fisk | Don Welchoff**

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SECTION 01

# 12-Year Partnership

Since first meeting in Don Welchoff's office in 2014, Colling Media has partnered with Tri-State and RoadMaster Group to build one of the most consistent recruitment engines in the highly secured freight category. Through a proven digital funnel approach, we have successfully attracted and hired qualified hazmat and secure freight drivers in a highly competitive market.

This isn't a new relationship. It's an extension of a proven system into a new revenue channel. The same strategic discipline, data-driven optimization, and industry expertise that built the recruitment engine now powers the freight growth strategy.

**12+**

Years Together

**2**

Brands Managed

**24/7**

Always-On Funnel

*This initiative is an additive expansion designed to support Tri-State's next major opportunity: increasing shipper acquisition and expanding B2B freight growth by positioning Tri-State as a nationally recognized leader in highly secured freight.*

SECTION 02

# Industry Opportunity

The freight and logistics industry is evolving rapidly. Cargo theft and fraud continue to rise across North America, creating increased risk and financial exposure for shippers.

**\$6.6B**

Annual Cargo Theft Cost

**1,500%**

Strategic Theft Increase

**3,625**

Theft Incidents in 2024

Sophisticated theft tactics such as fraudulent pickups, double brokering, and identity spoofing have made freight security a board-level concern. The SAFER Transport Act, introduced in Congress in 2026, aims to address these growing threats through enhanced broker transparency, identity verification, and law enforcement coordination -- further validating the urgency of this issue.

Key verticals driving demand for secured freight include:

- Pharmaceuticals and healthcare freight
- Electronics and high-value consumer goods
- Semiconductor manufacturing and chip logistics
- Hazmat and regulated materials
- Government and defense-related freight

*Tri-State already has the operational advantage and proven capabilities. The opportunity is ensuring the right decision-makers know it, trust it, and prioritize Tri-State when awarding freight.*

# Strategic Framework: BDPN Model

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Colling Media will execute this initiative through our proprietary BDPN Framework -- a proven model that integrates brand authority, demand generation, performance optimization, and long-cycle nurture.

**B**

## **BRAND**

Establish Tri-State as a nationally trusted authority in highly secured freight. Key initiatives include messaging refinement, thought leadership development, and reputation building through third-party validation.

**D**

## **DEMAND**

Generate awareness and engagement among shipper decision-makers through targeted outreach. Channels include LinkedIn advertising by job title, programmatic placements within logistics environments, and account-based targeting of high-value shipper organizations.

**P**

## **PERFORMANCE**

Drive measurable business outcomes and optimize based on results. KPIs include freight inquiry volume, qualified B2B lead generation, RFP invitations, engagement by target job title, and pipeline influence attribution.

**N**

## **NURTURE**

Because freight procurement cycles are longer, Colling Media will implement structured nurture systems including retargeting sequences, email content workflows, case study distribution, and ongoing thought leadership engagement.

## SECTION 04

# Digital PRPlus: Authority Engine

At the center of this expansion is Colling Media's Digital PRPlus model. Traditional PR is hit-or-miss -- pitching stories to publications and hoping for coverage. Digital PRPlus flips this model entirely.

### Traditional PR vs. Digital PRPlus

- Traditional PR: Pitch stories to editors, hope for coverage, limited control over narrative
- PRPlus: Craft the story, guarantee digital distribution to 200-300+ major outlets, then amplify

The PRPlus Pipeline:

- Step 1: Craft -- Develop strategic stories aligned to industry trends and Tri-State's strengths
- Step 2: Distribute -- Guaranteed placement on major news outlets including Yahoo Finance, AP News, and 200+ others
- Step 3: Earn Credibility -- Stories appear as earned media on trusted, authoritative platforms
- Step 4: Amplify -- Share stories on LinkedIn targeting specific job titles (VP Supply Chain, Director of Logistics, etc.) and turn them into targeted ads on LinkedIn, Meta, and programmatic native
- Step 5: Convert -- Retarget engaged audiences and drive them into the sales pipeline

*With PRPlus, you own the narrative. Even if traditional PR doesn't pick up the story, you've already created the ecosystem -- authoritative coverage on major outlets, amplified to exactly the right audience, and converted into targeted campaigns. Traditional PR can then latch onto these stories after the ecosystem already exists.*

SECTION 05

# The GEO Advantage

Generative Engine Optimization (GEO) is the emerging discipline of ensuring your brand appears in AI-generated search results from platforms like ChatGPT, Google Gemini, and Perplexity. This is where PRPlus delivers unexpected, compounding value.

**500%**

AI Citation Growth

**94%**

From Earned Media

**400M+**

Monthly AI Users

Muck Rack research (December 2025) found that press release citations by ChatGPT, Gemini, and Perplexity grew 500% in just five months. 94% of AI citations come from earned media -- which is exactly what PRPlus creates. Not ads. Not blog posts. Authoritative, earned coverage.

The old SEO backlinks from PR distribution were short-lived. But for GEO, AI models don't care about the link -- they care about the mention. When Tri-State appears on Yahoo Finance and 200+ other outlets, AI platforms read that content and associate Tri-State with "secured freight" and "semiconductor logistics." The full PRPlus ecosystem -- press releases, LinkedIn targeting, social amplification, paid ads -- creates what researchers call "multi-source corroboration," which is the primary signal AI models use to determine which brands to recommend.

*When a logistics VP asks ChatGPT "Who are the most trusted secured freight carriers?" -- PRPlus ensures Tri-State is part of the answer. This is the future of B2B discovery, and most carriers haven't even started.*

## SECTION 06

# PRPlus In Action: Newsjacking

On March 2, 2026, the SAFER Transport Act was introduced in Congress to combat the growing cargo theft crisis. This is exactly the kind of industry moment PRPlus is designed to capitalize on. Here's how we would turn this breaking news into a multi-channel campaign within 48 hours:

### **Campaign Angle 1: Industry Response**

*"Tri-State Transport Applauds SAFER Act as Industry Moves to Combat \$6.6B Cargo Theft Crisis"*

Positions Tri-State as a thought leader already solving the problem Congress is now addressing. Distributed to 200+ outlets, amplified on LinkedIn targeting supply chain executives.

### **Campaign Angle 2: Shipper Liability**

*"What the SAFER Act Means for Shippers: New Compliance Standards Raise the Bar"*

Targets B2B customers directly -- procurement leaders and risk officers who need to understand how new legislation affects their carrier selection. Positions Tri-State as the compliant choice.

### **Campaign Angle 3: Cyber-Fraud Focus**

*"1,500% Surge in Strategic Cargo Theft: How Tri-State's Security-First Model Protects Shippers"*

Leverages the alarming statistics to create urgency. Uses the same data already validated by industry reports and amplifies Tri-State's existing security infrastructure as the solution.

*This is the power of PRPlus: when industry news breaks, we don't wait for reporters to call. We craft the narrative, distribute it nationally, and amplify it to the exact decision-makers who need to see it -- all within 48 hours.*

## SECTION 07

# Chip Manufacturing Opportunity

The CHIPS and Science Act has earmarked over \$100 billion for domestic semiconductor manufacturing, with Arizona's Phoenix metro area emerging as the epicenter. TSMC, Intel, and Samsung are building or expanding fabrication facilities, creating an unprecedented demand for specialized, highly secured freight transportation.

**\$100B+**

CHIPS Act Funding

**~10%**

Currently Deployed

**\$90B+**

Still Coming

Only approximately 10% of the earmarked funding has been deployed so far. This means the vast majority of construction, equipment installation, and ongoing supply chain operations are still ahead -- representing a massive, multi-year opportunity for secured freight carriers.

Strategic positioning for Tri-State:

- Semiconductor components require climate-controlled, high-security transport with real-time tracking
- Tri-State's existing security infrastructure (satellite tracking, sealed trailers, security-cleared drivers) maps directly to chip manufacturing requirements
- PRPlus campaigns targeting semiconductor supply chain decision-makers establish Tri-State as the go-to carrier before competitors even enter the conversation
- Geographic advantage: Tri-State's Phoenix presence puts them at the center of the semiconductor logistics hub

*The goal: position Tri-State as the dominant secured freight transporter for the semiconductor manufacturing industry in Phoenix before the remaining \$90B+ in CHIPS Act funding is deployed.*

## SECTION 08

# B2B Demand Targeting

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This strategy focuses on the executives and influencers who control freight decisions. These audiences evaluate carriers based on trust, risk mitigation, compliance, and reputation -- not pricing alone.

Primary target audiences:

- VP of Supply Chain
- Director of Logistics
- Procurement and Sourcing Leaders
- Risk and Compliance Officers
- Freight Brokers and 3PL Executives
- Semiconductor Supply Chain Managers
- Operations and Security Decision-Makers

Targeting channels:

- LinkedIn: Job title, industry, company size, and seniority targeting
- Programmatic Native: Contextual placements within logistics and supply chain content
- Meta: Retargeting audiences who engaged with PRPlus content
- Account-Based Marketing: Direct targeting of high-value shipper organizations

SECTION 09

# Investment & Budget Allocation

The recommended monthly investment is \$20,000, fully managed and strategically allocated across the BDPN framework. Every dollar is mapped to a specific function designed to compound results over 12 months.

CATEGORY	MONTHLY	%	FOCUS
Content Creation & Strategy	\$4,000	20%	Articles, case studies, creative
Digital PRPlus Distribution	\$5,000	25%	200+ publications, media outreach
Paid Amplification & Ads	\$7,000	35%	LinkedIn, programmatic, retargeting
Agency Strategy & Mgmt	\$4,000	20%	Optimization, reporting, analytics
<b>TOTAL MONTHLY INVESTMENT</b>	<b>\$20,000</b>	<b>100%</b>	<b>\$240,000 annually</b>

Allocation rationale: 35% to Amplification is the largest slice because this is where earned media becomes pipeline. Every PR hit gets amplified to the exact decision-makers who control freight awards. The remaining allocation ensures a steady content engine, consistent distribution cadence, and active strategic optimization.

*Phase-based flexibility: In Phase 1, allocation shifts toward Content and Strategy (25% each). In Phase 3, Amplification scales to 40% as the program optimizes toward proven performers.*

SECTION 10

# Implementation Timeline

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## **PHASE 1** Foundation (Months 1-3)

- Positioning and messaging refinement
- Initial PRPlus story development and distribution
- LinkedIn presence and authority setup
- GEO baseline establishment
- Semiconductor logistics positioning strategy

## **PHASE 2** Demand Activation (Months 3-6)

- Targeted shipper outreach campaigns
- Retargeting based on PR engagement
- Lead capture funnel deployment
- CHIPS Act / semiconductor campaign launch
- Initial account-based targeting

## **PHASE 3** Scale & Optimization (Months 6-12)

- Expanded PR cadence and newsjacking
- Vertical-specific freight campaigns
- GEO optimization and AI visibility tracking
- Case study amplification
- Performance-driven growth scaling

## SECTION 11

# Your Team

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Your Colling Media team brings deep expertise across digital PR, creative strategy, account management, and performance marketing -- all aligned to deliver results for Tri-State.

## Rebeca Moreno

### Digital PRPlus Lead

Rebeca leads the Digital PRPlus initiative with a unique blend of journalism training and digital marketing expertise. A University of Arizona Journalism graduate and former TV news producer at KVOA, she brings editorial instincts to every story crafted for Tri-State. Meta Certified and HubSpot certified, Rebeca has spent 3+ years at Colling Media rising from PR Strategist to Social Media Manager, and was awarded the 2025 "Humbly Confident" Core Value Champion award.

## Mary Brown

### Account Manager

Mary brings strategic thinking and client-focused leadership to every account she manages. She leads strategic client relationships, aligns media and creative teams, and ensures campaigns execute seamlessly, delivering performance, clarity, and impact at every stage. Prior to Colling Media, Mary spent 5+ years at EdPlus at Arizona State University in progressive marketing leadership roles.

## Jordan Walsh

### Creative Director -- Brand Strategy

Jordan leads creative strategy and brand development, ensuring every visual and messaging element reinforces Tri-State's position as a premium secured freight leader. His work spans brand identity, campaign creative, and strategic design systems.

## Ty Baumanis

### Creative Director -- Creative Execution

Ty drives creative execution across all campaign deliverables, from ad creative and social content to landing pages and case study design. His focus on craft and detail ensures every touchpoint reflects the quality Tri-State delivers on the road.

## Brian Colling

### Founder & CEO, Colling Media

Brian founded Colling Media and has led the Tri-State partnership since the first meeting in Don Welchoff's office in 2014. With 12+ years of strategic oversight on this account, Brian provides executive-level guidance and ensures the full weight of Colling Media's capabilities are deployed for Tri-State's growth.

## SECTION 12

# Measurement & Reporting

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Colling Media will provide structured reporting focused on business outcomes, including:

- Recruitment pipeline metrics
- Freight inquiry and lead volume
- Engagement by shipper decision-maker profile
- RFP pipeline influence
- PRPlus content and media performance
- GEO visibility tracking (AI search presence)
- Semiconductor vertical pipeline metrics
- Optimization roadmap and next-step recommendations

## SECTION 13

# Long-Term Vision

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Recruitment marketing continues to support workforce growth. This expanded initiative builds the freight pipeline.

In a market where cargo theft risk is rising, the SAFER Transport Act is reshaping compliance standards, and \$90B+ in semiconductor manufacturing investment is still ahead, trusted highly secured carriers gain a competitive advantage. The carriers that invest in visibility, authority, and digital presence today will capture disproportionate market share tomorrow.

*The goal of this engagement is to position Tri-State and RoadMaster Group as a nationally recognized leader in highly secured freight, the dominant transporter for semiconductor manufacturing in Phoenix, and a preferred partner when security and compliance matter most.*

# Ready to Scale. Ready to Lead.

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Prepared by Colling Media  
collingmedia.com

For Mike Fisk & Don Welchoff  
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