

D.G. (DENNIS) DOEHL

Dennis Gerald Doehl was born and raised in Southey, Saskatchewan, and at 17 took his first step into the transportation industry as a driver/salesman with Melhill Beverages (Pepsi-Cola) in Regina. In 1964 he purchased Jay's, a small trucking operation from Jay Geddes. Jay's Moving and Storage was born.

Over the next forty years Jay's expanded to over 13 branches with two major divisions, moving and freight, employing over 400 people in Saskatchewan and Alberta and operating over 500 pieces of equipment. Despite this tremendous growth it remains a family owned and operated business, headquartered in Regina, and Mr. Doehl's leadership has earned Jay's a reputation as one of the finest transportation companies in Canada.

During this time Mr. Doehl recognized the potential and opportunities in Saskatchewan and continued to grow his company. He purchased over 20 other companies, adjusted days of service to meet the changing needs of customers, and improved the quality of that service. Today Jay's serves over 250 large and small Saskatchewan communities.

Mr. Doehl dedicated his career to making the transportation industry more professional and more accountable to the public it serves. He has been a member of the Saskatchewan Trucking Association since 1966, a Board member for over 30 years, and was treasurer for 10 years. In 1999 he received the STA Trailmobile Service to Industry Award which recognized his leadership to the trucking industry. He is a past President of the Saskatchewan Trucking Safety Council and was on the Board for two years.

Mr. Doehl has served on the Boards of the Canadian Tariff Bureau, the Canadian Association of Movers, and the Canadian Trucking Association. On a national level he has been affiliated with Atlas Van Lines since 1970 and has been on their Board for 32 years. As an executive member of this board he helped define policies and guidelines that shaped the industry in Canada.

Mr. Doehl always felt a deep personal responsibility to give something back to the communities where he does business, and in doing so has become known for his generosity to many local charitable organizations. As well, earlier this year, he established five \$2,000 annual post secondary Scholarships for deserving children of Jay's employees.

Although dedicated to building a successful business Mr. Doehl never failed to take time to contribute to the industry that afforded his success. His candid input, insight, and forthright observations, were much valued and left a lasting impression on the transportation sector.

Inducted Into The
Saskatchewan Transportation Hall of Fame
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