

Columbia Basin College joins forces with Columbia Distributing to elevate CDL program

**News conference and demonstration of the simulator - Thursday, January 26,
2 p.m. on the Pasco CBC campus**

Pasco, WA – (January 24, 2017) – Columbia Basin College announced today that it will begin a collaboration with Columbia Distributing, the fifth largest beverage distributor in the country, to enhance its Commercial Driver’s License (CDL) certification program. The alliance includes the purchase of a Full Motion Truck Simulator (purchased at \$111,000), made possible by a \$10,000 donation by Columbia Distributing’s Kennewick, Washington Branch.

The truck simulator technology will allow students to have realistic, hands-on experience managing different driving challenges among a range of vehicle types. Additionally, students can be placed in many geographical environments and driving situations with various weather conditions in a risk-free setting. Many studies have confirmed that up to 80% of collision incidents result from making poor decisions. Simulation-based training improves decision-making skills and fosters safe driving.

In addition to adding the simulator, the college and distributor are working to create recruitment, training and professional development opportunities for students. This includes holding classes on-site at Columbia Distributing to engage in real-world operations of a world-class distributor. Members of the distributor’s executive team will also make guest appearances at the college later this year.

To kick off the collaboration, a public demonstration of the Truck Simulator will be held on Thursday, January 26 at 2:00 pm in Building I-2, Room 201 located on the CBC Pasco campus. At this time, Columbia Distributing will also present its \$10,000 donation check.

About Columbia Distributing

Columbia Distributing is one of the nation’s finest beer, cider and non-alcoholic beverage distributors. Headquartered in Portland, Oregon, the company has distributed some of the best known brands in the beverage business since 1935. Today Columbia Distributing and its 3,000+ employees service over 20,000 retail customers covering more than 135,000 square miles in Oregon, Washington and California. The company’s success is based on the deep-rooted tradition of delivering quality products, timely service and a genuine concern for customers’ needs. This is achieved by providing ongoing, sustainable opportunities and growth for its employees, customers, suppliers, shareholders and communities. For more information on Columbia Distributing, please visit www.coldist.com.

About Columbia Basin College

Columbia Basin College is a community college offering two-year degrees, one-year certificates, basic skills for GED and High School Completion, and five bachelor degrees. In 2012, CBC implemented a retention program to assist at-risk students which has increased annual student retention rates. Small class sizes averaging 20-25 students per class also increase learning opportunities. More details at columbiabasin.edu

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