Women In Trucking’s 10-Year Anniversary
A Decade of Driving the Industry Forward

2007
Ellen Voie founds Women In Trucking Association
Membership drive attracts 500 members

2008
1st reception at MATS—chocolate fountain introduced!

2009
First “Salute to the Women Behind the Wheel”
Ellen Voie becomes WIT President & CEO
SiriusXM’s Freewheelin’ show features Voie

2010
Frito-Lay becomes 1st Gold Level Partner
First male director joins the board
Women In Trucking Scholarship Foundation is born
First ride-along with chairwoman of the NTSB
1st annual “Influential Woman in Trucking” award

2011
WIT launches premier issue of Redefining the Road magazine!
Ten years ago, the Women In Trucking Association (WIT) was born. Lots of hard work, dedication, growing pains, and support from board members, association members, partners, and the industry have made the organization what it is today. Let’s take a look at WIT’s accomplishments.

2012
White House recognizes WIT as “Transportation Innovator Champion of Change!”
Voie travels to speak to Transport Women Australia
Voie throws pitch to start Cleveland Indian’s game

2013
President Obama invites Voie to commemorate 50th anniversary of Equal Pay Act
Driver volunteers launch WIT Facebook page
WIT publishes children’s activity book

2014
WIT develops Girl Scout “Trucks are for girls” Transportation patch
WIT adds mentoring board to website
“I ❤ Trucking” contest recognizes video series about life as a driver
Voie speaks at Motoring Matters banquet in Melbourne, Australia
Voie & UW-Stout professor present at Women’s Issues in Transportation event in Paris
WIT introduces weekly “WIT e-News”
WIT member takes Wisc. Secretary of Transportation on ride-along
WIT creates list of Certified Women-Owned Businesses
WIT starts monthly segment on Dave Nemo Show
Voie meets at White House
to promote health insurance portal for small businesses

2015
“Distinguished Woman in Logistics” award is established
Mary Aufdemberg is elected as WIT chairwoman
WIT members lead ride-alongs for Deputy Administrator of FMCSA, member of CRASH, and Wisc. Congressman
WIT creates Image Team
Voie participates in events at White House, in Mexico and new Zealand
WIT releases recruiting guide to attract female professional drivers
WIT Index helps to benchmark diversity

2016
Board crafts strategic plan
MindShare Strategies becomes WIT’s association management company
7th annual “Salute to Women Behind the Wheel”
WIT holds 1st Canadian “Salute to Women behind the Wheel”
SDCE magazine names Voie “2016 Pro to Know”
Fleet Owner names Voie 1 of 12 Outstanding Women in Trucking
The Image Team adds more drivers + safety and recruiting professionals
Wisc. U.S. Senator goes for ride-along with Image Team member
Social media outreach hits new high
FMCSA Administrator goes for ride-along with Image Team member

WIT holds first Accelerate! Conference and Expo
Holiday auction raises money for WIT Scholarship Foundation

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