

Happy Birthday, WIT!



# 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!



Voie earns commercial driver's license (CDL)

## 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

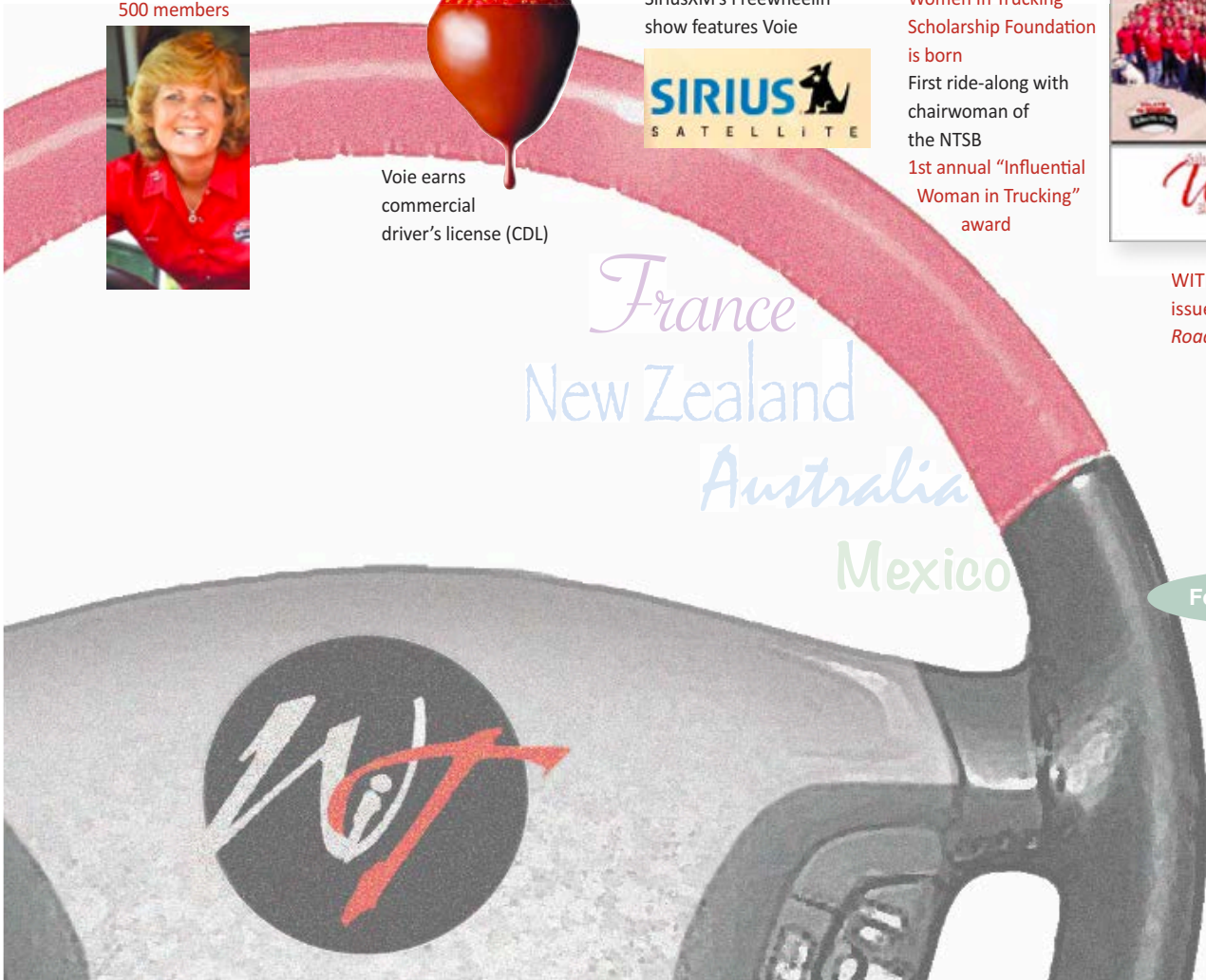


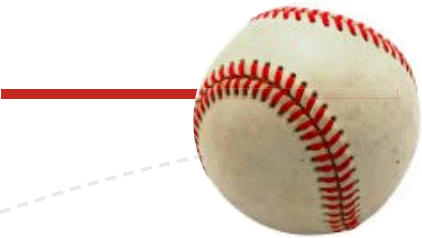
WIT launches premier issue of *Redefining the Road* magazine!

France  
New Zealand  
Australia  
Mexico

For more info

Visit:





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.



2007-2017 • STEERING TOWARD DIVERSITY

## 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



Photo: Katie Cole/CBS Radio

## 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



Voie helps DOL, ED, and DOT to define skills for transportation careers

WIT Board member attends signing of Transportation Bill at White House



## 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 CEO Voie is appointed to U.S. DOT's Entry Level Driver Advisory Committee  
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



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

## 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



WomenInTrucking.org

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