

# Redefining *the* Road

Edition 1 | 2019

The official magazine of the Women In Trucking Association

## Attracting & Retaining Qualified Drivers

**INSIDE...**

**TOP WOMEN TO WATCH**

2019

**Women Drivers Talk**

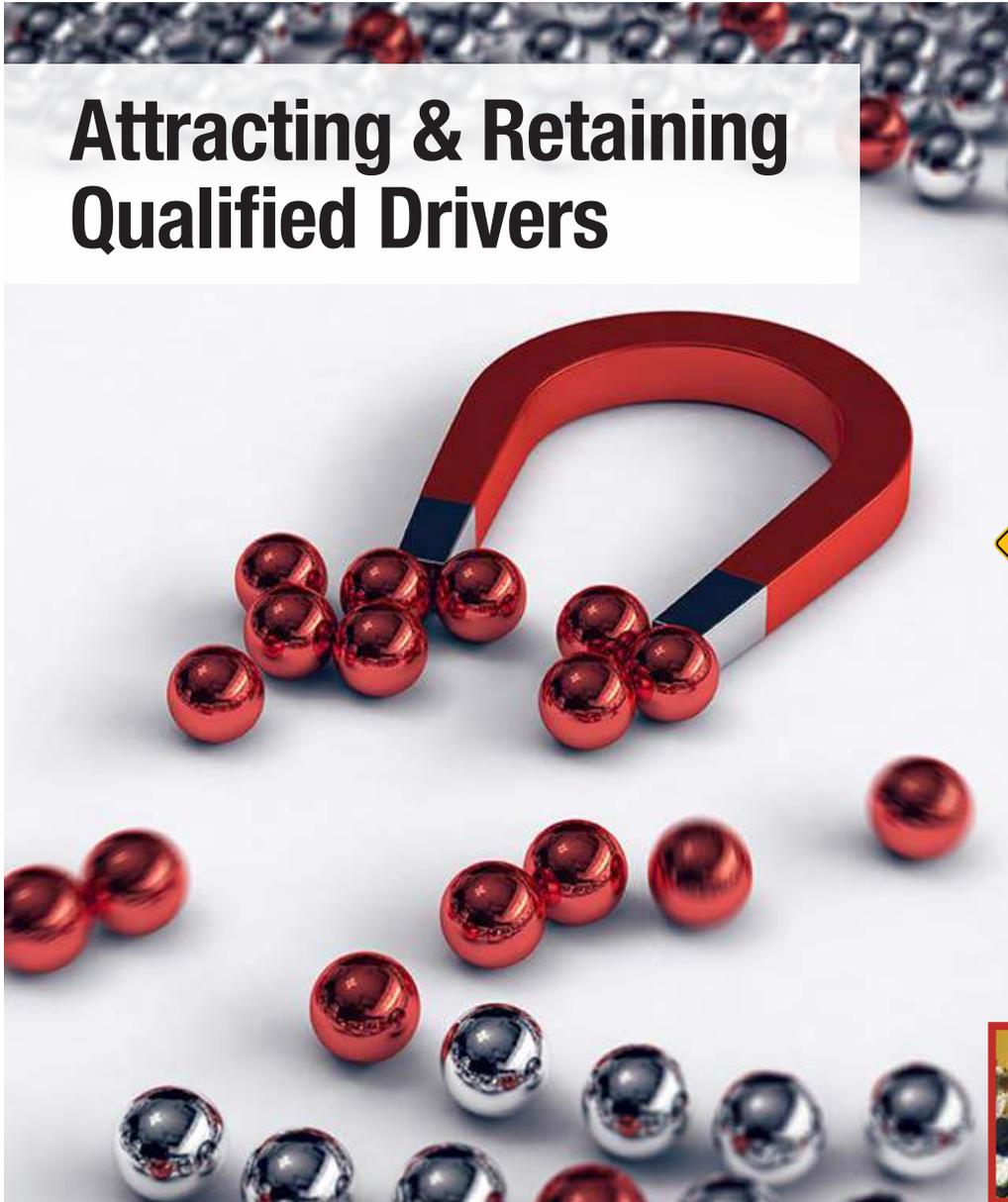
LOOKING AHEAD

**INDUSTRY OUTLOOK**

**SALUTE to Women 10th Anniversary**

**WIT FOUNDATION Scholarships & New Director**

**Accelerate! RECAP**



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# Women...

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# Exactly Who Are We?



*Ellen Voie, CAE, President & CEO,  
Women In Trucking Association, Inc.*



The Women In Trucking Association (WIT) is a nonprofit association that represents ALL women who work in the trucking industry, but there are many misconceptions circulating about our organization. As we continue to grow and expand our reach, this issue is likely to resolve itself, but we're not there yet.

As we work toward shaping impressions of our organization, it is important to communicate that we're not only for drivers, and we don't just support carriers. And, guess what? Our membership includes men! Men often will walk by our booth at a trade show and say, "I guess I'm excluded from your group." My response to them is that we're not FOR women, we're ABOUT women, and nearly 20 percent of our members are men who support our mission.

So, how do we get people to understand that Women In Trucking members include drivers, dispatchers, truck dealers and manufacturers, suppliers, tech and software companies, load boards and schools? And that our members are female, male, and LGBTQ as well

as white, black, Hispanic and Asian, and reside in North America as well as Australia, Ghana, South Africa, New Zealand, Japan and Sweden?

In fact, anyone can be a member if they support our mission: to increase the number of women employed in the trucking industry.

Recently, we retained an organization that is working on the WIT brand reputation. They're interviewing current members, lapsed members and potential members to understand how they view us as an organization, so we can do a better job of attracting people to join us.

For those of you who know us, we appreciate your support. As we work on resolving our identity issue, please help us to set the record straight. If you agree that the trucking industry needs more women, we represent you. That's a pretty simple concept. We're ALL women in trucking!





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# Inspirational Stories: Women to Watch in Transportation



**Brian Everett, ABC  
Group Editorial Director and Publisher  
Redefining the Road magazine**

Every day, women are doing amazing things in business and in our world. These women manage teams of people (or even lead companies) to drive business success. They provide creative, innovative ideas. They solve problems.

In fact, there are 74.6 million women in the civilian labor force – and almost 47 percent of U.S. workers are women. More than 39 percent of women work in occupations where women make up at least three-quarters of the workforce. And women own close to 10 million businesses, accounting for \$1.4 trillion in receipts (source: U.S. Department of Labor).

There also are a rising number of women who play pivotal roles in transportation – ranging from female professional drivers on the road to mid-level managers or even top-level executives in enterprises related to the industry.

This edition of *Redefining the Road* recognizes the accomplishments of many women – individual professionals who were recognized as finalists in Women In Trucking's (WIT) 2018 "Influential Woman in Trucking Award." The latest recipient is Angela Eliacostas, Founder and President, AGT Global Logistics. With 30-plus years in transportation, she has worked her way from the ground up to ultimately running a successful 3PL. Other inspirational women who were finalists include Nozuko Mayeza, Managing Director, Tulsawiz Logistics, and Brooke Willey, Vice President- Human Resources, CRST International. Read the feature article on page 13 to learn more about these impressive leaders.

This edition also recognizes 51 impressive individuals as "Top Women to Watch in Transportation" – individuals who have successfully accomplished amazing things in their careers and exemplify WIT's mission. This edition highlights people like Josephine Berisha, Senior Vice President at XPO Logistics, who helped increase female LTL drivers by 30-plus percent, and Tina Albert, Assistant Plant Manager for Peterbilt Motors Company, who led development of the first mentorship program at PACCAR. Read their stories and those of many others on page 12.

Cheers to all of the inspirational women of our industry who are featured in this edition – and to the countless others who are making a difference in our lives, in our industry and in our world.

*Brian S. Everett*





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And to see more of that corner office, explore the new Cascadia at [Freightliner.com/new-cascadia](http://Freightliner.com/new-cascadia).

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## Top Strategies for Attracting and Retaining Qualified Drivers

**Of all the challenges in the trucking industry today, the driver shortage continues to top the list.**

More than 60,000 new drivers are needed, according to the American Trucking Associations. And with the driver turnover rate at approximately 87 percent, fleets are struggling to hold onto the drivers they do have. Finding and keeping drivers has never been more critical.

Increasingly, companies are seeking out non-traditional approaches for recruiting and retention. Presenters at the 2018 *Accelerate!* Conference shared a variety of best practices.

### **Reach Out to Women**

Women represent a particularly strong potential talent pool. While they make up 47 percent of the workforce, just 7.9 percent of drivers are women, according to the Women In Trucking (WIT) Index, developed in conjunction with the National Transportation Institute (NTI).

Women tend to be safer drivers than men, points out Leah Shaver, NTI's Chief Operating

Officer. They tend to take fewer risks, have fewer accidents, work more efficiently, choose a company more carefully, and stay longer.

And more promising news: 76 percent of female 18- to 26-year-olds have a favorable impression of professional driving, according to a recent nationwide study by the Adcom Group, a marketing and communications firm.

Companies are recognizing the value of women drivers. More than a quarter of fleets participating in the WIT Index reported a 28.7 percent increase in female drivers from 2017 to 2018, Shaver says.

It's remarkable, then, that a recent customer survey by DriverIQ, a provider of background screening for the trucking industry, showed that 35 percent of companies have NO programs aimed at recruiting and retaining women drivers!

### Step Up Your Game

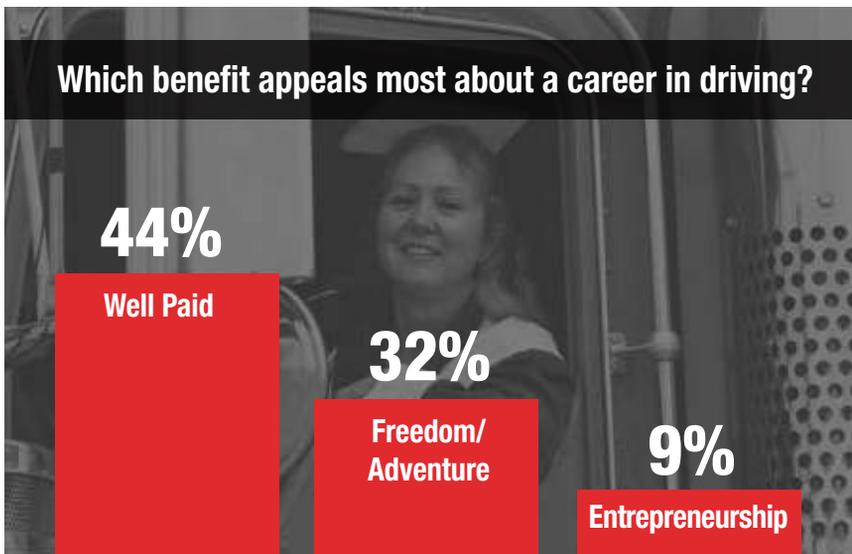
In today's tight market, companies are looking for ways to stand out – or at least be competitive. To that end, many are increasing driver compensation. In 2018, NTI tracked more pay changes than any period in the organization's 23-year history. Base pay rates in the high \$0.40s up to mid \$0.50s are not unusual at for-hire fleets, Shaver says, with team drivers earning up to \$0.74 in peak markets.

Pay for private fleets is also rising. In fact, Walmart just announced that the company is raising the average salary to nearly \$90,000 to attract more drivers – an unprecedented move in the industry.

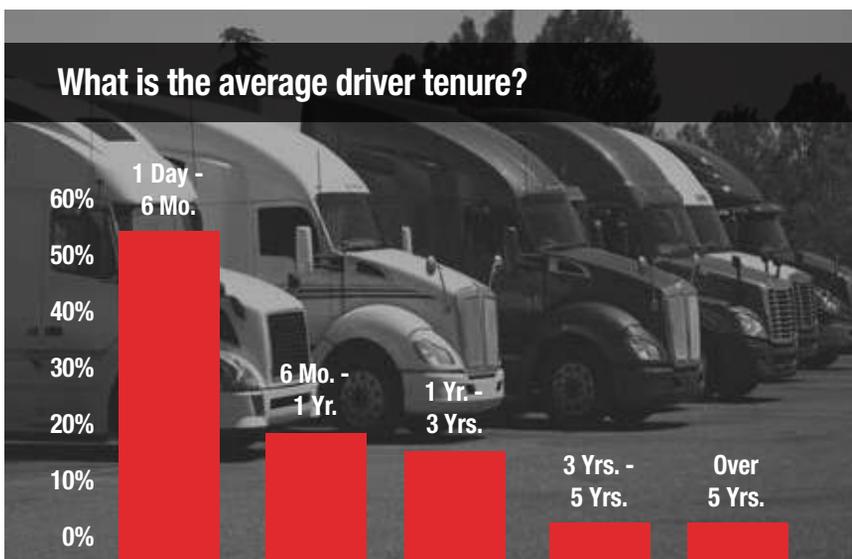
Data shows that wages do indeed impact driver retention. DriverIQ's study reveals that total compensation is the top cause for turnover, cited by nearly 60 percent of respondents, company Co-President Lana Batts says. Ultimately, driver pay needs to be at least \$75,000 to reduce turnover, according to 80 percent of recruiters surveyed.

Pay alone will not solve the driver shortage, Shaver cautions. Driving jobs can be a tough sell due to long hours, time away from home, physical demands and more.

It's not surprising, then, that quality of life is another growing area of focus. In reviewing candidates for Best Fleets to Drive For 2018, the Truckload Carriers Association and CarriersEdge noted that more companies are establishing wellness programs for drivers – offering



**Freedom and adventure are big benefits to a driving career, according to a nationwide study of 18- to 26-year-olds by the Adcom Group.**



**Termination records show that turnover is highest during a driver's first six months on the job, according to DriverIQ.**

everything from on-site fitness centers or reimbursement for gym memberships to healthy snacks and blood pressure monitoring at the terminal, CarriersEdge CEO Jane Jazrawy says. Many fleets also are offering pet and rider perks to help promote work/life balance.

To maximize recruiting and retention efforts, NTI's Shaver recommends identifying what sets your company apart – whether that's pay rates, home time, benefits, etc. "Benchmark your offerings. Track attributes in order to highlight what is unique about your company," she says.

### Nurture Drivers

Turnover is highest in a driver's first six months on the job (over 50 percent) and spikes again around the three-year mark, Batts says. That makes on-going training and support critical for success.

Leading fleets are paying more attention to post-orientation ramp-up and support efforts, Jazrawy says. She sees a trend toward formalized outreach programs. Regular driver surveys,

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check-ins (where executives call drivers), ride-alongs, town hall meetings and round tables are becoming more common.

Coaching programs also are more prevalent. In fact, 70 percent of Best Fleets finalists offer post-orientation support on the road.

More female trainers and mentors are needed to help make connections with women drivers, Batts points out. Almost 40 percent of recruiters are women; however, just over 25 percent of companies offer female trainers for new hires, and slightly more than 10 percent offer female mentors, DriverIQ's survey shows.

### Improve the Image of Trucking

The trucking industry has an image problem, warns Hallie Fisher, Adcom Senior Vice President, Director of Trucking and Transportation. A few decades ago, in the cultural peak of trucking, the driving profession was respected and marked by freedom and adventure. Today, however, the career is viewed as dangerous, stressful and unhealthy.

"In today's connected culture, the negative gets amplified," she explains. "There's a need to raise awareness on positive aspects of the profession and promote new realities of negative barriers."

Adcom's recent survey of 18- to 26-year-olds showed that the biggest appeal of driving today is that drivers are well paid (44 percent), but freedom and adventure are still big selling points for 32 percent of respondents. To leverage this, Fisher recommends that fleets highlight the more emotive aspects of driving – culture, pride and respect.

### Move the Dialogue to Social Media

Social media can be a very effective tool for improving the image of trucking and connecting with current and prospective drivers.

Jazrawy encourages companies to crowd-source their fleets. "Facebook Live is a powerful option. Drivers love Facebook!" she emphasizes, adding that private Facebook groups give women, in particular, valuable opportunities for much-needed connection.

The next generation driver is even more likely to engage on social media, Fisher says. In fact, 38 percent of the 18- to 26-year-olds the company surveyed said that social media had shaped their view of the trucking profession. The study shows that this age group is 102 percent more likely than average consumers to be on Instagram, 119 percent more likely to use Twitter, and a whopping 224 percent more likely to use Fortnite.

"Take a hard look at where you're sharing your message," Fisher says. "If you're trying to reach a younger audience and not using mobile/social, you're probably not reaching them."

While there is much work to be done, in time, incorporating best practices like these can help to improve the experience of both drivers and the companies that hire them. ■



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For more info visit [www.pblifelite.com](http://www.pblifelite.com)

# TOP WOMEN TO WATCH

Women In Trucking (WIT) applauds these top performers who have achieved significant accomplishments in their career and who go the extra mile to help improve gender diversity — at their own companies and/or industry-wide. This second annual list highlights notable achievements by some of the most remarkable women in our industry.



**TINA ALBERT**

*Assistant Plant Manager  
Peterbilt Motors Company*

Recently promoted from accounting to operations. Led development of first mentorship program at PACCAR Engine Company and shaped its first-ever Diversity Council. Peterbilt Women's Initiative (PBWIN) 2019 Co-Chair.



**TAMI ALLENSWORTH**

*Senior Vice President,  
Customer Experience  
J.B. Hunt*

Trailblazer who now leads unit she helped create. Co-founded employee resource group GROW (Growing and Retaining Outstanding Women). Recently discussed the need for organizations like GROW with U.S. Department of Labor.



**LISA ANGARA**

*Enterprise Architect Manager  
Navistar*

Spearheaded development of products to improve driver experience. Lead developer for application to streamline customer service experience. Mentors, encourages and uplifts women around her.



**CATHY BAUDER**

*Driver, Owner Operator  
Steven Davis Trucking*

More than 25 years with a perfect driving record. Extremely supportive of fellow women drivers. Takes time to talk with them, offer advice and encouragement. Runner-up for Peterbilt's SuperFan search.



**COURTNEY BECKHAM**

*Sales Specialist  
SelectTrucks of Atlanta/  
Peach State Trucks*

In the top 3 percent of salespeople for over 10 years. Views truck sales as partnering, educating and supporting clients, so they can realize their dreams. Passionate about Women In Trucking.



**MONA BEEDLE**

*Founder  
Trucking Angels for Christ*

Hosts weekly call to inspire women to overcome everyday obstacles they face out on the road as well as at home. Chaplain for Channel 21 Ministries and active with Trucker Buddy International.

For a downloadable PDF, visit [WomenInTrucking.org/womentowatch2019](http://WomenInTrucking.org/womentowatch2019)



**JOSEPHINE BERISHA**

Senior Vice President, Global Compensation and Benefits  
XPO Logistics

Developed industry-leading compensation/benefits

policies for women and families, including a highly progressive Pregnancy Care policy. Helped increase female LTL drivers at XPO in North America by more than 30 percent.



**TRACY BIRD**

Branch Manager  
Trimac Transportation Inc.

Strong leadership has led to increasing responsibilities and multiple promotions

in Bird's 17-year tenure at Trimac. With her guidance, her branch achieved biggest turnaround in the company's western U.S. region.



**MELISSA (MISSY) BLAIR**

Program Manager, Center for Transportation Training  
Pima Community College

Promotes the industry to females of all ages – from

outreach in elementary schools to adults. Helped increase female enrollment from 8 percent in 2017 to 14 percent in 2018.



**DONNA BOESEN**

Customer Service Leader  
Veriha Trucking

Passionate about ensuring success for both the company and its customers.

Leads by example. Boesen's productivity and response time exceed most, and she leaves a trail of dust behind her.



**JENNIFER BRAUN**

Vice President,  
Kansas City Operations  
Trinity Logistics

Progressed through the company to become first

female Vice President of a Regional Service Center. Her innovative ideas played key role in its profitability. Highly respected by peers, team and executive leadership.

*continued on page 14*



Kary Schaefer of Freightliner Trucks (left) and WIT President/CEO Ellen Voie (right) with award finalists Nozuko Mayeza, Angela Eliacostas and Brooke Willey.

## WIT Honors Influential Woman In Trucking

Angela Eliacostas got an early start in the trucking industry, learning how to fuel, park and wash trucks for her father, a long-hauler who also ran a trucking company. Her logistics career began in earnest when she joined BBI Trucking Company as a young, single mother of four. She started out as a part-time billing clerk, worked her way up to general manager and then ventured out on her own.

In 2005, she launched All Girls Transportation and Logistics from a basement office. As CEO, she worked hard, stayed on top of trends and technologies, and delivered on her promise to "keep the world turning" for her clients.

Today, the company, now AGT Global Logistics, has a strong client base for its utility logistics management services and is consistently ranked as a top-50 Illinois and top-1000 U.S. certified women-owned business.

In recognition of her success, the Women In Trucking Association (WIT) presented Eliacostas with the 2018 "Influential Woman In Trucking Award" at the *Accelerate!* Conference & Expo in November.

Sponsored by Freightliner Trucks, the annual award recognizes women in the trucking industry who make or influence key decisions, have a proven record of responsibility, and mentor and serve as a role model to other women.

Eliacostas was selected from a field of highly qualified nominees, including

finalists Brooke Willey, Vice President – Human Resources, CRST International, and Nozuko Mayeza, Managing Director, Tulsawiz Logistics.

Willey works with her team to create an atmosphere where CRST's nearly 8,000 employees can achieve what she calls "job joy" – enjoying what they do in a productive, safe and meaningful environment. The sole female executive in the C-suite when she started at the company in 2010, she embraced her position at the executive table and has successfully helped to recruit other female executives.

Mayeza defied the odds and started a trucking company, virtually unheard of for a woman in South Africa. Today, she is a mouthpiece for WIT in South Africa. A finalist for the Women in Africa Awards 2018, she influences decision makers in both government and the private sector to give business opportunities to women-owned companies.

"It is exciting to see so many remarkable women leaders in our industry," says Ellen Voie, WIT President and CEO. "We're honored to recognize Angela as the 2018 'Influential Woman in Trucking.'" She definitely will be an inspiration for Women In Trucking members."

Eliacostas plans to be a vocal advocate for the WIT mission. "I'm happy to show that dedication and perseverance lead to success in both business and in life, whether you're in work boots or heels." ■

# 2019 TOP WOMEN TO WATCH

continued from page 13



**DEBRA BRUNTON**

*Group Director Maintenance  
Ryder*  
Recently promoted, Brunton is the first woman to hold this position. Active sponsor of Women's Leadership forums at Ryder. Mentors women who are starting out in the trucking industry.



**ANGIE BUCHANAN**

*Vice President, Operations  
Melton Truck Lines*  
Recently named TCA's "Safety Professional of the Year" and promoted to Vice President of Operations. Her HR leadership helped Melton gain recognition as a top workplace by *The Oklahoman* and WIT.



**CYNTHIA CHAMPION**

*Transportation Safety  
Manager  
Martin Transport, Inc.*  
Named a "Rising Star" by the National Safety Council and "Responsible Care Partner of the Year" by the American Chemistry Council. An outstanding ambassador for women considering a career in transportation.



**DAWN COCHRAN**

*Professional Driver  
Old Dominion Freight Line*  
2018 Indiana State Truck Driving Champion for the 5-axel class. Sole female finalist across ALL classes in the National Truck Driving Championship last August. Tireless advocate for women in trucking.



**APRIL COOLIDGE**

*Driver/Trainer  
Walmart*  
Sets example for safe, conscientious driving. As a captain for Walmart's Arkansas Road Team and 2019 – 2020 America's Road Team nominee, Coolidge encourages women to seek opportunities in the trucking industry.



**KELLY CARGILL CROW**

*External Communications  
Manager  
FedEx Freight*  
Actively participates in diversity efforts and promotes the accomplishments of women at FedEx both internally and externally. Passionate about shaping the industry through communications leadership.



**MEZZALINA (LINA)  
DEJONGH**

*Branch Manager  
Trimac Transportation Inc.*  
Hard work and strong leadership skills have propelled Dejongh through the ranks at Trimac. Increased billable miles by 47 percent and driver count by 12 percent and added a profitable new product line.



**SHAYNE FANNING**

*B2B Communication & Events  
Michelin North America, Inc.*  
Played a key role in development of Michelin's Women's Network and piloted its first-ever B2B Women's Summit for marketing and sales professionals. Spearheaded top-tier sponsorship of WIT's *Accelerate!* Conference.



**SHIRLEY FOLEY**

*Vice President  
DTS Logistics, LLC*  
As an immigrant with no prior industry experience, Foley started as an office manager and worked tirelessly to master the business. Helped grow monthly sales 1000 percent. Treats employees like family.



**KRISTEN FORECKI**

*Vice President, Operations  
Convoy*  
Leadership marked by unflagging positivity, a willingness to roll up her sleeves and help, and the ability to bring out the best in her team. Founding executive of Women at Convoy.



**TRISH GARLAND**

*Corporate Vice President,  
Strategic Services  
Estes Express Lines*  
Highest-ranking female senior executive at Estes and leader at the helm of a significant transformation of corporate strategy and culture. Has helped blaze the trail for females entering the industry.

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"Blaze your own trail."

- Brooke Willey



**Congratulations, Brooke**

For being named a finalist for the 2018 Influential Women in Trucking award, sponsored by Freightliner Trucks and the Women in Trucking Association!



BROOKE WILLEY  
Vice President  
Human Resources  
CRST International

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## Congratulations.

We are proud to celebrate **Kelly Cargill Crow, Communications Manager, FedEx Freight**, for being named a 2019 Women in Trucking **"Top Woman to Watch in Transportation"**



## *Congratulations* to our Two Top Women to Watch in Transportation!



TRACY BIRD



MEZZALINA (LINA) DEJONGH

Trimac Transportation Inc. extends our heartfelt congratulations to branch managers Tracy Bird (Rock Springs, WY) & Mezzalina (Lina) DeJongh (Pensacola, FL) for being named a "2019 Top Woman to Watch in Transportation" by WIT's *Redefining the Road*. Tracy and Lina are sisters, and each has followed a path to their own success! Tracy & Lina have almost three decades of combined success within the industry and our company. Congratulations Tracy & Lina!



# 2019 TOP WOMEN TO WATCH

continued from page 14



**EMMA GELACEK**

*Safety Manager  
Garner Trucking*

A 25-year driving veteran, Gelacek now helps Garner's management team

understand the true issues out on the road. Helps facilitate Driver Advisory Board and create driver-focused programs that improve recruiting/retention.



**MARY ANN HUDSON**

*Executive Vice President  
Bibby Transportation Finance*

Driving radical change with focus on easy-to-access services for owner-operators

who are constantly on the move. Generated 70 percent more new business in 2018 by providing adaptable financing solutions.



**TRACY JAHNEL**

*Controller  
Sterling Transportation Services*

Actively seeks out professional growth

opportunities for Sterling staff. Works with non-profit Angel Share to create pathways to logistics and transportation employment for young adults aging out of foster care.



**TAMARA JALVING**

*Vice President, Human Resources  
Holland*

Encourages diversity and the recruitment and

development of females. The first woman to hold a Vice President position at Holland, Jalving is paving the way for women in the freight industry.



**TRACY JONAS**

*Operations Manager  
JX Enterprises, Inc.*

Consistently strong performer in a variety of positions. Recently

promoted. Known for taking on challenges and tackling them quickly. Passionate, knowledgeable about the industry and a powerful advocate for women.



**CHELSEA KENDRICK**

*Customer Education Manager  
KeepTruckin Inc.*

Recognized leader who sees needs and takes initiative to fill them. Helped to establish

and manage company's new Customer Education department. Dedicated to understanding and advocating for the customer.

continued on page 18

**Congratulations to Tina Albert  
Assistant Plant Manager  
Peterbilt Motors Company**

Recently named a  
"2019 Top Woman To Watch  
in Transportation" by WIT's  
*Redefining The Road.*



**JX Truck Center**

**2018 TOP COMPANY**  
FOR WOMEN TO WORK FOR  
IN TRANSPORTATION  
WOMEN IN TRUCKING ASSOCIATION

**CONGRATULATIONS TRACY JONAS**  
NAMED TOP WOMAN TO WATCH IN TRANSPORTATION 2019

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**THANK YOU TRACY FOR REDEFINING DIVERSITY IN THE TRANSPORTATION INDUSTRY AND YOUR CONTINUED CONTRIBUTIONS TO JX.**

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## CONGRATULATIONS MARY ANN HUDSON

Bibby Financial Services is proud to acknowledge Mary Ann Hudson, EVP and Managing Director of Bibby Transportation Finance and member of our North American Executive Leadership Board, for her career achievements as a strong leader in the transportation industry. Mary Ann exemplifies our passion for doing the right thing for our clients and we are pleased she has been honored as a “Top Woman to Watch in Transportation.”

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# 2019 TOP WOMEN TO WATCH

continued from page 17



**TINA LEWIS**  
 Director, Legal Services  
 TVC Pro-Driver

Positive, strong work ethic, skilled in working with drivers and companies.

Manages multi-lingual department that is nearly 90 percent female. Expanded company focus by kickstarting CSA/DataQ Challenge department.



**MARY MALONE**  
 Vice President, Business Development  
 Stay Metrics

High-performing leader who focuses on the unique strengths of each staff person and brings innovative ideas to the table. Encourages the full participation of women at all levels of the transportation industry.



**KRISSY MANZANO**  
 Senior Director of Sales,  
 Enterprise & Mid-Market Team  
 KeepTruckin Inc.

Opened KeepTruckin's first Nashville office, growing it to over sixty full-time employees in less than a year. Drove the charge to get competitive maternity and paternity leave policy for all employees.



**JUDY MCTIGUE**  
 Assistant General Manager –  
 Operations  
 Kenworth Truck Company

Promoted multiple times within the past two years to positions of increasing responsibility due to her outstanding dedication and diligence. Encourages and promotes women within the transportation industry.



**MACKENZIE MELTON**  
 Recruiting Manager  
 Garner Trucking  
 A veteran driver, Melton uses her firsthand knowledge to find ways to recognize and motivate drivers and ensure they're treated fairly. Helped to develop Proactive Communication Program for new hires.



**MELISSA NISHAN**  
 Vice President, Driver  
 Recruiting  
 Epes Transport System, LLC  
 Company's first female Vice President. Led charge to

improve driver onboarding experience, increasing driver applicant flow by about 50 percent within nine months. Encourages women in the trucking industry.

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**KATLIN OWENS**  
*Corporate Communications  
 Manager*  
 CFI

Created the company's SheDrivesCFI program to advocate for professional drivers and the industry, and recently expanded CFI's Women in Leadership to all female employees. Strong advocate for female co-workers.



**JENNIFER PIATT**  
*Elite Support and  
 Diversity Manager*  
 Stoops Freightliner

Always up for a new challenge, Piatt has risen through the ranks at Stoops. Her current focus? Creating a diversity program and growing a culture that supports women for the company's dealerships.



**JENNIFER RADCLIFFE**  
*President*  
 Insight Technology, Inc.  
 Management team is 100 percent female. Discounts and referral bonuses for

new FactorLoads customers with a woman owner or driver. Top-notch health care and workplace health program.



**MICHELLE RICHARD**  
*Vice President, Human  
 Resources*  
 Saia LTL Freight  
 Recent initiatives include

revamping Saia's wellness program, implementing a driver-friendly Applicant Tracking System, creating a female driver focus group and implementing programs to increase employee engagement.



**ERIKA RIOS**  
*Retail Sales Consultant*  
 Arrow Truck Sales  
 Her transportation career started in high school.

Valuable resource for women who want to learn about the industry. Driven to provide excellent customer satisfaction. Earned 2018 Diamond Level Sales Award.



**AMANDA RODRIGUEZ**  
*Account Manager/Regional  
 Sales Consultant*  
 Navistar, Inc.

First female sales consultant and account manager for Connected Services. Her passion is infectious, especially among new female employees. Takes a personal interest in her customers' success.

*continued on page 20*



**CONGRATULATIONS!**

Old Dominion would like to congratulate **Dawn Cochran** from our Indianapolis service center on being recognized by *Women in Trucking* as a **Top Woman to Watch in 2019!** Dawn is a selfless advocate for women considering a career in trucking. Her contributions of safety and professionalism are invaluable to the industry.

visit  
[odfl.com/careers](http://odfl.com/careers)




**Congratulations to  
 Courtney Beckham,  
 Sales Specialist for  
 SelecTrucks of Atlanta/  
 Peach State Trucks**

Recently named a "2019 Top Woman  
 To Watch in Transportation"  
 by WIT's *Redefining The Road.*



PeachStateTrucks.com

# 2019 TOP WOMEN TO WATCH

continued from page 19



**JANE ROSAASEN**  
Plant Manager – Mount Holly Truck Manufacturing Plant  
Daimler Trucks North America  
Mentor for up-and-coming women at Daimler Trucks and advocate for women in the industry. Active supporter of company’s Executive Women’s Roundtable and Women’s Interactive Network.



**ROXIE SANFORD**  
Director, Driver Services  
Winnipeg Motor Express  
Brought new energy to the company’s driver services team. Dramatically improved driver recruitment/retention as well as the safety program. Ensures that women in the organization are given fair and equal opportunity.



**CRYSTAL SEQUIN**  
Vice President, Distribution Channel Strategy  
Navistar, Inc.  
Worked her way up from Technical Writer to Vice President. Strong leader who consistently includes strong, intelligent women on her team and encourages them to think freely and offers guidance for growth.



**LEAH SHAVER**  
Chief Operating Officer  
The National Transportation Institute  
Recognized expert helping to shape how the industry responds to the driver shortage. An active WIT board member, Shaver helped develop the WIT Index to monitor the percentage of women in the industry.



**SHANNON SPENCE**  
Trailer Sales Representative  
Stoops Freightliner - Quality Trailer  
The only woman in the Indianapolis truck/trailer sales market, Spence ranks in the top five in sales at Stoops, generating \$11 million in sales last year. Strong ambassador for the trucking industry.



**AMANDA THOMPSON**  
Vice President, Human Resources  
U.S. Xpress  
With a driver-first mentality, Thompson spearheaded transformation of company’s driver training program from a traditional classroom-style program to a multi-platform ongoing career development center.



**MELISSA TOMLEN**  
Senior Vice President,  
Accountability & Performance  
YRC Freight  
Committed to paying it forward to women across the company. Executive sponsor of WE at YRC, an employee resource group focused on women which includes a multi-year women’s leadership development program.



**CARIANNE TORRISSI**  
Partner  
Goldberg Segalla LLP  
Specializes in the defense of trucking companies. Learned the business from the ground up as a third-generation member of a trucking family. Member of steering committee for her firm’s Women’s Initiative.

continued on page 22

**Congratulations to  
Nozuko Mayeza  
Managing Director, Tulsawiz  
2018 WIT “Influential Woman  
In Trucking” Finalist**



**TULSAWIZ**  
logistics



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West Coast applicants visit [reddawayregional.com/careers](http://reddawayregional.com/careers)



# 2019 TOP WOMEN TO WATCH

continued from page 20



**SAUNY TUCKER**

*Vice President  
Art Pape Transfer  
DBA/Tucker Freight Lines*  
Transformed company culture by recognizing the value of female employees and their vital role in the success of the organization. Company size has nearly doubled since Tucker became majority owner.



**CONNIE VAUGHN**

*Government Relations  
Manager  
McKee Foods Corporation*  
First woman Chairperson of the Tennessee Trucking

Association. Experience and in-depth knowledge in governmental affairs and trucking positions her to make great inroads for women in the industry.



**ELAINE WEACKLER**

*Customer Service  
Representative  
Veriha Trucking Inc.*  
Tops the leaderboard for customer service metrics by

focusing on doing the right thing for her customers and for Veriha. Readily shares her experience and recognizes efforts of other team members.



**MEGAN WELLS**

*Director of Employee Services  
Veriha Trucking*  
Recently promoted to the newly created Director role, Wells is the heart of Veriha's

employee relations and a main driver of corporate culture. She inspires employees to bring their "A" game every day.



**HEATHER WILSON**

*Chief Commercial Officer  
BMO Transportation Finance*  
An inclusive leader with a passion for innovation and creating a best-in-class

employee and customer experience. Active member of BMO's Executive Diversity & Inclusion Steering Committee and 2019 WIT board member. ■



## New Column for WIT eNews: Ask the Influential Woman in Trucking

**Who better to answer industry questions than a successful businesswoman who also was named WIT's 2018 "Influential Woman in Trucking"?**

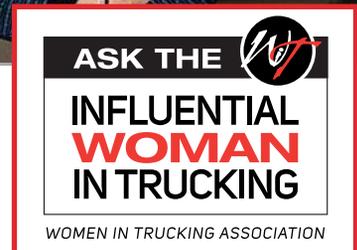
Angela Eliacostas, Founder and CEO of AGT Global Logistics, will offer advice and words of encouragement as she participates in WIT's new column beginning in March.

Eliacostas has made it her mission to give back and will personally respond to questions concerning the trucking and logistics industries. Her column will be featured in the WIT newsletter and blog and on the AGT Global Logistics blog. Her goal is to increase her outreach with WIT throughout the upcoming year and to support the organization's efforts to encourage the employment of women in the trucking and logistics industries.

In addition, Angela looks forward to talking with the women who are featured as WIT Members of the Month, being a mentor in the WIT Mentoring program and attending the *Accelerate!* Conference & Expo Sept. 30-Oct. 2, 2019 in Dallas.

"Winning the 'Influential Woman In Trucking' award is a great honor," Eliacostas says. "I'm a proud member of Women In Trucking and have witnessed the growth of the organization. It's a great time to be a woman in the world of trucking, and I look forward to teaming-up with the association and promoting their initiatives in 2019."

WIT's goal is to feature the new recipient of the "Influential Woman in Trucking Award" each year through their own perspectives and experiences in this column. ■





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**Thank you to Women In Trucking for recognizing our leader as the 2018 Influential Women of the Year.**

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# TravelCenters of America Gives Back to Their Loyal Customers



Loyal customers are not only greatly appreciated at TravelCenters of America, but they are rewarded. In January, TA, Petro Stopping Centers and TA Express, operated by TravelCenters of America, unveiled a new and improved UltraOne loyalty program giving customers new benefits and better rewards.

UltraONE is free to join and enables its members to earn flexible reward points and UltraCredits, redeemable throughout TA, Petro and TA Express locations. Members earn more points the more they fuel. Each volume level is

called a GEAR. Each GEAR rewards higher point levels. The new program gives members the opportunity to earn one, two, three and four points each time they fuel. Each current month, members' fuel volume totals dictate how many points they earn the next month. Plus, members can earn even more points by purchasing truck maintenance, repair, tires and more.

UltraCredits are earned with each fill-up of 60 gallons or more and are redeemable for a shower (Gear 1-3 members), or a meal, shower or reserved parking (Gear 4 and MAX Gear members). The new tiered structure enables high-volume customers to earn enough points and flexible UltraCredits to minimize their out-of-pocket costs for meals, parking and showers. Members simply decide how they want to be rewarded based on the level of fuel volume they wish to purchase.

"We're now giving our highest-frequency fueling customers even more," says Barry Richards, President and Chief Operating Officer. "We're redefining loyalty at TA and Petro locations, and the drivers will earn the rewards."

In addition to rewarding loyal drivers, TravelCenters of America is committed to providing fast and efficient fuel options, delicious and healthy food choices through StayFIT, well-stocked convenience stores, hospital-grade clean showers, the best truck service technicians, and the largest and well-lit truck parking available. ■



Barry Richards, President and Chief Operating Officer  
TravelCenters of America



*Davis Express is a proud supporter of WIT. Women have seen their role become more vital to the trucking industry and the industry in turn has become more dependent on our skills and leadership. My dad has always encouraged me to think for myself. His unwavering support has taught me that I can achieve anything I set out to accomplish.*

*It's been an honor to work at Davis Express and I appreciate the opportunity to work side-by-side with my dad Jimmy. Together we have built a solid company for over 40 years.*

*Davis Express will continue to support WIT because of its support of the woman in this industry.*

-Kayla



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	FUEL GALLONS THIS MONTH	POINTS PER GALLON NEXT MONTH	ULTRACREDIT VALUE EARNED NEXT MONTH WITH EACH 60-GALLON FILL-UP
<b>1ST GEAR</b>	<750	1	FREE SHOWER
<b>2ND GEAR</b>	750	2	FREE SHOWER
<b>3RD GEAR</b>	1,250	3	FREE SHOWER
<b>4TH GEAR</b>	1,500	3	FREE SHOWER, MEAL, OR PARKING
<b>MAX GEAR</b>	1,750	4	FREE SHOWER, MEAL, OR PARKING

For more information on the updated UltraONE program or to become an UltraONE member, visit [TA-Petro.com/UltraONE](http://TA-Petro.com/UltraONE). Start Earning today!

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UltraCredit expiration: Platinum UltraCredits expire after 10 days. UltraCredits for members who fuel 1,500 gallons or more in the prior month will expire 10 days after issuance. UltraCredits for Members who fuel less than 1,500 gallons in the prior month will expire seven days after issuance. One UltraCredit can be earned per day. Two UltraCredits can be redeemed per day. Points expire after 6 months if a member has not earned or redeemed during that period. Platinum members will continue to earn 2x points per \$1 spent on eligible truck maintenance, repair and tire purchases through TA Truck Service.

1/1/2019 01 ©2019

# Industry Outlook: What's in Store for Trucking?

There's no doubt – 2018 was a good year for the trucking industry. Approximately 11.5 million large trucks helped to move 11.6 billion tons of freight in the U.S., Federal Motor Carrier Safety Administration (FMCSA) Deputy Administrator Cathy Gautreaux told attendees at the 2018 *Accelerate!* Conference.



Thanks to ecommerce growth, 60 percent of LTL shipments are now delivered to consumers rather than businesses, she points out, dramatically changing delivery dynamics.

Industry experts predict that the trucking market will remain in solid shape for at least the first six to eight months of 2019.

The strong economy and heightened level of activity have significant ramifications for the transportation industry. Here's a look at a few of the biggest issues for the year ahead.

## Improving Safety

From 2016 to 2017, the number of large trucks involved in fatal crashes increased 10.5 percent, Gautreaux says. Greater congestion in urban areas and distracted drivers likely play a role in the increase.

The FMCSA is involved in a number of initiatives to increase public safety. The administration's "Road to Zero" program is striving to end fatalities on the nation's roadways within the next 30 years.

Electronic Logging Devices (ELDs) are also an area of focus. The agency estimates that ELDs will result in 1,800 avoided crashes, 562 fewer injuries and 26 lives saved each year.

The administration is also researching automated driving systems (ADS) and determining how to safely develop, test and deploy ADS-equipped commercial motor vehicles through rigorous research and engaging stakeholders. "We're looking at how we can enable innovation without foregoing safety," Gautreaux explains.

### Enticing Drivers with Better Pay

The professional driver shortage is expected to continue in the year ahead, due to an aging workforce, high turnover and growing demand for freight. Driver turnover – hovering around 94 percent – also poses challenges.

To help attract more drivers, both private and for-hire fleets are boosting compensation, according to Leah Shaver, Chief Operating Officer, at the National Transportation Institute. NTI reports an average pay increase across all regions of 9 to 10 percent in 2018 – with the greatest increase in the Northeast. NTI predicts significant pay increases over the next 36 months. OTR pay is expected to rise sharply and pull regional and local rates up with it.

Sign-on bonuses, pay guarantees and improved benefits also are increasingly common.

### Tapping Technology

Technology is another area of industry focus with many industry leaders leading the charge. Peterbilt recently unveiled its all-electric medium duty truck, and Volvo plans to demonstrate its electric model this year. Daimler announced its diesel-powered model with semi-autonomous technology. Great Dane is building smart sensors into its trailers. Walmart is utilizing blockchain to improve food safety. Interest in online freight marketplaces, artificial intelligence, voice-activated systems and telematics is also increasing.

More advancement is sure to be on the horizon. Craig Martin, Senior Executive Vice President at Adcom Group, encourages companies to highlight their new technology innovation to help attract potential employees, especially to pique the interest of younger workers.

Safety, the driver shortage and technology are just a few of the critical issues facing the trucking industry this year. What's top of mind for your company? ■



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# Century Finance Focuses on Women-Owned Businesses



Century Finance is committed to helping women truckers grow their businesses and to make running their businesses easier. The factoring company based in Jonesboro, Ark., recognizes the demands on women truckers. "Women truckers are entrepreneurs. They are savvy, successful business owners who often wear many hats: mother, wife, daughter, friend, driver, and truck owner. Running a business from the seat of a cab is oftentimes challenging, so using a factoring company is a great solution," says Alma Thomas, Director of Sales and Marketing at Century Finance.

Factoring is a transaction in which a business sells its invoices, or receivables, to a third-party financial company known as a "factor." The factor then collects payment on those invoices from the business' customers. Factoring is known in some industries as "accounts receivable financing."

The goal of Century Finance is to provide flexible and easy factoring programs to make the trucking operation as simple and seamless as possible, Thomas says. "Our clients are paid the same day we receive the invoiced load which creates instant cash flow and increases capital. We provide billing and collecting services at no extra fee, which means no more paperwork to bog down these women's busy daily routines," she explains. "Women utilize our services, know the benefits of our fuel card program, and capitalize on our trailer lease-to-own plan, which has proven very beneficial in helping their trucking companies grow to the next level."

"Since we have been doing business together our business has grown considerably.

We simply could not have accomplished this without the help of Century Finance," says Dione Distasio, owner of D and W Express LLC. "When we submit invoices, the money for said invoices arrives the same day. This is fantastic

for business growth. We are now in the position to handle our own finances, but we choose to remain a client because it makes our accounts receivable a quick and easy process." ■



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-Lisa and Patrice, Schneider Team drivers

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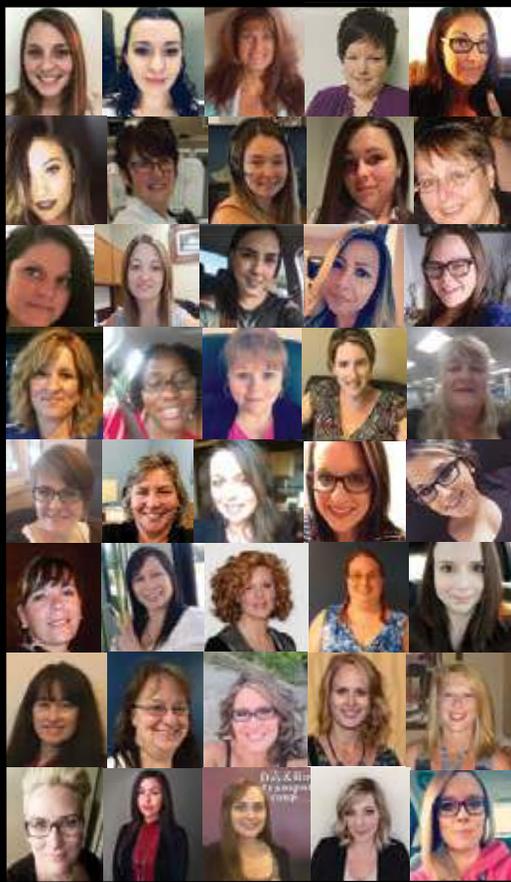


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# Straight Talk with Women Drivers

Ever wonder what it would be like to drive a truck for a living? We asked two Women In Trucking (WIT) Image Team members how they got started and why they've stayed.



While Jodi Edwards was exploring her career options, she came across a children's book about truck drivers. Originally a secretary, she enjoyed driving and decided to give the job a try. Almost two decades later, she's still at it.

"I love what I do – driving the truck, the way people look at me," the J.B. Hunt driver explains.

Carol Nixon considered a career in nursing but, after observing family members in the industry, she decided that trucking was a better way to make a living. Not only could she avoid the financial burden of a college education, but she also could make more money as a professional driver than as a nurse.

But it's not just the money, says Nixon, who has been driving for 28 years. "It also gives me independence and the opportunity to be my own boss. I can take care of myself," she says.

While both women are professional drivers, their schedules look very different. Edwards starts her day early at 4 a.m., but she is home by 4 p.m. every day – which was especially helpful when she was a single mom with a son in school.

Nixon, on the other hand, is an OTR driver for Walmart and can be on the road for weeks at a time. Home time is critical, she says. During her off weeks, she finds time for side jobs.

Nixon loves the variety of her job. "Every day is a surprise," she explains. "One day I'm going to Missouri, the next it might be Texas."

To excel as a truck driver, the women agree it's important to enjoy driving, stay calm, have a thick skin and be safety conscious. Safety is a top priority. Both women say distracted, careless drivers are a major pain point.

Edwards enjoys training other female drivers and stresses the need for planning and time saving tricks.

"You've got to think smarter, not harder," she says, pointing out that women tend to excel at this.

Nixon loves encouraging the next generation of drivers. She regularly visits schools to talk about truck safety and her career as a driver. "It gives me great pleasure to see the light bulb come on for students," she says.

"We want more safe, good, educated drivers out on the road," Nixon says. "Truck driving is a really good job." ■

# PROFESSIONAL & PERSONAL GOALS

Watch driver Robin's vlog to hear how V&S Midwest Carriers empowers her to meet both!

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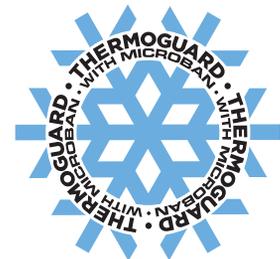
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## WIT Conference Delivers on Its Mission to Support Women in Trucking

The fourth annual event in Frisco, Texas, in November 2018 boasted record-breaking attendance with more than 800 women and men registered from six countries.



The Women In Trucking (WIT) *Accelerate!* Conference and Expo keeps getting bigger and better. "It is truly inspiring to see so many of our members engaging in this event," says Ellen Voie, WIT President and CEO. "We're thrilled with how the conference brings the mission of our organization to life."

The event was reflective of the three key ways in which WIT strives to support women in the transportation industry:

### 1. Encourage Employment

Attendees gained inspirational ideas and practical takeaways from sessions on a wide variety of topics, including building an inclusive workplace, compensation trends, driver recruiting and retention, best practices in driver orientation, and coaching/mentoring.

Attendees also had the chance to network with others in the industry at speed mentoring and speed networking sessions as well as

FMCSA Deputy Administrator Cathy Gautreaux outlined the administration's priorities.



The expo floor was bustling as attendees connected with 70 exhibitors.

Self-defense expert Debbie Gardner stopped this "thief" in his tracks.



Conference attendees got a firsthand look at state-of-the-art trucks.



It was hard to choose a winner in the Clare look-alike contest!





roundtable luncheons and multiple receptions. In celebration of organizations that are raising the bar, The Best Companies for Women to Work For in Transportation were honored at an evening reception.

## 2. Promote Accomplishments

Recognizing that women are often critical of themselves or put their dreams on hold, keynote speaker Lois Barth assured each member of the audience that they are a one-of-a-kind gem and encouraged everyone to “find the courage to sparkle.”

Finalists for WIT’s annual “Influential Woman in Trucking Award” demonstrated their own unique “sparkle” as they shared experiences and accomplishments with the group. And in recog-

niton of her achievements, Angela Eliacostas, Founder and President, AGT Global Logistics, was named the 2018 “Influential Woman in Trucking.” (See article on page 13 for more on this remarkable group of women.)

## 3. Minimize Obstacles

Cathy Gautreaux, Deputy Administrator of the Federal Motor Carrier Safety Administration, discussed the administration’s efforts to improve safety on America’s roadways through regulation, research, enforcement, technology and outreach.

Multiple technology-related sessions and an interactive truck tour showcased technology designed to make life easier for women on the road. Attendees also had the opportunity to

learn about self-defense, sexual harassment, time management and staying healthy on the road as well as specific health issues such as sleep apnea and diabetes.

The *Accelerate!* Expo included nearly 70 exhibitors who shared the latest products and services available to the industry.

The conference also offered ample opportunities for fun, including the Where’s Clare reception, a lively event with countless Clare doppelgangers.

Planning is already well underway for the 2019 *Accelerate!* Conference & Expo. It will take place Sept. 30 – Oct. 2 at the Sheraton Dallas. More than 1,000 attendees are expected, ensuring even more opportunities for women in the industry. ■

**Mark your calendar for Accelerate! 2019:  
Sept. 30 – Oct. 2 at the Sheraton Dallas!**



*Keynote Lois Barth shared her sparkle with WIT President and CEO Ellen Voie.*



*Attendees made quick connections through speed networking.*



*YRC Freight celebrated being a 2018 Top Company to Work For and having the most conference attendees.*

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## WIT Image Team Member Featured on TODAY

**During National Truck Driver Appreciation Week, the country honors and celebrates the 3.5 million professional truck drivers who, with their hard work and dedication, keep freight moving across America.**

Last September, Women In Trucking (WIT) Image Team member Deb LaBree was chosen to represent female drivers on the nationally televised NBC program, Megyn Kelly TODAY, for a special segment on National Truck Driver Appreciation Week.

LaBree explains her decision to go from cosmetologist to truck driver: "My husband and I were talking one day about career changes and what we could do together. I said, 'You're not going to believe this, but I've always wanted to drive a truck.'"

Twelve years, 48 states and more than 1.2 million accident-free miles later, LaBree is still trucking with her husband and three dogs.

In a video segment, her husband and co-driver Del choked up as he talked about LaBree as his best friend, and WIT member Pam Kays shared her experiences of her devoted mentor and friend.

In chatting with Kelly, LaBree assures her that trucking is a viable career for women. "To any female considering becoming a trucker driver, do it!" she exclaims. "You won't regret it!"

"Deb's sincere passion for the industry really came through during the program," says WIT President and CEO Ellen Voie who was sitting in the audience. "We are honored to have her on the Image Team and grateful for her work in helping women succeed in the industry." ■

**Watch the segment at TODAY's YouTube Channel, "Meet The Truck Driver Steering Women Toward Their Dreams."**



**Professional Driver Deb LaBree proudly represents women drivers on the Megyn Kelly TODAY show.**

A black and white photograph of four women standing in a truck yard. In the background, there are several large tanker trucks. The women are dressed in professional attire. A white banner at the bottom of the photo contains the text "ROOTED IN YOUR JOURNEY".

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## A Decade of Honoring Female Drivers



In 2008, the Women In Trucking Association (WIT) created the Salute to Women Behind the Wheel event to recognize and honor female drivers for their service and commitment to the industry. Ten years later, the tradition is still going strong.

This year's event takes place at the Mid-America Trucking Show (MATS) on March 30 in Louisville, Ky.

"Our annual Salute event shows that women can thrive and enjoy a career as a professional

driver," says Ellen Voie, WIT President and CEO. "Whether they are industry veterans or newcomers, they are paving the way for women to participate and succeed in a male-dominated industry. We want to them to know we see them, and they are valued."

The event will include an update on the latest WIT news from Voie, a self-defense workshop by Debbie Gardner from the SURVIVE Institute, a demonstration of the LIFELITE PepperBall Launcher, entertainment by Jayne Denham, refreshments (including the signature chocolate fountain and tractor trailer cake), prizes and goodie bags with items from event sponsors, and the iconic driver photo!

The WIT Show will be broadcast live by SiriusXM Road Dog Channel 146.

Family, friends, sponsors and WIT members are encouraged to attend and show their support. For more information, visit [WomenInTrucking.org/salute-to-women-behind-the-wheel](http://WomenInTrucking.org/salute-to-women-behind-the-wheel). ■



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## Kids, Cookies and Supply Chain



**Trucking and supply chain can be a difficult concept for children to grasp. That's why Women In Trucking (WIT) launched "Scouting for Cookies," a new activity and coloring book to help youth engage with the trucking industry.**

In the activity book, the reader helps a young girl, Adelynn, follow cookies through the supply chain. She learns how often a truck is used to move goods. Activities in the book include coloring, drawing, word search, math, geography, and more.

"We want children to have a personal connection with the truck on the road and how it relates to their own snack," says Ellen Voie, WIT President and CEO. "It's fun, educational and something everyone in supply chain can use to teach children about careers in the transportation industry."

The story is written by Voie's niece, Kaylissa Voie, based on research by University of Wisconsin-Superior student Erica Hansen and illustrated by Marvel comic book artist Robby Bevard.

WIT initiated the very first Girl Scout event, "Trucks are for Girls," in October 2014. Since then, more than 20 events have been held in the United States and Canada (where they are

called Girl Guides), resulting in nearly 1,250 girls earning their WIT patches. The new activity book can be offered to girls participating in these events.

Recently, Dedicated Systems, Inc. hosted a Girl Scout event in Freedom, Wisc., and purchased the activity books. In addition to hearing first-hand testimony from a driver on what it's like to be a woman in the trucking world, the troop filled out their activity books and decorated Christmas cookies to go along with the theme.

"We're appreciative of WIT for developing the supply chain activity books to help young girls in our community learn about the industry and how great the trucking family truly is," says Jennifer Hintz, Administrative Assistant at Dedicated Systems, Inc. and organizer of the Girl Scout event.

For more information about the activity book or Girl Scout/Guide events, please contact [Lana@WomenInTrucking.org](mailto:Lana@WomenInTrucking.org) ■

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## New Engage App Now Available for Download

The Women In Trucking (WIT) community now is right at your fingertips. The *Engage* mobile app is available for download, making it easier than ever to stay connected whether you're in the office or on the road.

Over the past decade, WIT has instituted a multitude of community-building initiatives to raise awareness and encourage collaboration among professionals supporting WIT's mission. The *Engage* platform allows members to form stronger peer relationships, provides mentorship opportunities and offers access to a plethora of information and resources.

"We continue to build a strong, close-knit community among our members who believe in and support our mission," says Ellen Voie, WIT president and CEO. "Having the benefits of networking, mentoring and education all rolled into one app is extremely valuable for our members."

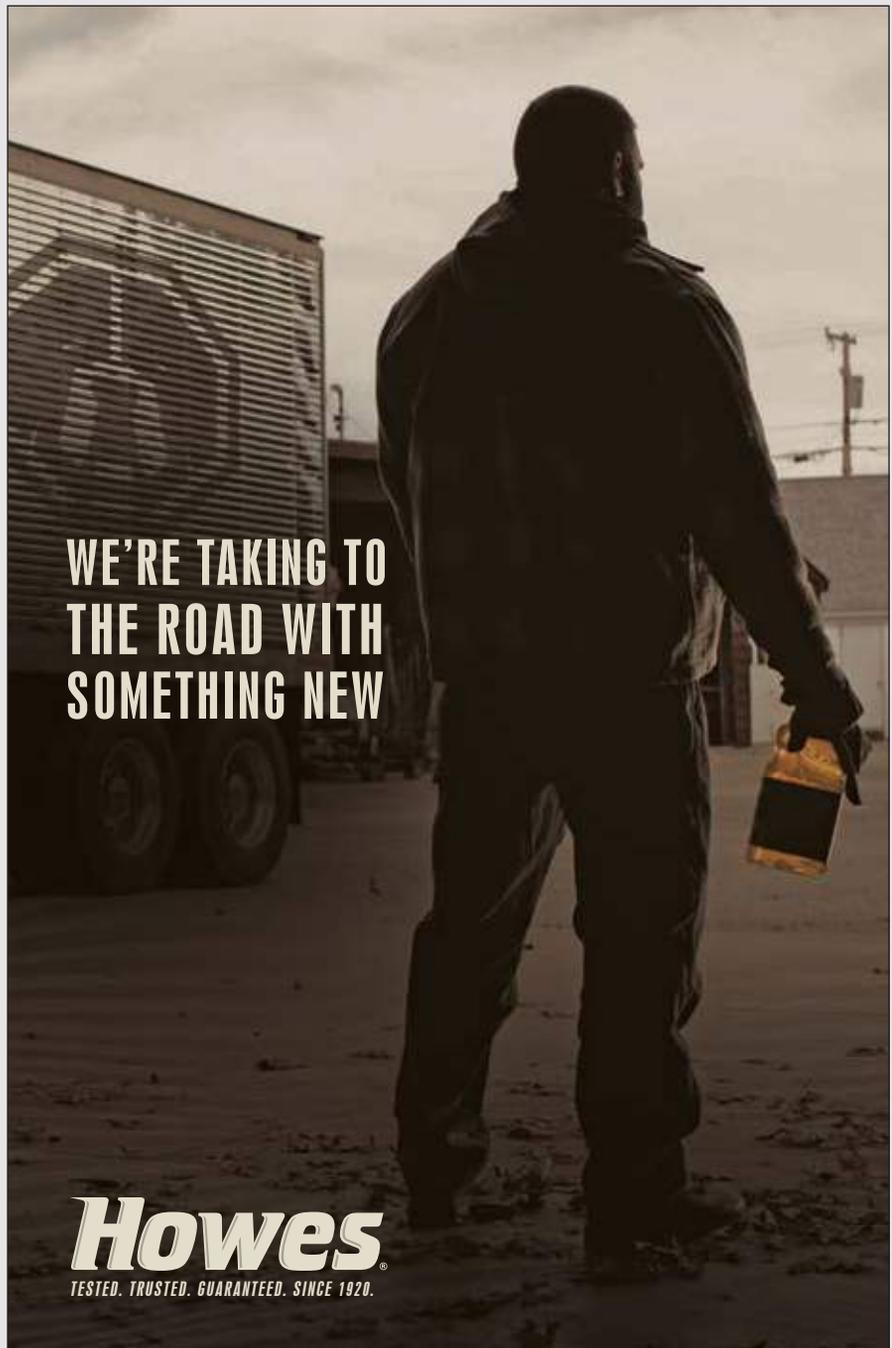
The app is available for both Apple and Android devices. To download:

1. Go to the App Store or Google Play
2. Search "MemberCentric" and download
3. Once in the MemberCentric app, search and select "Women In Trucking"
4. Log in with your WIT member credentials

Also, make sure to turn on post notifications, so you'll be notified when there are new discussion posts. To turn on post notifications, click into your desired community, click the settings wheel and choose your notification preference.

Download the app today and get ready to *Engage!* ■

**For more information and to download the app, visit [WomenInTrucking.org/engage](http://WomenInTrucking.org/engage)**





## 2019 Photo Contest

Mark your calendars and get out your cameras! The fifth annual "I Heart Trucking" photo contest will take place June 17-30, 2019.

This year's theme centers around the Women In Trucking (WIT) social media hashtag #SteeringTowardDiversity. However, it is more than a hashtag. With the driver shortage at an all-time high, the industry is being called to diversify the talent pool and reach across gender, ethnic and age demographics. #SteeringTowardDiversity is a message that trucking is for everyone. It encourages companies to advance and celebrate diversity efforts within their workforce.

### How It Works

From June 17 – 30, participants will submit their photos through the WIT website. Photo entries must feature a truck, the hashtag #SteeringTowardDiversity and representation of diversity (ie. gender, age, ethnicity, etc.). WIT members and those interested will vote online to determine the People's Choice winner. In addition, a panel of judges will choose their favorite to be named Judges' Choice.

The winners will be recognized at an "I Heart Trucking" reception at the *Accelerate!* Conference & Expo Sept. 30 – Oct. 2, 2019 in Dallas, Texas. In addition, they will receive a plaque and be featured in *Redefining the Road* magazine and across WIT media channels.

So, what does #SteeringTowardDiversity look like to you or your company? Show us by entering the 2019 "I Heart Trucking" photo contest!

For more information and contest rules, visit [WomenInTrucking.org/i-heart-trucking-photo-contest](http://WomenInTrucking.org/i-heart-trucking-photo-contest). ■

**Photo entries must feature a truck, the hashtag #SteeringTowardDiversity and representation of diversity.**



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## Foundation Surpasses Scholarship Goal

**The *Accelerate!* conference was especially rewarding for the Women In Trucking (WIT) Foundation this year. The organization raised more than \$10,000 to fund 10 scholarships, giving away light-up bracelets with every \$10 donation.**

"It was inspiring to see the bracelets flashing all around the conference as a visible sign of attendees' support for the Foundation," says Debora Babin Katz, WIT Foundation Chairwoman and TrucBrush Vice President.

Special support from the J.J. Keller Foundation, Walmart, Peterbilt Motors Company and DW Story greatly helped in surpassing the \$10,000 goal.

The Foundation was proud to fund two female high school students' attendance at the *Accelerate!* Conference. Their GoFundMe campaign caught the eye of WIT President and CEO Ellen Voie, who alerted the WIT Foundation to the opportunity to provide support.

Leilani and Cheyenne from the Patterson High School truck driving program were thrilled to attend *Accelerate!* with their teacher David Dein and spent time at the table sharing their stories.

"I learned that, as women especially, we need to be more powerful, remove self-doubt and own our skills and our voice," says Leilani. "We need to be brave enough to show up every day."

Several past recipients of WIT Foundation scholarships also stopped by the booth to share stories of how the support they received has made a difference in their careers.

"It was incredibly satisfying to see how the work we are doing is changing lives," says Babin Katz. "Donors should know that we are putting every dollar to work to help as many women in the trucking industry as we possibly can."

The Foundation has no plans to slow down after this success. "We are hearing from women who want to build careers in the trucking industry nearly every day," says WIT Foundation Executive Director Christina McCoy. "We have to step up our efforts to match this need. Hopefully, our efforts at *Accelerate!* demonstrate to potential partners how hard we are willing to work for this important cause." ■

**To learn more and support the Foundation, visit [WomenInTruckingFoundation.org](http://WomenInTruckingFoundation.org)**



**WIT President & CEO Ellen Voie welcomed two high school students who attended the *Accelerate!* Conference with funding from the WIT Foundation.**

## New Management for WIT Foundation



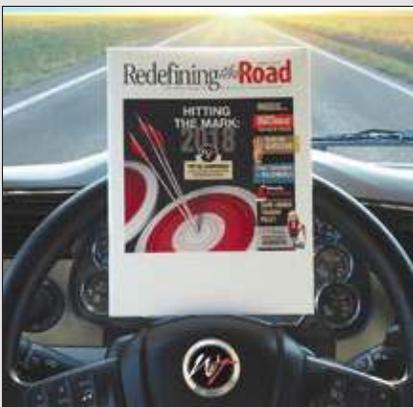
**Christina McCoy  
Executive Director,  
WIT Foundation**

**The Women in Trucking (WIT) Foundation has selected AMPED Association Management to provide full-service management for the organization.**

As an accredited association management company, AMPED brings a wealth of trade association experience and a razor-sharp focus on operational excellence. AMPED's Christina McCoy will serve as Executive Director for the WIT Foundation.

McCoy has worked with associations since 2008 and earned the Certified Association Executive (CAE) designation in 2017. She recently received the Forty Under 40® Award from Association Forum and USAE.

"I look forward to working with leadership to promote the Foundation as the premier source of scholarships representing women in the trucking industry," she says. McCoy can be reached at 608-251-5940 or [christina@WomenInTrucking.org](mailto:christina@WomenInTrucking.org). ■



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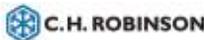


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**APRIL 27**

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Toronto, ON, Canada

**APRIL 28 – MAY 1**

WERC Annual Conference  
Columbus, OH

**MAY 5 – 8**

Freightwaves Transparency19  
Atlanta, GA

**MAY 13**

Indeed Interactive  
Austin, TX

**JUNE 7 – 8**

Success in Trucking Expo (SITE)  
Indianapolis, IN

**JUNE 9 – 12**

TMSA Logistics Marketing & Sales Conference  
Amelia Island, FL

**JUNE 24 – 26**

SMC<sup>3</sup> Connections  
Colorado Springs, CO

**JULY 6 – 8**

Marmora Truck Show  
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**JULY 19 – 20**

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-Allyson Hay  
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