

Redefining *the* Road

Edition 3 | 2019

The official magazine of the Women In Trucking Association

RAISING THE BAR

2019



**TOP COMPANIES
FOR WOMEN TO WORK FOR
IN TRANSPORTATION**

WOMEN IN TRUCKING ASSOCIATION

INSIDE...



**BALANCING
WORK & LIFE**

How to be a
**SHIPPER
OF CHOICE**



**MARKETING
TO WOMEN**

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Succession Planning

New VP with WIT history to help guide future for the association



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



When I created the Women In Trucking Association 13 years ago, I never could have imagined the growth we've experienced since then. I am so blessed that some amazing female executives supported the mission and helped spread the word about this new organization focused on increasing the ranks of women in transportation careers.

One of the original board members was Debbie Sparks, then Director of Marketing at the American Trucking Associations, Inc. Debbie agreed to serve as the very first Board Secretary at the inaugural meeting held in Las Vegas at the Truckload Carriers Association conference in March 2007.

In our first year, we attracted over 500 corporate and individual members, created a website and hosted our first reception at the Mid-America Trucking Show.

Fast forward to 2019. We've grown to nearly 5,300 members in 10 countries. Our *Accelerate!* Conference and Expo continues to grow, and this year is no exception with over 1,100 attendees. We've received numerous awards, including the Transportation Innovators Champion of Change from the White House. Our staff has expanded from one person, Char Pingel, to include a team of a dozen associates who all share a passion for our mission.

Managing growth is a wonderful challenge, but there is much more to be done. We're adding a driver ambassador, expanding the Image Team's activities, giving away another truck donated by Arrow Truck Sales and increasing our membership.

With so much work ahead, the board of directors identified my succession plan as a top priority. We are truly excited to cross that task off the list with the addition of Debbie Sparks to

the WIT team. Debbie brings not only a passion for the mission, but also a background in association management, which is crucial for this role. In addition, she has worked in the trucking industry for much of her career.

Debbie is currently serving out her term as Director of Transportation and Community Outreach at Wreaths Across America. She will begin her role as WIT Vice President on Jan. 1, 2020. Until then, Debbie will be absorbing the expanded activities at Women In Trucking since she served on the board over a decade ago.

Don't worry – I'm not going anywhere for a while. When the time comes, I will be thrilled to pass the baton to Debbie and watch her bring fresh ideas to the organization. In the meantime, I look forward to working closely with her to keep moving forward the Women In Trucking Association.

Please help us welcome Debbie Sparks to the WIT team!



**Debbie Sparks will join WIT as
Vice President in January 2020.**



2019 TOP COMPANY
FOR WOMEN TO WORK FOR
IN TRANSPORTATION



2018 TOP COMPANY
FOR WOMEN TO WORK FOR
IN TRANSPORTATION



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- Excellent practical miles paid weekly
- Up to \$3,500 Driver Referral Bonus
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- Canadian load pay at \$0.15 CPM for Ontario if you desire to.

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What Women Want: Employers React to Their Needs



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

The transportation industry has made undeniable strides toward gender diversity in the workforce in recent years. According to the latest Women In Trucking (WIT) Index published in September 2019, which helps to quantify and measure gender diversity in the trucking industry, women account for at least 25 percent of executives and more than 10 percent of professional over-the-road (OTR) drivers. These numbers are significantly higher than just two years ago.

How is the industry making such a shift? Employers are realizing the value of hiring talented women and diversified workforces and making a conscious shift in corporate cultures, employment features and programs. They're pivoting based upon what women generally look for when choosing their employer and career path. Factors include:

Corporate culture supportive of gender diversity. Organizations that value such diversity will benefit from a wider range of talents, perspectives and ideas.

Flexible hours/work requirements which help employees to meet family needs, personal obligations and life responsibilities. They also avoid traffic and the stresses of commuting during rush hour.

Competitive compensation/benefits. Today, there are more educated women than ever with specific training and skill sets, and they're looking for fair pay and packages for what they bring to the table.

Training, continued education & development. Women want opportunities for continuous career growth and development, whether it be tuition reimbursement, additional training or attending events like WIT's annual *Accelerate!* Conference & Expo.

Career advancement opportunities. While it's well-documented that women generally view professional advancement as less important in their careers than men, this is quickly changing.

Well-maintained/safe equipment and facilities to continue to attract more female professional drivers to this traditionally male role.

As the editorial team at *Redefining the Road* magazine rolls out our second annual list of the Top Companies for Women to Work For in Transportation, these are the characteristics we looked for in the 150-plus nominations received. We're impressed with what these progressive companies are doing to create more gender diversity in their workforce — and continue to encourage other companies to follow their lead.

Brian S. Everett



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RAISING THE BAR



When the Women In Trucking Association (WIT) launched its inaugural list of Top Companies for Women to Work For in Transportation in 2018, the industry responded enthusiastically. In 2019, support for the second annual award was overwhelming.

This summer, WIT received 156 nominations for the best workplaces for women in transportation, with 83 being named to the list. Organizations were selected based on the following criteria:

- Corporate culture supportive of gender diversity
- Flexibility in hours/work requirements
- Competitive compensation
- Quality benefits (i.e., paid maternity leave)
- Training, continued education and development
- Career advancement opportunities
- Well-maintained/safe equipment & facilities for drivers

Industry professionals were invited to vote for up to five of these companies that best embody important attributes for a female-

friendly workplace. More than 10,000 votes were cast!

"We're thrilled by the engagement and support of the industry," says Ellen Voie, WIT President and CEO. "It demonstrates the strong level of commitment to providing a positive working environment for women in transportation careers. The companies on our 2019 list are to be commended for elevating the standards for our industry."

The list at right identifies the companies that have earned their place as a 2019 Top Company for Women to Work For in Transportation. Following is a more detailed introduction to 10 of these organizations whose workplaces are especially remarkable.

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TOP COMPANIES FOR WOMEN TO WORK FOR IN TRANSPORTATION

WOMEN IN TRUCKING ASSOCIATION

2019 TOP COMPANIES

ADVANCED SHIPPING TECHNOLOGIES

www.astship.com

Welcoming culture, generous benefit packages, flexible hours, and a challenging work environment.

AGT GLOBAL LOGISTICS

www.agt3pl.com

Founded by a woman for women, currently employs more than 75% women, promotes driver safety.

AIM TRANSPORTATION SOLUTIONS

www.aimntls.com

Opportunities for advancement, fair compensation and inclusive corporate culture.

AMERICAN CENTRAL TRANSPORT

www.americancentral.com

Family focus, competitive pay and home time, 10% female fleet drivers and growing.

AMERICA'S SERVICE LINE, LLC

www.americasserviceline.com

Outstanding benefits, well-maintained trucks, rider and pet programs, training, flexible home time.

ARTUR EXPRESS, INC.

www.arturexpress.com

12% female fleet, female vice president and managers, great lanes and pay plans.

ASSET BASED INTERMODAL, INC.

www.assetbasedintermodal.com

Support, mentorship and professional development for women – from dispatchers to truck drivers.

BENNETT INTERNATIONAL GROUP, LLC

www.bennettig.com

Family values, supportive culture for females, Women in the Driver's Seat program.

BOOSTER FUELS

www.boosterfuels.com

Women on executive team, potential for advancement, employee ownership, drivers home evenings.

BOYLE TRANSPORTATION

www.boyletransport.com

Generous home time; culture of safety, security and continuous improvement; all genders welcome.

C.H. ROBINSON

www.chrobinson.com

Inclusivity, substantial benefits packages, family feeling, employees viewed as an asset.

CARBON EXPRESS INC.

www.carbonexpress.com

Drivers are treated with respect, sleep in clean hotels with free breakfast and earn hotel points to use for vacations.

CARON TRANSPORTATION SYSTEMS

www.carontransport.ca

Partner with Women Building Futures, flexible work hours and opportunities for career development.

CARTER EXPRESS

www.carter-logistics.com

Celebrates diversity, over 10% female drivers, culture supports employees in achieving career goals.

CARVANA

www.carvana.com

Home daily schedule, generous PTO/benefits, guaranteed salary, women's leadership development program.

CENTERLINE DRIVERS

www.centerlinedrivers.com

50% of leadership team and 65% of total staff are women; flexible hours, assignments and locations for drivers.

CONTRACT FREIGHTERS INC. (CFI)

www.cfidrive.com

Women in Leadership group, female friendly environment, newer tractors, 13% female drivers.

CONTRANS TANK GROUP

www.contrans.ca

Diversity, engagement, advancement opportunities, treat employees with dignity and respect.

DAIMLER TRUCKS NORTH AMERICA

www.daimler-trucksnorthamerica.com

Benefits promote work/life balance, mentorship and training, actively recruit female talent.

DAY & ROSS, INC.

www.dayrossgroup.com

40% female employees; increased female directors, managers and supervisors from 11% to 18% in 3 years.

DEDICATED SYSTEMS

www.dedsys.com

Enroll all female drivers in WIT, host events through WIT to support and encourage women in trucking.

DOT TRANSPORTATION, INC.

www.drivefordot.com

Inclusive, family culture, flexible work schedules, profit sharing, advancement opportunities.

DUPRÉ LOGISTICS

www.duprelogistics.com

Expanded diversity of Strategic Capacity Services Business Group to 40% women, advancement opportunities.

DYNAMIC TRANSIT COMPANY

www.dynamictransit.com

Female owner, positive and supportive work environment, mentorship, flexible work arrangements.

EATON CUMMINS AUTOMATED TRANSMISSION TECHNOLOGIES

www.eaton.com

Flexible work options and benefits, collaborative culture, focused on needs of diverse employees.

FEDEX FREIGHT

www.fedex.com

Promotes contributions of female team members; development, mentoring and networking opportunities.

FIFTH WHEEL FREIGHT

www.fifthwheelfreight.com

Career advancement opportunities, paid maternity leave, full health benefits, company match 401k.

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TOP COMPANIES FOR WOMEN TO WORK FOR IN TRANSPORTATION

WOMEN IN TRUCKING ASSOCIATION

2019 TOP COMPANIES

continued from page 9

FINANCIAL CARRIER SERVICES, LLC

www.financialcarrierservices.com
Flexible and supportive of women, females in upper management and staff, resources for growth.

FREMONT CONTRACT CARRIERS

www.fcc-inc.com
Women at all levels of the organization, consistently voted Best Fleet to Drive For.

GARNER TRUCKING, INC.

www.garnertrucking.com
Generous home-time schedules, competitive pay/benefits, focus on improving opportunities for women.

HERC RENTALS, INC.

www.hercrentals.com
Early Career Program for sales professionals is 40% female, Women in Action Network supports all women.

J.B. HUNT TRANSPORT SERVICES, INC.

www.jbhunt.com
750-member employee resource group GROW helps women develop rewarding careers at the company.

JF MORAN

www.jfmoran.com
Treat employees like family, empower them to develop personally and professionally.

JONES PIPELINE SERVICES, LLC

www.jonespipeline.com
Great family atmosphere, women work in many transportation roles in the company.

JR KAYS TRUCKING, INC.

www.jrkaystrucking.com
Certified minority women-owned business, encourage women as owner operators, exceptional benefits.

JX ENTERPRISES, INC.

www.jxe.com
Industry-leading benefits package, autonomy to shape work environment, robust leadership training.

KEEPTRUCKIN INC.

www.keeptruckin.com
Global Women's Group offers empowering, supportive safe space for female career development.

KENCO

www.kencogroup.com
Largest woman-owned 3PL in U.S., certified member of WBENC, many women in leadership roles.

KENWORTH

kenworth.com
Fosters inclusive environment, PACCAR Women's Association prepares women for leadership opportunities.

KNICHEL LOGISTICS

www.knichellogistics.com
Certified WBE and WOSB, majority of staff/management are women, flexible schedules, supportive culture.

LANDSTAR SYSTEM INC.

www.landstar.com
Opportunity for female sales agents and owner-operators to grow with support and scalable resources.

LDI

www.shipldi.com
Environment that values trust and teamwork and provides safe culture for women.

MELTON TRUCK LINES, INC.

www.meltontruck.com
Family-first culture, flexible hours, specified career paths, women on top leadership team.

MICHELIN NORTH AMERICA

www.michelin.com
Vision of women in 30% of management roles by 2020, nationwide Women's Network and Lean-In Circles.

NATIONAL CARRIERS

www.nationalcarriers.com
Many opportunities to be part of something bigger than oneself, WIT Image Team member on staff.

NAVAJO EXPRESS

www.navajo.com
Inclusive of all minds, personalities, genders; women given opportunity to excel and grow.

NFI INDUSTRIES

www.nfindustries.com
Family-owned, women involved in every area of the business, flexible scheduling, professional development.

ODYSSEY LOGISTICS & TECHNOLOGY

www.odysseylogistics.com
Culture supports gender diversity, women in senior leadership, professional development.

OTR CAPITAL, LLC

www.otrcapital.com
Women In Logistics mentorship program, robust compensation package, growing number of female leaders.

PACCAR PARTS

www.paccarparts.com
Professional development, leadership opportunities, mentorship programs, community outreach.

PALMER TRUCKS

www.palmertrucks.com
Fosters gender diversity, encourages women to show their strengths, family-oriented, values work-life balance.

PAM TRANSPORT, INC.

www.pamtransport.com
Value gender diversity; encourage, respect, support women irrespective of their role.

PAPER TRANSPORT, INC.

www.papertransport.com
Positive atmosphere with supportive employees who help one another succeed.

PENSKE TRUCK LEASING

www.gopenske.com
Diverse, inclusive environment; offers support through Women in the Field initiative and Women's Network.

PETERBILT MOTORS COMPANY

www.peterbilt.com
Promotes growth, advancement and empowerment of women through Peterbilt Women Initiative.

PGT TRUCKING

www.pgttrucking.com
Training, continuing education and professional development opportunities; women in roles across company.

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TOP COMPANIES FOR WOMEN TO WORK FOR IN TRANSPORTATION

WOMEN IN TRUCKING ASSOCIATION

2019 TOP COMPANIES

continued from page 10

PRIME INC.

www.primeinc.com
Prime's Highway Diamonds program attracts women; late-model equipment with safety and efficiency technology.

RST SUNBURY

www.rsttransport.com
Top Fleet Employer; Women Driving Forward Network empowers industry women; sponsor female truck drivers.

REEDTMS LOGISTICS

www.reedtms.com
Focus on equality prevents issues with respect, flexibility, culture and upward mobility; low attrition for women.

RIHM KENWORTH

www.rihmkenworth.com
Culture ensures everyone is part of the team, balance of men and women at executive level.

ROEHL TRANSPORT

www.roehl.jobs
Pathway to CDL truck driving career for women, paid while getting a CDL, gender-sensitivity training for trainers.

RYDER SYSTEM, INC.

www.ryder.com
Women's Leadership Forum supports developing female leaders, a 2018 Forbes Best Employer for Women.

S-2 INTERNATIONAL

www.s-2international.com
Over 70% of staff are women, competitive compensation/bonus, flexible hours and advancement opportunities.

SAIA LTL FREIGHT

www.saia.com
Employee Relief Fund, Female Driver Focus Group, mentoring programs; female drivers increasing.

SCHNEIDER

www.schneider.com
Women's Network gives associates development opportunities to attract, develop and retain top talent.

STAY METRICS

www.staymetrics.com
Most department leaders are women; study the benefits of women drivers and report to the industry.

TAYLOR & ASSOCIATES

www.taylorattorneys.net
Employee/family-friendly workplace; women supported in career growth, opportunity for partnership track.

THOMAS E. KELLER TRUCKING

www.kellerlogistics.com
Safety focus, modern equipment, free healthcare facilities, women in top leadership roles coach others.

T-LANE NATION

www.t-lane.ca
Flexible hours, training and education, women represented in all departments and levels.

TLD LOGISTICS SERVICES, INC.

www.tldlogistics.com
Diverse and inclusive environment, hire and respect women.

TOTAL TRANSPORTATION OF MS, LLC

www.totalms.com
Welcomed first female vice president of safety/recruiting and increased total women hired by 2% in past year.

TRAILER TRANSIT

www.trailertransit.com
Strive to provide employees and owner-operators an environment conducive to a rewarding career.

TRANSFIX

www.transfix.io
C-Suite is 33% women; Women of Transfix meetings enable female employees to network and grow.

TRANSPORT AMERICA

www.transportamerica.com
Women leaders in every department; 20% female drivers; culture supports women; family-first attitude.

TRANSPORT SERVICES, INC.

www.transportservices.com
3 female employees have worked there for over 20 years; almost 30% of employees hired in 2018 were women.

TRIMAC TRANSPORTATION

www.trimac.com
Benefits for all drivers include retirement, health insurance, flexible schedule and paid vacation.

TRI-NATIONAL, INC.

www.tri-nat.com
Cultural values give women respect and recognition for accomplishments; accommodate family needs.

TRINITY LOGISTICS

www.trinitylogistics.com
Flexible hours, competitive compensation, paid maternity leave, maternity wellness program, mother's room.

TRUCKSTOP.COM

www.truckstop.com
Retirement matching, all-inclusive insurance, wellness program, flexible conditions, paid time off for volunteering.

U.S. XPRESS

www.usxpress.com
Over 500 women work as drivers and in leadership roles; flexible work schedules; career development.

VERIHA TRUCKING

www.veriha.com
Woman owned and run; executive leadership is 75% women; value-based, people-centric culture.

VOLVO TRUCKS NORTH AMERICA

www.volvotrucks.us
Leadership training and development for women, flexible work options, competitive pay and benefits.

WERNER ENTERPRISES

www.werner.com
Approximately 13% female drivers; comprehensive benefits for drivers; career growth opportunities.

YRC WORLDWIDE COMPANIES

www.yrcw.com
Committed to attracting, developing and retaining women; creating supportive, enriching community.

CONGRATULATIONS! PACCAR PARTS

A DIVISION OF PACCAR



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continued from page 8

BENNETT INTERNATIONAL GROUP advocates for females in the transportation and logistics industry with a variety of initiatives, including its Women in the Driver's Seat program. This program recognizes women drivers for exemplary service, supports networking opportunities, and generates camaraderie through motivational speakers and events. Bennett's core values center around family, and the company culture is one where women can thrive.

CENTERLINE DRIVERS' dedication to providing opportunities for women is evident in the boardroom and on the road. Women comprise 50 percent of the leadership team (including the president) and 65 percent of total staff. Centerline provides the space and culture to help women grow their careers in transportation. The company offers flexible hours, assignments and locations for its drivers as well as benefits, flexibility and development opportunities for all employees.

CONTRACT FREIGHTERS (CFI) supports opportunities for women at all levels in the organization and provides professional development through its Women in Leadership group. Thanks to a female-friendly environment, modern facilities, and average tractor age of 1.8 years, the company's driver population is 13 percent female. Contract Freighters boasts multiple WIT Top Women to Watch in Transportation and ATA Road Team Captains honorees within the CFI family.

DAIMLER TRUCKS NORTH AMERICA, home to Freightliner and Western Star Trucks, ensures a safe and cooperative work environment for all women. The company promotes work/life balance through benefits such as paid maternity leave, generous vacation time and flexible work hours. Daimler actively recruits top female talent and offers mentorship, networking and a variety of training opportunities for women. The company also supports charitable causes aimed at helping women.

HERC RENTALS seeks to build a team that reflects the variety of people, cultures and communities the company interacts with every day and to create an inclusive, productive environment in which all team members feel valued and respected. Herc's Early Career Program for sales professionals is 40 percent female. The company's Women in Action Network supports all women at Herc, including drivers, by providing networking, mentoring, training and career development opportunities.

J.B. HUNT TRANSPORT SERVICES focuses on creating an environment that is welcoming for women and empowers their voice. Its employee resource group, Growing and Retaining Outstanding Women, helps women develop rewarding careers at the company. Employees can participate in professional development opportunities, get involved in the community, and collaborate and connect with others in the local and national marketplace. GROW currently has more than 750 members.

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Roehl Transport is proud to be recognized as a
TOP COMPANY
FOR WOMEN TO WORK FOR IN TRANSPORTATION



RoehlJobs



2019 TOP COMPANY FOR WOMEN TO WORK FOR IN TRANSPORTATION

WOMEN IN TRUCKING ASSOCIATION



Recently named by WIT's
Redefining The Road.



truckstop
.com

“ I love what Truckstop.com stands for. I know that the company supports me and believes in my values and my team. We believe in serving others--especially our customers and our community. I have never worked for a place that truly cared about each partner like an extension of their family. ”

Dawn Painton
Director, Customer Support

CONGRATULATIONS!

national carriers
the "Elite" fleet

Recently named by WIT's
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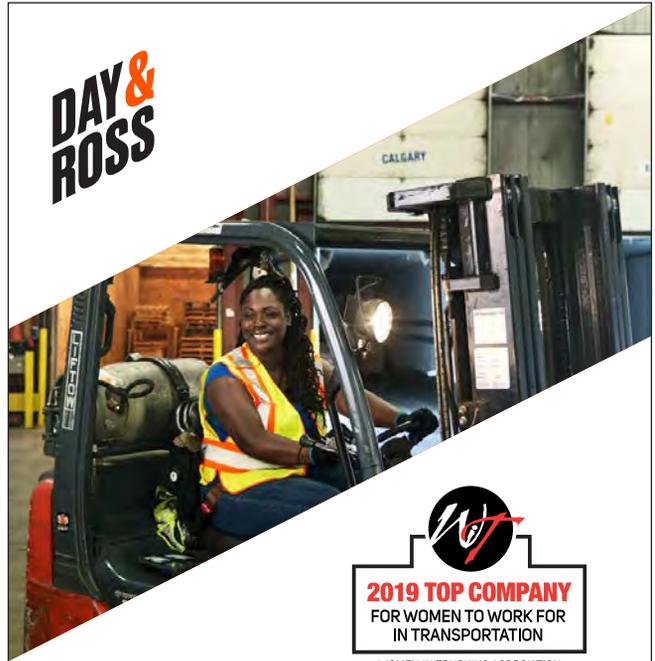


2019 TOP COMPANY
FOR WOMEN TO WORK FOR
IN TRANSPORTATION

WOMEN IN TRUCKING ASSOCIATION

nationalcarriers.com

**DAY &
ROSS**



2019 TOP COMPANY
FOR WOMEN TO WORK FOR
IN TRANSPORTATION

WOMEN IN TRUCKING ASSOCIATION

Empowering women.
Driving change.

dayrossgroup.com



2019 TOP COMPANY
FOR WOMEN TO WORK FOR
IN TRANSPORTATION

WOMEN IN TRUCKING ASSOCIATION

Recently named by WIT's
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HercRentals[®]

**THANK
YOU**

We're honored to be named a "Top Company for Women"
2 years in a row by the Women in Trucking Association.



2019 TOP COMPANY
FOR WOMEN TO WORK FOR
IN TRANSPORTATION



888-HAUL ACT
www.haulact.com

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PENSKE provides a diverse and inclusive environment that encourages women throughout the organization. Penske's Women in the Field initiative brings women from across the company's field operations together to provide development programs, networking, and mentorship opportunities with the goal of capitalizing on participants' potential and enhancing their performance. Penske also supports its female associates through community service initiatives, charitable giving and the Penske Women's Network.

RST SUNBURY strives to cultivate a safe, inclusive environment where women can thrive and grow their careers. The organization launched the Women Driving Forward Network to empower women in the transportation industry. RST Sunbury also sponsors aspiring female truck drivers and post-secondary education and partners with associations that support young female leadership. The company was recognized as a Top Fleet Employer in 2018 and 2019.

RYDER SYSTEM is committed to addressing the industry's gender gap by empowering women to succeed. Its Women's Leadership Forum supports developing female leaders. The company also offers 15 unique, female-friendly vehicle specifications to make trucks ergonomically safer and easier to operate for female drivers. In 2018, *Forbes* recognized Ryder as a Best Employer for Women where they can develop a rewarding career in trucking.

VOLVO TRUCKS NORTH AMERICA. Increasing female representation is a core component of the Volvo Group's talent strategy. The company offers flexible work options, competitive pay and benefits (including paid maternity leave), an ergonomic work environment, and training and developmental opportunities specifically designed for female employees. Flagship offerings include Volvo's 9-month Women in Leadership program and 12-month Elevate program which highlight effective leadership skills for female employees.

These best practices may be instructive for other companies working to increase their own gender diversity and lead to even more nominations for Top Companies in 2020. ■

Corporate culture, career advancement, and competitive compensation with benefits are some of the primary factors women value in the workplace.



2019 TOP COMPANY
FOR WOMEN TO WORK FOR
IN TRANSPORTATION
WOMEN IN TRUCKING ASSOCIATION

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Leading the Trucking Industry Forward



Members of the YRC Worldwide team greeted visitors at the Accelerate! Conference & Expo.

How will we lead? The cab door has been opened, and more women are entering trucking as a career. How will we make our mark on the industry that transports over 70 percent of our nation's freight and keeps every grocery store, hospital and factory open for business in

America? Now that we are behind the wheel, let's think about how we will lead the industry.

First, let's commit to be the safest trucking professionals on the road. We can start with the epidemic of distracted driving. The National Highway Traffic and Safety Administration estimates that, on average, nine people will die in distracted driving accidents daily and another 1,000 will be injured. We need to share the message of highway safety and the dangers of distracted driving. We need to lead.

Next, let's set our leadership focus on service. Whether it is a woman in the programmer's seat in IT or in the driver's seat of a truck, we need to quickly make our mark on a supply chain that is increasingly being driven by precision-engineered ecommerce demands. We can and we will deliver for our customers.

Finally, let's lead on sustainability. We should be front and center with customers, vendors

and policymakers to ensure we are partners in progress in reducing emissions and preserving the earth's natural resources. From female software engineers developing route optimization programs to female truck drivers who use the programs on the road, our legacy to the next generation should be that we worked to reduce our carbon footprint when it was our turn at the wheel.

The Accelerate! Conference & Expo gave us an opportunity to learn from industry pioneers who paved the way for us and cross the bridge to the next generation of women leaders. Now, let's put to work what we learned. Let's lead.



Stephanie Fisher
CFO
YRC Worldwide

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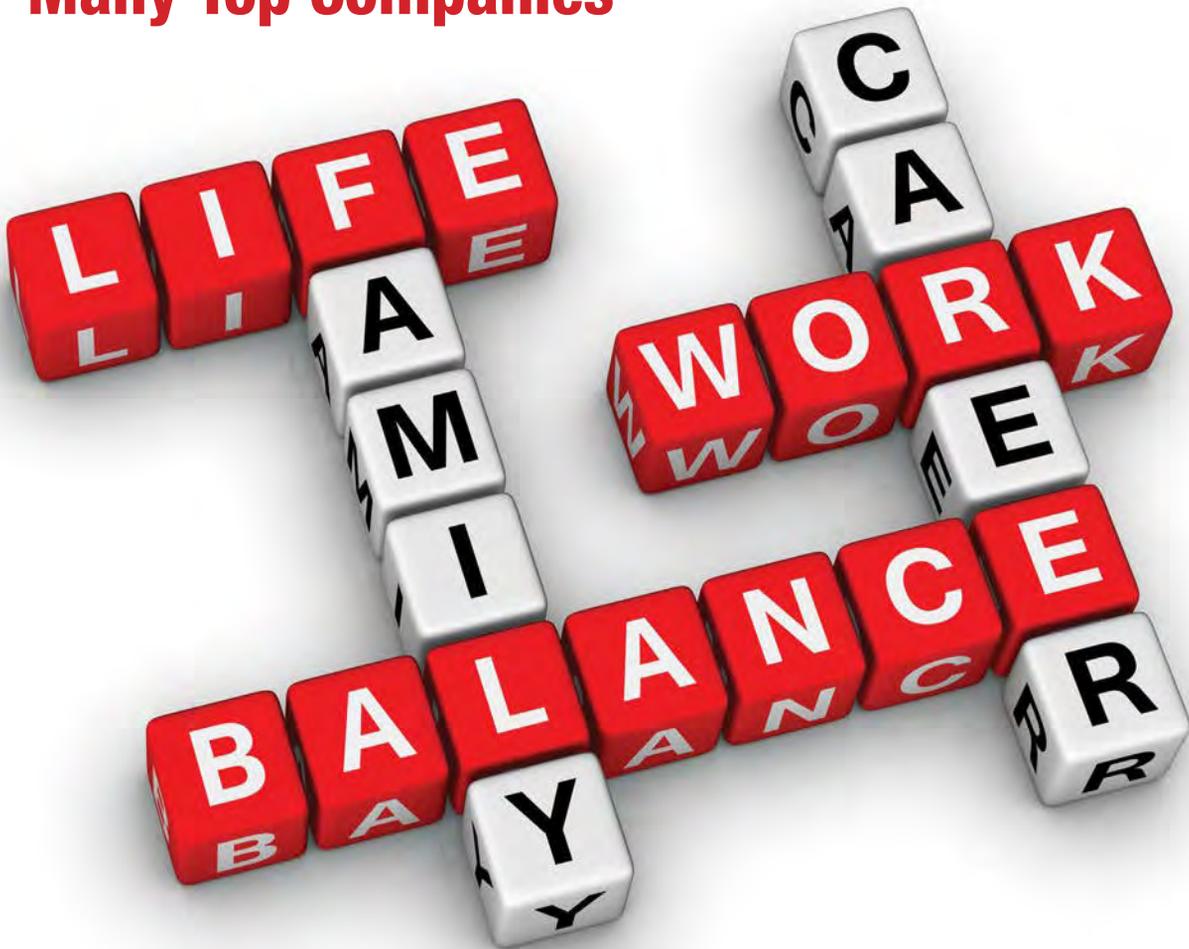
At YRC Worldwide, we are committed to a culture that provides resources for enrichment and opportunities for development to women in all roles and at all levels of our company. We believe women empowered drive us toward success, women engaged lead with innovation and integrity, and women enriched engage effectively with our customers and communities. We are honored to be recognized by the Women in Trucking Association as a **2019 “Top Company for Women to Work for In Transportation.”**



YRC Worldwide Companies

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Work-Life Balance a Focus for Many Top Companies



Fifty-three percent of employees say that having greater work-life balance and better personal well-being is “very important,” according to Gallup’s *State of the American Workplace* study. Achieving that balance is especially important to women since they often have greater responsibilities at home or in caring for older relatives.

Helping employees strike a balance between work and their personal life can be very important for employers too. Employees who feel they have a good work-life balance are 21 percent more productive than those that don’t, according to the Corporate Executive Board, which represents 80 percent of Fortune 500 companies.

Offering greater flexibility also helps with recruiting and retention efforts, particularly for younger women workers. In fact, six in 10 millennial females cite work-life balance or work atmosphere – rather than salary – as the most important factors in choosing a job, the Deloitte Millennial Study shows.

Workplaces to Watch

Companies in the transportation industry are taking note. More companies are offering flexible schedules, creative compensation and benefits and other perks. Work-life balance is clearly a priority for many of the organizations that Women In Trucking selected as 2019 Top Companies for Women to Work For in Transportation (see full list on page 9).

Carvana, an online used car retailer based in Tempe, Ariz., offers a guaranteed salary and generous PTO as well as 100 percent paid medical insurance, helping to alleviate financial concerns. The company’s generous 12 weeks paid maternity leave and mother’s rooms for

continued on page 22

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Feature: Flexible Workplace

continued from page 20

nursing make working easier for new moms. In addition, Carvana's home daily schedule is more conducive to family time.

"If it wasn't for my position with Carvana, I probably would have stepped out of the transportation industry to find balance," says Temeka Swims, Logistics Manager at Carvana.

JX Enterprises Inc., a network of truck dealerships across the Midwest, also offers a comprehensive benefits package, including maternity leave and private space for nursing. In addition, the company pays employees for volunteer time – effectively blending employees' work lives with personal interests.

Going forward, look for more companies to get creative in order to give their employees a more flexible and fulfilling work experience.

"JX Enterprises is a family-owned business, and we understand work-life balance," says Marketing Manager Lisa Verhalen. "We empower and offer autonomy to shape your own work environment in ways that allow women within the organization to perform at their very best."

Family-owned Dot Transportation, Inc., a subsidiary of Dot Foods, offers flexible work schedules, including a set and guaranteed driving schedule, as well as generous benefits and profit sharing. Two-thirds of managers have been promoted from within, signaling ample opportunity for advancement.

Assistant Transportation Manager Sheila Moran praises the company's sense of family, teamwork and values. "Dot is committed to nurturing an inclusive and diverse work environment where you are not a number but part of the family," she explains.

Going forward, look for more companies to get creative in order to give employees a more flexible and fulfilling work experience. ■



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The Waiting Game



"The waiting is the hardest part."
~Tom Petty

Driver detention times are a significant problem in the trucking industry. The latest report from the American Transportation Research Institute (ATRI) shows that detention times today are longer and more frequent – particularly for women.

More than a third of drivers surveyed (39.6 percent) said that over 70 percent of their pickups and deliveries were delayed in the past year due to customer actions. Overall, they reported that approximately a quarter of their dwell times lasted two or more hours, with 9.3 percent of delays lasting six hours or longer.

Significantly more female drivers (54.5 percent) reported delays due to customer actions than male drivers (46.8 percent). And while men were detained more often for periods up to two hours, women drivers were more likely to be delayed two hours or more. In fact, women were 83.3 percent more likely to be delayed six or more hours.

While detention clearly is a problem, it is not likely a sign of intentional gender discrimination, according to professional driver and Women In Trucking (WIT) Image Team member Deb LaBree.

"In my experience, detention is an issue across the board – for both men and women. However, female drivers do tend to be more patient and less vocal than men," she acknowledges. "And women drivers who are new to the industry may be unfamiliar with protocol for check-in and follow-up procedures."

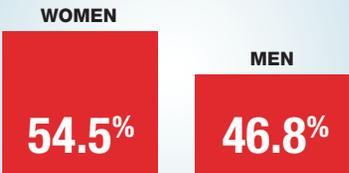
Regardless of the reason, long driver detention times have been shown to negatively impact safety and productivity, so it is important for female drivers to take steps to prevent excessive wait times. ■

Tips to Minimize Driver Detention:

- Arrive on time for appointments
- Gather necessary information before approaching the dock
- Speak up and ask questions
- Check in regularly and ask for updates
- Remain professional and respectful
- Use ELD data to document detention time
- Charge detention fees when appropriate



More female drivers reported delays due to customer actions than male drivers



American Transportation Research Institute

Putting Drivers First Helps Shippers Get Ahead



A tight freight market and severe driver shortage are redefining best practices in the transportation industry. Becoming a “shipper of choice” has become a top priority for freight operations.

Smart shippers are actively seeking out opportunities to make themselves more attractive to carriers. They recognize that carriers will be more willing to take their freight – at better rates – if working with them is easy. What is one of the best ways to stand out as a shipper? Take time to understand drivers’ needs and provide a positive experience for them.

Shippers need to be “in lock-step with the driver community,” says Xinfeng Le, a Product Manager for Uber Freight, who discussed the “shipper of choice” trend at the 2019 *Accelerate!* Conference & Expo. “In tight markets, in particular, drivers have the power and agency to decide who they want to work with, so a bad reputation with carriers can cost a shipper dearly,” she explains. “Today, shippers who have invested in their reputation among drivers enjoy better and more reliable service across the board, which is an incredibly powerful tool in a competitive market.”

Le recommends putting drivers first and helping to address their pain points. Finding ways to help them be more efficient and more

comfortable can go a long way in establishing a good reputation. Facilities are a good place to start for shippers, she says.

“Things like being mindful of detention times and ensuring there are appropriate amenities at each facility can go a long way toward driver happiness,” she explains.

Many shippers are stepping up their game – streamlining check-ins, minimizing wait times, providing clean restrooms and comfortable waiting areas.

Technology can help to spur further improvements. Earlier this year, Uber Freight launched a facility ratings feature that allows truck drivers to see and leave feedback on facilities while giving shippers insights to improve those facilities to be more driver-friendly.

Looking forward, Le foresees more collaboration and standardization across shipper programs. “Ideally, the industry can come together and align on how to better serve the drivers – who are, in fact, the backbone of their businesses,” she says. ■



"Voice of the Driver" panelists included: Deb LaBree, Castle Transport LLC (leased to Landstar); Kellylynn McLaughlin, Schneider National Inc.; Jodi Edwards, J.B. Hunt; and Carol Nixon, Walmart.

What Do Drivers Want from Shippers?

Women In Trucking (WIT) Image Team members shed some light on how shippers can help to improve their everyday experiences during the "Voice of the Driver" panel at the *Accelerate!* Conference.

All agreed the most important factor is to get drivers in and out quickly. Other priorities include:

- Courteous person at gate/dispatch office
- Reasonable loading/unloading (2 hours max)
- Plenty of room to dock
- Place to stage on site
- Clean restrooms for men & women
- Water cooler and/or vending machines

These basics serve as helpful guidelines for becoming a shipper of choice.

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”

WANDA M.
NFI Driver



In June 2018, NFI Industries' driver workforce was well below the national average of 10 percent women. The disparity set off alarm bells at the third-party logistics company.



Katherine P.
NFI Driver

Female drivers take center stage in NFI's new marketing campaign.

After extensive conversations about the need to recruit more female drivers, NFI Senior Project Manager Alexa Branco and a team of recruiting and operations colleagues sprang into action to remedy the situation, she explained in a presentation at the 2019 *Accelerate!* Conference. Recognizing that the right marketing campaign could help to bolster recruiting efforts, they formulated a plan.

They began by interviewing female drivers from a local NFI fleet in Philadelphia. They spent the day on site, asking questions like, "What brought you to driving?" and "What would encourage other women to drive?"

The team also talked with NFI managers about the value that female drivers bring to the organization. The firsthand feedback from both groups was invaluable, Branco says.

The general consensus was that NFI should showcase its current female drivers to help raise awareness of the opportunity for women to drive trucks and show that the company is a great place to work.

"If you're in the transportation industry, you know that women can drive, but if you're outside the industry, you probably would have no idea that driving a truck could be a career choice for women," Branco points out.

Giving Female Drivers a Voice

The research served as inspiration for NFI's new ad campaign: "She Drives." The premise is that women not only drive trucks, but also drive innovation and drive the company forward. Each static ad and video in the series features a female driver talking about why she drives or why she works at NFI. Launched in August 2018, it is the first campaign to feature female drivers in the history of the company which was founded in 1932.

A new ad is released every month on social media in strategic local markets. Family, flexibility and freedom are common themes.

continued on page 28



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Midwest applicants visit
careers.hollandregional.com

West Coast applicants visit
reddawayregional.com/careers



continued from page 26

"Driving is more like freedom," explains Norisdelys M., who started as an NFI driver straight out of school. "I can come back home every day. That's what I like the most. I can come back to my family. I have two kids. They get a lot of pride saying, 'My mom is a truck driver.' That makes me happy."

"Every day when I get in the truck, I'm like, 'Ok, what am I going to see today?' That keeps me going actually. That keeps me motivated. Just the freedom," explains Tia W., who prefers truck driving to her previous office job.

Achieving Impressive Results

"The feedback has been incredible," Branco says. "We have seen a 350 percent increase in ad engagement with numerous 'likes,' 'shares' and comments. And we've had 33 times more viewers watch the entire video."

NFI has seen a 36 percent increase in female drivers since launching the "She Drives" campaign.

The campaign is still underway with more videos yet to be released. Measuring the success of the program is somewhat challenging since job applications do not specify gender. However, NFI has seen a 36 percent increase in female drivers since launching the "She Drives" campaign. Branco is confident that the campaign has played a major role in that growth.

In conjunction with the ad campaign, NFI has worked to improve onboarding practices to help drivers feel safe and supported. The company also has intensified its focus on driver retention. "We're talking to drivers, getting feedback and letting them know they're heard," Branco explains.

The "She Drives" campaign has strong management support, Branco emphasizes. "Our leadership team loves being part of this," she says. "They recognize the need for a more inclusive and diverse workforce and see that the campaign is helping. They're encouraging us to run with it and keep finding ways to improve." ■

5 Tips for Marketing to Women

Planning a marketing campaign of your own? Connect more effectively with a female audience by utilizing these strategies:

1

Don't use the same messaging that you use for men. Women are more likely to be driven by empathy, a desire to be appreciated, the opportunity to be helpful, etc. They value information and love a good story. They also tend to be more motivated by messages of social responsibility.

2

Help women to recognize themselves in your materials. Simply showing women in your advertising is a good place to start. However, women come from many different walks of life and have different experiences and interests. Respect their diversity. And keep in mind that not every woman loves pink!

3

Address their hot buttons. When recruiting, for example, consider the aspects of driving that appeal most to women as well as areas of concern. An independent lifestyle, the potential for travel and pay/benefits are big draws for female drivers, according to WIT research. Safety, schedule and equipment are common concerns.

4

Take your message online. Social media can be a powerful tool when marketing to women. For example, 74 percent of women use Facebook, according to a 2018 Pew Research Study. Instagram and Twitter are also popular, particularly with a younger audience.

5

Include women on your marketing teams. They can help to provide a female perspective. And, as with any area of a company, gender balanced teams are more effective and deliver better results.





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Innovative Technologies Revolutionizing Fleet Operations



Trucking has come a long way, as evidenced by the four state-of-the-art tractors on display at the 2019 Accelerate! Conference & Expo.

Attendees got a first-hand look at the latest trucking technologies during the annual Truck/Technology Tour. Here are just a few of the innovative features helping to improve safety, increase efficiency and enhance driver comfort.

Safety First

Freightliner's Cascadia 2020 provides advanced safety features with Detroit™ Assurance® 5.0, including active brake assist. If a moving pedestrian enters the truck's path, input from the radar and camera sensors warns the driver with visual and audible warnings and institutes partial emergency braking. If the driver doesn't take action, full emergency braking brings the truck to a complete stop.

Onboard Assistance

The Driver Technology Suite in Kenworth's T680 includes a collision mitigation system, lane departure system and side object detection help to improve safety on the road. Predictive cruise control uses GPS data to anticipate uphill and downhill slopes, selecting the ideal speed and acceleration during the route.

Diagnostics on the Road

If an issue arises on the road, the GuardDog® Connect system in Mack's Anthem detects the problem instantly and calls it in to a 24/7 network of support staff and repair centers. If the problem needs immediate attention, the system provides the fault code so that technicians can identify the specific issue and necessary repairs. All necessary information is forwarded to the dealer and technicians to get trucks back on the road quickly.

Low-Cost, Low-Impact Comfort

The Peterbilt Model 579 UltraLoft offers a number of technological advances, including the SmartAir™ system. This enables drivers to heat or cool their vehicles without using truck power or burning fuel. The battery powered function can keep a sleeper cool and comfortable for up to 10 hours at a stretch. At the same time, the no-idle climate-control system lowers fuel costs and cuts emissions. ■



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579 ULTRA LOFT

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For more information, stop by your nearest Peterbilt dealer or visit Peterbilt.com.



CLASS PAYS

Exceptional Service Begins with Good Business Relationships



Being in the industry for over 26 years, I have learned that, in order to have long-lasting, mutually beneficial partnerships with customers and service providers, you must have trust. Trust starts with your proven ability to deliver on promises that are made. Time and time again, business relationships are destroyed over broken promises. A good business partner

knows their capabilities and never intentionally makes promises they cannot keep.

Building trust within a partnership starts with a few standard practices:

Set Realistic Expectations

It has been said that the sky is the limit. However, the reality is that, as a business, there is a limit on available resources. In emergency road service, this relates to such things as staffing, hours of operations, parts and service. Know what you are capable of and start the partnership off right by making sure that the goals of the relationship are achievable. Don't oversell.

Own Your Mistakes

We all want our businesses to operate flawlessly, but there will come a time when we fail. In order to maintain trust within a partnership,

you need to be able to admit when you are wrong. Too often, we fear that if we admit fault to a customer, we will lose their business. However, the bigger risk is having your competition expose your weaknesses. Identify the problem and offer a resolution on your own.

Build Relationships That Make Sense

Stay in your lane. Great business ideas are exactly that: IDEAS, until they are executed. People will try to talk you into being a strategic business partner in order to associate your brand with theirs. Make sure you align yourself with partners that strengthen your brand. ■



Dana McFletcher-Hubbard
Director, Customer Service
TTN Fleet Solutions

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TTN Fleet Solutions was founded by Jeffrey St. Pierre in 2009. Over the past 10 years, we've been an Equal Opportunity Employer. Organically, our leadership team has had women in leadership positions & has been one of our keys to success. From building our proprietary software FleetAssist™, which powers our company internally, to partnering with ServicePlus Now to facilitate our vendor network. We've made these industry disrupting decisions by having diverse input.

Our Ladies in Leadership have been an integral part of our infrastructure and growth!



Founded,
October 2009
in Ohio



Cleveland, Oh
(Received 1st Call
in Montana)



Relocated
Grapevine,
Tx 2015 (Large
Office Space)

**Schneider
National**
(1st Fleet Serviced)



Relocated
Keller, TX in 2012
(Small Office Building)



Purchased HQ
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Addressing Unconscious Gender Bias In the Workplace



Accelerate! presenter **Jodi Detjen** discusses unconscious bias.

Diverse leadership is good for an organization’s bottom line. Studies have shown it results in greater innovation, profitability and success.

However, women have a long way to go to achieve equal representation in leadership — particularly in the transportation industry. Case in point: Women make up just 23.75 percent of management at the carriers surveyed in the latest Women In Trucking (WIT) Index.

What is slowing progress? Unconscious bias is the root of the problem, contends Jodi Detjen, Managing Partner of Orange Grove Consulting and speaker at the 2019 *Accelerate!* Conference & Expo.

Identifying unconscious gender bias in the workplace isn’t always easy, Detjen admits. There is the unconscious bias women have about themselves. There is also the gender bias that men (and women) have toward others. And at the systematic level, operational processes often are based on invisible assumptions.

In order for more women to progress into leadership roles, each of these perspectives needs to be reframed, Detjen says. The chart

below helps to illustrate the necessary shift in thinking.

Make gender and inclusive competencies part of your organization’s DNA, she recommends. It’s critical for companies to dig deep and bring attention to how these biases on all levels are impacting gender diversity advancement in the workplace. ■

CURRENT BIAS

“I CAN’T APPLY FOR THE JOB UNLESS I MEET THE JOB REQUIREMENTS PERFECTLY.”

“WOMEN AREN’T ASKING FOR MORE MONEY OR PROMOTIONS; THEY LACK AMBITION.”

“IT’S A MERITOCRACY. WOMEN MUST NOT BE AS GOOD – OR THEY REALLY DON’T WANT THE JOB.”

WOMEN

MEN

SYSTEMIC

NEW APPROACH

“I AM DOING GREAT FOR THE LEVEL OF EXPERIENCE I HAVE SO FAR. I CAN LEARN NEW SKILLS AND EXCEL.”

“I CAN ASK WOMEN TO JOIN US IN THE LEADERSHIP DEVELOPMENT PROCESS AND SEEK THE BEST TALENT, NOT THE MOST VISIBLE OR VOCAL.”

“WE NEED TO REMOVE BARRIERS TO PARTICIPATION IN THE MERITOCRACY. A RISING TIDE RAISES ALL SHIPS. IT’S JUST LIKE ANY OTHER OPERATIONAL PROBLEM.”



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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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A Record-Breaking Year: 2019 *Accelerate!* Conference & Expo

More than 1,100 transportation and logistics professionals registered for the fifth annual Women In Trucking (WIT) *Accelerate!* Conference & Expo Sept. 30 – Oct. 2 in Dallas, Texas.

That represents a 300-person increase from 2018 and more than 600 first-time attendees. The unique event works to elevate the issue of gender diversity, develop women leaders,

and explore how to engage and retain more females in the industry.

Even before the event officially began, there were numerous opportunities to learn and connect. Many attendees participated in the speed networking and speed mentoring sessions, others attended a personal safety workshop, while some hopped on a bus to Denton where they toured the impressive, state-of-the-art Peterbilt facility.

Over the course of three days, attendees chose from more than 60 dynamic educational sessions, focusing on industry issues related to leadership, professional development, recruiting and talent management, operations, sales/marketing and professional drivers.

Leading authorities, such as Jodi Detjen of Orange Grove Consulting and Joel Boggess of Finding Your Voice Radio, shared how women can reach their full potential in the workplace and in life.

Author Amelia Mimi Brown engaged the audience in a dynamic presentation.



Roundtable luncheons gave attendees a chance to network and discuss industry issues.



WIT's Image Team welcomed conference attendees at the registration desks.





Ellen Voie's radio interview on The Dave Nemo Show was broadcast live on Road Dog Trucking Radio.



Attendees enjoyed a Texas State Fair Bash, complete with a mechanical bull and concert by Australia's country star Jayne Denham.



Attendees checked out the latest products and services from exhibitors in the sold-out Expo.



With approximately 100 associates in attendance, PACCAR earned this year's participation award.

Corporate leaders and professional drivers shared their experiences. Experts from industry leaders, including Amazon, FedEx Custom Critical, Uber Freight and Walmart, shared their perspectives on a variety of topics.

Influential Woman in Trucking finalists shared their success stories and lessons learned in a panel discussion before this year's winner was announced. The 2019 award went to Ruth Lopez, Director of Transportation Management for Ryder System, Inc. (Learn more on page 38.)

In its third year, the Truck & Technology Tour featured ground-breaking technologies for tractors on the road. Attendees had a first-

hand opportunity to inspect four trucks parked inside the conference center: the Freightliner Cascadia, Peterbilt Model 579 UltraLoft, the Mack Anthem from Mack Trucks, and the 76" High Roof T680 from Kenworth.

A special recognition program honored the 2019 Top Women to Watch in Transportation, Top Companies for Women to Work For in Transportation and Top Woman-Owned Businesses.

Several companies had large teams participate at this year's conference, demonstrating their commitment to gender diversity in their organizations and the industry at large. With approximately 100 associates attending,

PACCAR won the Participation Award – narrowly beating out YRC Worldwide Companies, who brought nearly 90 attendees.

"The Accelerate! Conference & Expo is one of the most inspiring, educational and motivational events of the year," says Ellen Voie, WIT President and CEO. "The industry engagement has been absolutely amazing." ■

Mark your calendar for next year's event: September 23-25, 2020 in Dallas.



WIT Honors 2019 Influential Woman in Trucking



Ruth Lopez accepted the award from WIT's President and CEO Ellen Voie and Kary Schaefer, WIT Board Member and General Manager, Daimler Trucks North America.

In her 20-year career at Ryder System, Inc. Ruth Lopez has been promoted numerous times to positions of increasing responsibility. She makes it a point to provide increased opportunities for her team members as well. In fact, 41 women reporting through her have been promoted one to five levels.

Her commitment to lifting other women up is one of the many reasons that Lopez was

named the 2019 Influential Woman in Trucking at this year's *Accelerate!* Conference & Expo.

Presented by Women In Trucking (WIT) and sponsor Freightliner Trucks, the Influential Woman in Trucking 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.

Lopez exemplifies these characteristics. As the Director of Transportation Management for Ryder's Supply Chain division in Novi, Mich., she is responsible for lead logistics services for 56 external clients across a broad spectrum of industries and has helped to expand the division's client base by 50 percent.

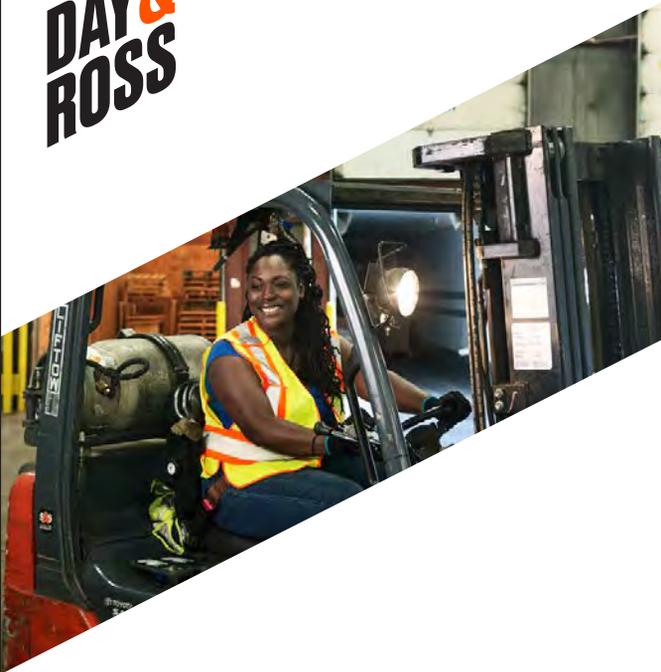
Lopez views the growth as a chance to provide increased opportunities for her team through promotion and grooming for leadership. Her emphasis on maintaining work-life balance helps them to feel comfortable that promotions will not overtake their home life.

As one of the co-leads for the Midwest/Canada chapter of Ryder's Women's Leadership Forum for three years, Lopez helped to further its mission to support the attraction, retention, and development of women.

Her advice to women in the industry? "Passionately invest in others," she says. "Set aside time to do this versus allowing other priorities to overtake these opportunities. Spend the time to nurture them, teach them, and support them."

Lopez was selected from a field of highly qualified nominees, including six finalists: Niki Bolton, Senior Truck Auditor & Executive Projects Officer, American Truck & Rail Audits, Inc.; Kristy Knichel, CEO, Knichel Logistics; Kellylynn McLaughlin, OTR Training Engineer & Professional Driver, Schneider National Inc.; Jodie Teuton, Chairwoman, ATD/Vice President, Kenworth of Louisiana; Lidia Yan, CEO and Co-founder, NEXT Trucking. ■

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Driver Award Debuts at 2020 Salute

Annual Event Moves to Friday

The annual Salute to Women Behind the Wheel was created to recognize female drivers for their service and commitment to the industry, so it's only natural that WIT is launching its new Driver of the Year Award at the event in 2020.

Sponsored by Walmart, the inaugural award will be presented to a deserving driver at the 2020 Salute at the Mid America Trucking Show (MATS) in Louisville, Ky., Friday, March 27. (Note: The Salute will be held Friday from 4-6 p.m. this year – instead of Saturday morning – to better fit drivers' schedules.)

The grand prize winner will be chosen based on her safety record, positive community contributions, and impact on the public image of the trucking industry. She will receive a plaque, commemorative ring and a guest appearance on the WIT Show on Sirius XM.

"Celebrating women's accomplishments is a key aspect of our mission," says Ellen Voie, WIT President and CEO. "We're thrilled to honor an outstanding female driver with this new award."

"We are excited to take our relationship with Women In Trucking a step further and sponsor the first-ever Female Driver of the Year Award to recognize and empower women who are making an impact in the transportation industry," says Bryan Most, Walmart Vice President, Transportation, and WIT Board Member.

Motor carriers can submit nominations online Jan. 1 – Feb. 15, 2020. For entry criteria, visit WomenInTrucking.org. ■

For 2020 Salute exhibitor or sponsor opportunities, contact Carleen Herndon: carleen@womenintruck.org.

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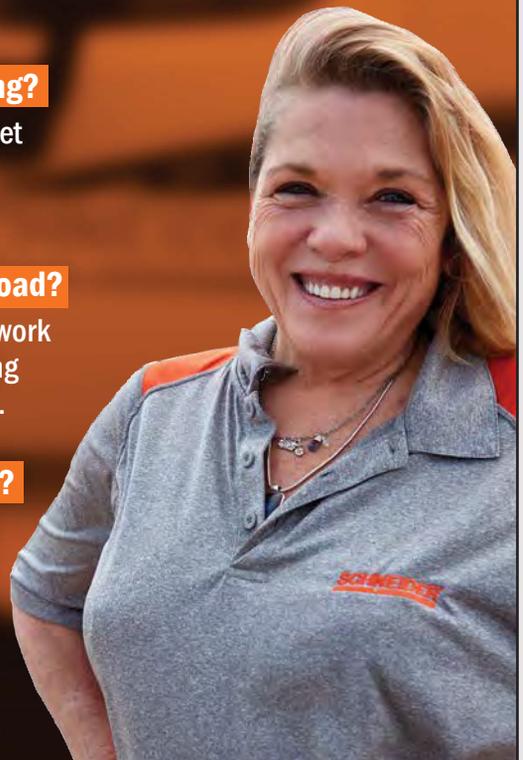
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Picture Perfect: Annual Photo Contest Winners Announced

The message #SteeringTowardDiversity was at the heart of this year's "I ♥ Trucking" photo contest.



The fifth annual contest, sponsored by Hudson Insurance Group, took place in June. A record number of 120 participants submitted a photo that conveyed the message that trucking is for everyone and encouraged companies to celebrate diversity efforts within their workforce.

With more than 500 online votes, Susie DeRidder of Armour Transportation was the People's Choice Winner.

"It was very important for me to participate in this year's photo contest to inspire women to get behind the wheel," says DeRidder. "#SteeringTowardDiversity is such an important message for the industry, and I'm proud to have won the People's Choice Award!"

A panel of judges deemed Tonyah Dillahunt's submission for PACCAR Parts to be their favorite for the Judges' Choice Winner.

"Participating in the 2019 'I ♥ Trucking' photo contest allowed us to demonstrate our mission to increase diversity and inclusivity at PACCAR Parts each and every day," says Blanka Kopacz, PACCAR Parts Director of Product Marketing and Global Diversity and Inclusion Chair.

Winners and other contest participants were recognized at the "I ♥ Trucking" reception at the *Accelerate!* Conference & Expo in Dallas. ■

See winners & all submissions at WomenInTrucking.org

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2019 PHOTO CONTEST WINNERS!



JUDGES' CHOICE

"Steering Toward Diversity at PACCAR Parts"
Tonyah Dillahunt



JUDGES' CHOICE — 1ST RUNNER UP

"Borris Logistics truck driver and members of Trinity Logistics' Carrier Development team"
Christine Griffith



JUDGES' CHOICE — RUNNER UP

"Becky and the Boys"
Becky Bornt



PEOPLE'S CHOICE

"The truck doesn't know who is holding the steering wheel!"
Susie DeRidder



PEOPLE'S CHOICE - RUNNER UP

"Her future at Dot is so bright, she needs shades!"
Becky Lawson

PEOPLE'S CHOICE - 1ST RUNNER UP

"After 21 years in the office, it was time to get my CDL and hit the road."
Alison Cardwell



#SteeringTowardDiversity

WIT Honors Driver at Truck Show

For 24 years, the Richard Crane Memorial Truck Show has been a highlight for the residents of St. Ignace, Mich.

This year's event took place Sept. 15, 2019. Hundreds of trucks crossed the Mackinac Bridge with their horns blaring and lights blazing as they made their way over the five-mile bridge.

Fran (Crane) Bernard and her brother, Rick Crane, have been the driving force behind this annual event which honors their father, Richard Crane, a former driver, truck owner and founder of the American Truck Driving Schools. The National Association of Show Trucks (NAST) manages the awards, parks the trucks and monitors the flow of traffic through this small town in Michigan's Upper Peninsula.

"The entire show feels like a family affair, as drivers return year after year to show off their big rigs, listen to the bands, enjoy an elephant ear or two and reunite at this special event," says Ellen Voie, President and CEO of the Women In Trucking Association (WIT), who attended this year and presented the Women In Trucking Award. Bernard, a long-time WIT member, established the award to honor a female driver in the competition.

This year, WIT member Su Schmerheim was the recipient of the WIT award. She drives for Eccelstone Horse Transport and is one of the few female solo horse haulers in the nation. Schmerheim and her feline companion, Jake, were a hit at the show, as Jake watched over the folks checking out the gleaming horse trailer hooked to a 2008 Kenworth Y-800. Schmerheim even had her fingernails painted for the occasion with the Kenworth logo. ■



Su Schmerheim (center) accepts the Women In Trucking Award from WIT's Ellen Voie and Crane's daughter and long-time WIT member Fran Bernard.

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Pay It Forward with the WIT Foundation

Since 2013, the Women In Trucking (WIT) Foundation has awarded nearly \$100,000 in educational scholarships benefitting more than 100 recipients.

"We know we are having a positive impact in the transportation industry from award recipients who have acknowledged that, without the Foundation scholarship, they would not have been able to pursue a transportation career," says Debora Babin Katz, WIT Foundation Chair and Vice President, TrucBrush Corporation.

The Foundation relies solely on donations from individuals and corporate sponsors, including the Ryder Foundation, J.J. Keller Foundation, UPS Foundation, Truckstop.com and Walmart.

"Together with the Women In Trucking Foundation, we are able to make technical education more affordable for women who are

striving to make a career in trucking a reality," says Patrick Pendergast, Vice President of Recruiting Services, Ryder Systems Inc.

"We hope to expand the number of foundations and companies participating in the scholarship program," Katz says.

The WIT Foundation provides scholarships in four categories: CDL driving, technical, safety and leadership. The call for scholarships is available online twice a year at: WomenInTruckingFoundation.org/scholarship-info.

How can you support the Foundation?

Here are several ways to help create new opportunities to build and train industry professionals and demonstrate your commitment to advancing the careers of women:

- **Help fund scholarships:** Scholarships are funded both by individuals, foundations and corporations. Corporations and foundations have the option to create a branded scholarship.



Raising awareness for the scholarship program at the 2019 Accelerate! Conference & Expo.

- **Donate an item for auction:** Donations are needed for the annual online auction, including branded company gear, swag or items of interest for drivers. Vacation packages are welcome.
- **Purchase Foundation bracelets:** Limited edition Foundation bracelets make a great gift for employees, clients, family and friends. To place bulk orders, contact Christina@WomenInTrucking.org.

Every dollar raised goes directly to the educational costs of award recipients. ■

To learn more and support the Foundation, visit WomenInTruckingFoundation.org

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Presentation by Ellen Voie
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Rock Island, IL

JANUARY 23

CSCMP Empowering Women
Minneapolis, MN

JANUARY 27 – 29

Jump Start 2020
Atlanta, GA

MARCH 1 – 3

TCA's 82nd Annual Convention
Kissimmee, FL

MARCH 4

Supply Chain Forum
University of Northern Iowa
Cedar Falls, IA

MARCH 26 – 28

2020 Mid-America Trucking Show (MATS)
Louisville, KY

MARCH 27

Salute to Women Behind the Wheel
Mid-America Trucking Show (MATS)
Louisville, KY



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Walmart Driver for 16 Years**



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