

Premier Issue
Spring 2011

Redefining *the* Road

The official magazine of the Women In Trucking Association



Salute 2010

Salute to *Women* Behind the Wheel





Con-way Truckload — Where Experienced Drivers Want to Be

For over 50 years Con-way Truckload, formerly Contract Freighters, Inc. (CFI), never set out to be the biggest, just the best. From two trailers and one owner-operator, Con-way Truckload has grown into a world-class carrier with over 2,600 tractors and more than 8,000 trailers.

With nearly 4,000 employees, Con-way Truckload serves the full truckload needs of North America's leading retailers and manufacturers. We're there when and where customers need us to be, and we consistently perform with the high standards our customers have come to expect from a Con-way company.

The Truckload Carriers Association has named Con-way Truckload one of the "Best Fleets to Drive For" for the second consecutive year. When we find good drivers, we want to keep them — so we focus on keeping our drivers happy.

A job with Con-way Truckload means you'll get:

- One of the best pay packages in the industry
- Consistent freight
- Reliable home time
- Bonuses

Con-way Truckload is hiring experienced solo and team drivers — whether company, contractor or owner-operators. Apply today for the best job in the industry.

Visit www.true2blue.com/driver or call 866-815-8468 and apply today.

Con-way Truckload is an Affirmative Action/Equal Opportunity Employer committed to diversity. Women and minorities are encouraged to apply.



Con-way
Menlo
Con-way



We're looking for a good team to make our team even better.

Con-way Truckload is looking for experienced company and contractor team drivers. We offer consistent team freight, reliable home time, full benefits and one of the best pay packages in the industry based on practical miles. Plus in 2011 we're adding new dedicated lanes providing the consistency and reliability you need. If your team is looking for a home, consider Con-way Truckload.

Visit www.true2blue.com/driver or call 866-815-8468 and apply today.

Con-way
TRUCKLOAD

Never Settle for Less.

ONE

KNOWS WHERE DRIVERS LIVE
AND WHAT THEY
CAN'T LIVE WITHOUT

International® ProStar⁺, the most driver-friendly class 8 rig on the road. So how did we make the best-in-class International ProStar® even better?

ProStar⁺ gives drivers 50% more storage space than the ProStar. A clutch that requires 20 ft. lbs. less effort. And the quietest cab in its class. All topped with MaxxForce® Advanced EGR, the only in-cylinder solution for 2010 emissions. Because drivers don't need the hassle of SCR training, added maintenance, or liquid urea fill ups.

A truck that drivers love. That's what results when all of us—fleet managers, drivers, engineers—work together as ONE.



A PACCAR COMPANY

A proud sponsor of
Women in Trucking



PROStar⁺
CLASS 8 RIG

International is a registered trademark of Paccar, Inc. Based on R. L. Polk & Co., U.S. & Canada registration data, International ProStar⁺ is the #1 selling class 8 for the 12-month period ending January, 2010.

INTERNATIONALTRUCKS.COM



Redefining the Road
Published for: Women In Trucking Association

PO Box 400
Plover, WI 54467-0400
Phone: 1-888-G04-WITA (1-888-464-9482)
ellen@womenintrucking.org
www.womenintrucking.org

Printed by:
Matrix Group Publishing Inc.

5190 Neil Road, Suite 430
Reno, NV 89502
Toll-free: (866) 999-1299
Toll-free fax: (866) 244-2544
sales@matrixgroupinc.net
www.matrixgroupinc.net

President & CEO
Jack Andress

Senior Publisher
Maurice LaBorde

Editor-in-Chief
Shannon Savory
ssavory@matrixgroupinc.net

Editor
Karen Kornelsen
kkornelsen@matrixgroupinc.net
Lara Schroeder
Alexandra Walld

Finance/Administration
Shoshana Weinberg, Pat Andress, Nathan Redekop
accounting@matrixgroupinc.net

Director of Marketing & Circulation
Shoshana Weinberg

Sales Manager – Winnipeg
Neil Gottfred

Sales Manager – Hamilton
Jessica Potter

Sales Team Leader
Peter Schulz

Matrix Group Publishing Inc. Account Executives
Albert Brydges, Rick Kuzie, Miles Meagher, Ken Percival, Benjamin Schutt, Rob Choi, Brian Davey, Brian Macintyre, Jim Hamilton, Chantal Duchaine, Gary Nagy, Declan O'Donovan, Aaron Enwright, Colleen Bell, Wayne Earle, Trish Bird, Frank Chacinski, Chaise Norman-Ball, James Steward, Garrett Friend

Advertising Design
James Robinson

Layout & Design
J. Peters

©2011 Matrix Group Publishing Inc. All rights reserved. Contents may not be reproduced by any means, in whole or in part, without the prior written permission of the publisher. The opinions expressed in this publication are not necessarily those of Matrix Group Publishing Inc. Printed in Canada.

inside redefining the road

premier issue ♦ spring 2011



On the Cover

7 Welcome to the 2011 Salute to Women Behind the Wheel!

Feature Stories

- 11** Meet the Women In Trucking Driver Advisory Committee
- 16** Meet WIT's Board of Directors
- 19** Women In Trucking – Past, Present and Future



News

- 23** Upcoming Events
- 24** Women In Trucking Association and Navistar Partner to Honor Trucking's Most Influential Women
- 25** WIT's Corporate Members

26 Buyers Guide

CRST®

**WE SUPPORT WOMEN IN TRUCKING,
FROM BEHIND THE WHEEL
TO BEHIND THE DESK.**

At CRST, we salute all of the women who have chosen to make a career in the trucking industry, especially those who are among the growing percentage of women in our company. We are committed to providing career opportunities for women at all levels in our company. By doing so, we know CRST will be an even better place to work, for women and men.



Welcome to the 2011 Salute to *Women* Behind the Wheel!



“Welcome Professional Drivers,
This event is dedicated to you; to honor you for your service to the industry. Whether you have been a driver for three decades, three years or three months, we salute you. On behalf of the Women In Trucking board of directors, we want you to know that we applaud you. We hope as a member of the

Women In Trucking Association we have helped you become more successful by providing information, insight and inspiration through our network of drivers, carriers, suppliers and those who believe in you. We are so glad you are here!”

Leigh Foxall
Chairwoman of the Board



“Welcome to the second annual Salute to Women Behind the Wheel. Women In Trucking’s mission includes celebrating the success of its members and this event is intended to honor each one of you for your contribution to the trucking industry. As women in a male dominated environment, you are all pioneers and role models for the

women and girls who will follow in your footsteps in the years ahead.

Thank you for choosing a career that is crucial to our nation’s economy. Each load you safely deliver adds to the reputation of women as being capable, willing and equipped to work alongside your male counterparts. Without trucks, America stops and without women in the trucking industry, the economy would be impacted. This event is about you, and for that, we salute you!”

Ellen Voie
WIT President/CEO



“Walmart Transportation believes when everyone matters the true strength of diversity is unleashed as each associate is encouraged to reach their full potential.

One of our company’s top priorities is developing a diverse workforce. We make diversity part of our business plan, ensuring we can continue to be a global leader in all

aspects of diversity and inclusion.

We are proud to be a gold level sponsor of Women In Trucking Association, Inc. and are committed to promoting career opportunities in Logistics and Transportation for women. Our partnership with Women in Trucking is one of the many ways we reach out to women and let them know about careers at Walmart.”

Jeff Hammonds
Vice-President, Walmart Transportation



“Frito-Lay North America is proud to support the Women in Trucking organization and its “Salute to Women Behind the Wheel” event. We believe in the importance of having a diverse workforce to deliver positive results for our customers, consumers, and shareholders. The transportation industry provides many exciting and rewarding job opportunities in

management, administration, and over-the-road driving. Currently, women are underrepresented. The Women in Trucking Association promotes the employment of women in the trucking industry. The momentum is building, and there is hope of the possibility that more transportation jobs in the future will be filled by women.

The “Salute to Women Behind the Wheel” event provides an opportunity to celebrate the women that are the pioneers and

PROFESSIONAL FEMALE TRUCK DRIVERS

We Salute You & Cordially Invite You

Join us for the largest celebration of Women Behind the Wheel at the **2011 Mid-America Trucking Show in Louisville, KY**. Save the date and plan on becoming a part of history as the **Women In Trucking Association** recognizes the outstanding safety and performance accomplishments of the nation’s professional female truck drivers. There will be refreshments, prizes, and a photo of all women truck drivers for the world record books.

DATE: Saturday, April 2, 2011

LOCATION: Mid-America Truck Show, Louisville, KY

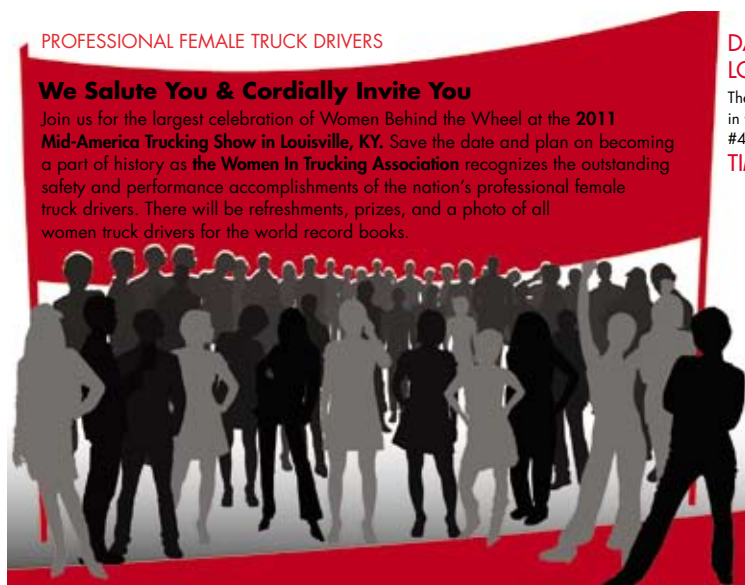
The Salute to Women Behind the Wheel event is being held in rooms C201-C205 in the South Wing. Must register prior to the event at the Women in Trucking booth #40565 in the North Wing Lobby.

TIME: Doors open at noon; Program begins at 1:00 pm.

— EVENT SPONSORS —



— GOLD PARTNERS —



leading the way. It recognizes their accomplishments, and encourages other women to consider a career in trucking. Please consider joining the Women in Trucking Association today and taking part in this important effort.”

Mark Rousseau
National Logistics Manager, Frito-Lay, North America



“It’s a thrill to have the opportunity to participate in this distinctive event, as you continue to make strides toward improving opportunities and reducing barriers to women who want to work in this important career field. As NTSB Chairman, I am proud of the work our agency does every day to advocate for safer roadways and working conditions on behalf of WIT members and all commercial drivers who use and travel on our roadways.”

Deborah Hersman
National Transportation Safety Board Chairman

The honorable Deborah Hersman from the National Transportation Safety Board will be speaking at this year’s event!

Deborah A. P. Hersman was sworn in as the 12th Chairman of the National Transportation Safety Board on July 28, 2009, following her nomination to the post by President Barack Obama and confirmation by the United States Senate. Her two-year term as Chairman runs until July 2011. She is also serving a second five-year term as a board member, which expires on December 31, 2013.

Chairman Hersman has been a Member of the NTSB since June 21, 2004. Since then, she has chaired a number of public events hosted by the Board and during her tenure; she has been the member on the scene of 19 major transportation accidents.

Chairman Hersman holds a commercial drivers license with passenger, school bus, and air brake endorsements. She successfully completed a motorcycle basic rider course and holds a motorcycle endorsement. She is a certified Child Passenger Safety Technician. She has also completed the 40-hour HAZWOPER (Hazardous Waste Operations and Emergency Response Standard) training course.

Before joining the Board, Chairman Hersman was a Senior Professional Staff Member of the U.S. Senate Committee on Commerce, Science and Transportation from 1999 to 2004 where she was responsible for a number of transportation issues, and earlier served as Staff Director and Senior Legislative Aide to Congressman Bob Wise of West Virginia.

During her time at the Senate, she was a key staff member involved in the passage of the Motor Carrier Safety Improvement Act of 1999, which created a new truck and bus safety administration within the Department of Transportation. She also worked extensively to negotiate the passage of the Pipeline Safety Improvement Act of 2002; the Transportation Equity Act of the 21st Century; the Amtrak Reform and Accountability Act and numerous transportation safety and security measures.

Chairman Hersman earned a Bachelor of Arts degree in Political Science and International Studies from Virginia Tech University in Blacksburg, Virginia, and a Master of Science degree in Conflict Analysis and Resolution from George Mason University in Fairfax, Virginia. She is married and is the mother of three sons. 🚚

Sundowner Sleepers

“Tell us what you want, leave the rest to us!”

No more shower lines, and you can eat healthier too!

ICT (800)800-3244 * TRUCKSLEEPER.COM

2840 North SR 9 • LaGrange, Indiana 46761 • Exit 121 Off Interstate 80 in Northern Indiana

- Shower
- Medicine Cabinet
- Surround Sound System
- Vinyl Padded or Vinyl Clad Wall Board
- Cassette Toilet
- Seamless Fiberglass Insulated Roof
- Roof Air Conditioner
- Air Foli
- Stainless Steel Rear Wall
- Seamless Gel Coat Composite Side Walls
- Air Ride Suspension
- Full Size Rear Door
- Generator
- Insulated Waterproof Floor
- OEM Ultra Cab Boot
- Happy Trucker 😊
- Moving View Satellite Receiver
- Flat Screen TV
- Microwave/Convection Oven
- Roof Air Conditioner
- Double Sink
- 2 Burner Cooktop
- Freezer
- Refrigerator
- Custom Counter Top
- Hot & Cold Water
- X-Box Video Game
- Carpet, Linoleum or Wood Floor
- Generator Control Panel
- Central Vacuum
- Walnut, Cherry, Oak, or Maple Cabinets
- Hot Tub (oh, come on!)

Airtab[®]

MORE THAN A FUEL SAVER!

DRAG HOLDING YOU BACK?



AIRTAB.COM HAS THE ANSWER!

Airtabs™ are designed to work on: straight trucks, semi trailers, semi tractors, box vans, RV's & buses.

Female drivers say:

I will tell you all this... for the small investment that these little triangles are, they are worth the money! The reason they are is because they do work. In the cross wind you do not fight the wheel throughout the day. In the rain you do not get the spray on the mirrors or up the side of the trailers which can cause visibility to be poor. These two reasons alone make them worth it. Without fighting the wheel you are less tired which makes you a safer driver. The visibility situation goes without saying that they improve safety in the wet weather.

Gina and She-La

I have the Air tabs and I love them. My truck no longer sways in the breeze and I couldn't believe the handling improvement in the severe cross wind I was in. I drove in a cross wind all day and usually my arms would hurt so bad by the end of the day. Not this day though; I actually had to check the trees and flags to see if the wind had calmed down. You will just have to try them to see for yourself. Yesterday and today I had a chance to try them out in the rain. I can actually see the cars in my mirrors even if they don't have their headlights on, the spray is cut way down. I cannot believe the difference with the Airtabs on my truck and I'm kinda sorry I waited so long to put them on. Oh and one more thing on the level with a head wind my boost gauge is down 3 to 4 lbs and I am pulling the hills even better.

Jackie W.

Airtabs will:

- Add stability to your vehicle especially in crosswinds!
- Improve your mirror visibility in wet weather!
- Pay for themselves in 4-6 months just in fuel savings!



Airtab[®]
1-866-758-4100

www.airtab.com
www.buyairtab.com



**FROM THE TRUCK TO
THE SHOP TO THE OFFICE,
EVERYWHERE AT ROEHL**

**PEOPLE ARE THE
POWER OF RED™**

An Affirmative Action Equal Opportunity Employer

Apply at GoRoehl.com or 800-535-8420

Meet the *Women* In Trucking Driver Advisory Committee



Ingrid Brown

Ingrid Brown began her career as a professional driver in 1979 when she started working for her father's road construction company. For her 18th birthday her dad gave her a shiny new orange Diamond Rio, which still sits beside the shop. She began by moving equipment, such as asphalt tankers, and later became an over the road driver, eventually running under her own authority. Today she drives for Forward Air. Ingrid says she fell in love with heavy equipment and truck driving because of her father's and brother's passion for the industry. Plus, her grandfather hauled a gas tanker for 48 years! She loves meeting new people and seeing new places. Her goal is to help others and to experience all that life has to offer.



Angel Grider

Angel Grider has been a professional truck driver since 1999 and is currently driving for Con-way Freight pulling doubles and triples. Trucking is in her family; her grandfather, uncle, and two cousins are truck drivers.

Angel only planned to drive for a year, but fell in love with this profession and says, "I can't believe I get paid to do this!" Angel feels truck driving is an honorable profession and an integral part of our country—keeping Americans supplied with the products they need. One change she would like to see is truck driving classified as a professional occupation.



Sandy Long

Sandy Long is an experienced truck driver who is very active in the trucking industry. She was a long time writer for www.layover.com and currently writes for six trucking websites and the Canadian Trucking Magazine. She is a life member of OOIDA. Sandy is the owner of two websites: Trailer Truckin' Tech, a yahoo group dedicated to the education of new and prospective truck drivers and www.satinandsteel-sisterhood.com, a site for women in non-traditional jobs. Her first book, *Street Smarts: A Guide for a Truck Driver's Personal Safety*, was published in May 2010. Sandy lives in Missouri and currently works for a regional company out of Kansas City, MO. She travels with her dog Lillian Russell.



Susan Durstine

Susan Durstine is a professional driver employed by Southern Cal Transport, Birmingham, AL, and one-half of a very successful team. She has driven cross-country with her husband and best friend, Rick,

for three years and prior to that they were owner-operators in the household goods industry. She has been licensed for six years and still refers to herself as a rookie, as she learns new things every day, not only from other drivers but people in general. Susan tries to promote a positive, professional attitude not only within herself but also with her fellow drivers. When not driving/working, she enjoys NASCAR, reading and spending time with friends and family.



Linda Caffee

Linda Caffee has been driving with her husband Bob for six years as an owner-operator leased to FedEx Custom Critical. Before becoming a team driver, Linda rode with Bob for four years while he was a driver for US Xpress. She enjoys trucking and staying informed of events. Her passion

is helping new people get into the industry and helping them become a success. Bob and Linda are often the featured speakers at expedite workshops and also at the Expedite Expo. She is a moderator on ExpediteOnline.com. She is the chairman of The Trucking Solutions Health Council and a member of The Trucking Solutions Group. Linda also writes a blog for [Expedite Online](http://ExpediteOnline.com) and maintains The Trucking Solutions Group Facebook page. She wanted to become involved with Women In Trucking to bring awareness to other women about this phenomenal group. She believes women bring a different aspect to the industry. Women are a small sector in the industry; through WIT, they can help each other reach their goals.



Sherri Suzanne Fronko

Sherri Suzanne Fronko started riding along in the truck with her husband Steve in 1987. She left the truck for a few months in 1988 to have a baby.

Infant Heather and Sherri joined Steve in the truck on and off for the next two years. In 1990 Sherri wanted to get her pilots license. Steve asked her, why don't you get your CDL? Right then the "light bulb" came on and from that day on, she was on a mission to get her CDL. She received her permit and drove all the time for Steve. In February, 1991, she got her CDL and has used it ever since. Sherri drove for several years for US Xpress and then as an owner-operator leased to Duplainville Transport. Sherri now works for Wilcox Trucking in Coldwater, MI as a dispatcher. During the summer, she drives truck hauling tomatoes and potatoes in Michigan, Indiana, and Ohio. Her children, Zachary (age 12) and Shelby (age 10) ride along with her during the summer. They both want to drive trucks when they grow up. Heather is now 22 years old and is also a truck driver and hauls tomatoes.



Cynthia Kidder

Veteran driver Cynthia Kidder has driven a big rig for 20-plus years. A local, dedicated driver for J.B. Hunt, her previous driving jobs included over the road and regional work. Cynthia achieved one million safe miles with J.B. Hunt in 2009. Her favorite part of driving is interacting with her customers. Before her driving career, Cynthia was a jewelry salesperson where she learned how to listen and respond to customers in a professional environment. She uses those same people skills in her driving job today, working hard to meet customers' needs and make on-time deliveries. Her biggest concerns in the trucking industry are upholding the current hours of service rules and increasing safety at truck stops. She is taking action now to improve truck stops and has asked her trucker friends to text her the locations of those that are poorly maintained. Mother to an 11-year-old boy, Cynthia has two full-time jobs, one behind the wheel and one at home. She looks forward to coming home to her son every day. The two like to pass the time watching football, playing on the computer and going out for Mexican food during family night once a week.



Susan Wirth-White

Driving trucks coast-to-coast was a big change in lifestyle for Susan Wirth-White who now drives trucks for Walmart Transportation in Sanger, TX. Susan was raised on a mountain top in Aspen, CO and donned snow skis each day to get to school! (In fact, her unique story became a "Wonderful World of Disney" movie starring nine year old Susan!) But from the moment she got an "up-close" look at a tractor-trailer, her free spirit couldn't resist the chance to be a professional truck driver. Thirty-one years later, Susan says she's seen the role of women in logistics and transportation change tremendously. Although there are now more women behind the wheel as professional over-the-road drivers, she says it remains a community that takes pride in doing a difficult job. Susan joined Walmart Transportation 19 years ago and calls it "the most empowering job I could have envisioned."



Jill Garcia

Jill Garcia, San Antonio, TX began her career with Schneider National in 1996. She epitomizes the very definition of Schneider's culture and core values and is a true professional truck driver. Jill shares her experience and skills helping on-board new female drivers at Schneider in her role as a training engineer. In 2005, Jill achieved one million consecutive miles without an accident and she has been accident-free for the past 11 years. Jill is a van truckload driver based out of Schneider's Dallas Operating Center.



Veronica Godoy

Veronica Godoy started her career as a professional driver sales representative with Con-way Freight in May 2007. She joined the company as a full-time driver following graduation at the top of her class from Con-way's Driver Training School, a national program offered through 62 local Con-way service centers. Veronica currently works out of the company's Long Beach, CA service center as a driver sales representative in the P&D operation. She has received awards for one and two-year safe working performance. Considered a leader among the Long Beach workforce, she helps coach and mentor new employees, and also serves as a coach for fellow drivers practicing for and participating in state truck driving competitions. A single mother with two teenage boys, Veronica spends time participating in various volunteer activities and is involved in her children's school and community affairs. She is the second generation of her family to enter professional truck driving as a career, following in the footsteps of her father. She enjoys being able to inspire other women to pursue and enjoy a career in the trucking industry. 🚛



Better Choices Every Day Help Keep the Doctor Away.



Introducing StayFit from TA and Petro. Because we know making better-for-you-choices isn't the easiest thing when your livelihood is on the black top, StayFit is a combination of nutritious food options, exercise and information to keep you on the road to better health. Just look for the StayFit symbol on select convenience store and menu items in our sit-down restaurants. Plus, you'll find fitness rooms, and walking/running trail maps at select locations. StayFit's just one more advantage of a full-service truck stop and another way TA and Petro are making your life on the road better—and healthier.

Current StayFit Fitness Room Locations

Barstow TA • Albuquerque TA • Oklahoma City West TA • West Memphis TA • Knoxville TA • Greensboro TA
Baltimore South TA • Manning TA • Vero Beach TA • Nashville TA • Bordentown Petro

Current StayFit Walking Trail Locations

Eloy TA • Youngstown TA • Albuquerque TA • Sawyer TA • Wytheville TA • New Haven TA
Mill City TA • Parowan TA • Florence TA • Maybrook TA • Bloomsburg TA
Harborcreek TA • Paulsboro TA • Medford Petro • N. Baltimore Petro



Individuals should always consult with a physician before starting an exercise regimen or making any changes to their diets. Use of facilities or items labeled "StayFit" is not an endorsement of such items by TA or Petro nor a guarantee that use of such facilities or consumption of such items will result in actual health benefits or weight loss.

Salute to Women Behind

Gold Level Sponsors:



Walmart Transportation

Walmart Transportation believes when everyone matters the true strength of diversity is unleashed as each associate is encouraged to reach their full potential. One of our company's top priorities is developing a diverse workforce. We make diversity part of our business plan, ensuring we can continue to be a global leader in all aspects of diversity and inclusion.

We are proud to be a gold level sponsor of Women In Trucking, Inc and are committed to promoting career opportunities in logistics and transportation for women. Our partnership with Women In Trucking is one of the many ways we reach out to women and let them know about careers at Walmart.

Saving people money so they can live better.

Save money. Live better. With more money in their pockets, consumers can conceivably afford the items they need the most for themselves, their children and their future. It's a responsibility that we're honored to have, which is why we depend on talented individuals like you.

Your spark makes us Walmart.

"Our company is so well positioned for today's difficult economy and tomorrow's changing world. We have an exceptionally strong management team, able to execute our strategy, perform every single day and deliver results.

By executing well and adhering to our values, we plan to distance ourselves even further from the competition and do even more to save people money so they can live better."

- Mike Duke, President and CEO

A driving career with a company that cares.

At Walmart, we believe in a philosophy of operating globally and giving back locally. This gives us an opportunity to make the greatest impact in our communities by supporting causes that are important to our customers, and our associates, right in their own neighborhoods.

If you are interested in learning more about a professional over-the-road driving career with Walmart, visit www.drive4walmart.com.



Run Smart

Freightliner Trucks

At Freightliner Trucks, our commitment to our customers and partners is paramount. It's reflected in the design, performance, and safety of every truck we make with our customers' needs in mind.

Take the new Coronado® for example. As Freightliner Trucks' traditional on-highway model, the Coronado combines style and performance in a vehicle that turns heads and profits. And then there is the award-winning Cascadia®—our premium, aerodynamic on-highway truck featuring state-of-the-art design and technology that maximizes fuel economy as well as driver comfort.

And, we're always there when you need us. As part of Daimler Trucks North America LLC (DTNA), Freightliner Trucks offers you the largest dealer network in North America. You can count on us for reliable and useful product information, superior parts, outstanding service and 24/7 customer support.

the Wheel



Frito-Lay North America

Frito-Lay North America, a division of PepsiCo, makes, sells and distributes America's favorite snacks. Involved, engaged and talented over-the-road drivers are an important part of the company's success. At Frito-Lay, driving is not just a job, it's a career. Frito-Lay provides a comprehensive compensation and benefits package that is designed to address associates' health and financial needs. Over-the-road drivers have the potential to earn \$60,000 or more annually. It is a corporate goal to help each of our associates live life well, so an over-the-road driver's typical week includes three to four trips, with one layover or less per trip.

Employing associates who reflect the diversity of the communities where they live, work and serve is a key value of Frito-Lay, and its parent company PepsiCo. Frito-Lay's Gold Partner support of Women In Trucking, and sponsorship of the Salute to Women Behind the Wheel, demonstrates the passion for diversity in all company positions. Deb Davis, a Frito-Lay over-the-road driver and one of three females who have driven two million accident-free miles, says, "I have enjoyed working for Frito-Lay since day one. Driving has been a dream come true for me, and it is wonderful to work for a company that has supported me every step of the way for the past 30 years." To learn more about available positions, and to apply to join Deb and our other 1,600 over-the-road drivers, please visit www.fritolajobs.com.

Congratulations to all women drivers for what you do for the trucking industry. Frito-Lay and PepsiCo salute you!!

Silver Level Sponsors:



Bronze Level Sponsors:



Copper Level Sponsors:

Apex Capital LP
Peterbilt Motor Company
Rand McNally
Pitt Ohio Express
J. J. Keller & Associates, Inc.
UPS Freight

Nickel Level Sponsors:

JB Hunt
CigRx
Transplace

Meet WIT's Board of Directors!



Leigh Foxall
Chairwoman
Internet Truckstop

Leigh Foxall is currently director of sales and marketing for Internet Truckstop (www.truckstop.com), the first and largest freight matching service on the Internet. Before joining Internet Truckstop, Leigh spent nearly 14 years with DAT Services/TransCore in Port-

land, Oregon, where she held positions in freight matching and advertising sales and marketing. Leigh's career in transportation began in a sales position for Comdata Network in Nashville. The company had recently launched a revolutionary service called Convoy which was the very first computerized load board for the transportation industry.

For nearly 20 years, Leigh and her husband Joe lived in Portland where she was active in politics. In 1992 and 1996, she served as an elected delegate to the Republican National Convention. Leigh served as state campaign coordinator and fund raiser for two presidential candidates, several state-wide political campaigns and local initiatives that focused on private property rights and land use issues.

Emmett, Idaho is now home for Leigh, Joe and daughter, Dixie Grace.



Mark Rousseau
Vice Chairman
Frito-Lay, Inc.

Mark Rousseau has worked in supply chain leadership positions for 32 years. The last 24 years have been with Frito-Lay, Inc. (www.fritolay.com) in various operations positions including manufacturing, warehousing, logistics, transportation, sales operations, and

customer delivery systems. His transportation-related positions have included regional logistics manager, distribution manager, service and distribution director, director of operations, division logistics manager, and his current position, national logistics manager. Mark graduated with a BS in management and administration from Indiana University, Bloomington, Indiana.

Mark has a passion for diversity and inclusion driven by his desire to have diverse opinions, perspectives that represent the communities that he works in, and to help achieve sustainable results. He was responsible for Frito-Lay, Inc. to become one of

WIT's first corporate members and first gold partner corporation. He is involved in PepsiCo's national EnAble group which is a group that supports the disabled community inside and outside of Frito-Lay. He is also president of the board of an adaptive baseball league which provides players with mental and physical challenges the opportunity to play baseball (Sports Made Possible).

Mark was raised in Fort Wayne, Indiana but has lived in eight different cities in the Midwest, South, and Western United States. He currently lives in the Denver, Colorado area.



Jan Hamblin
Secretary
J. J. Keller & Associates, Inc.

Jan has been with J. J. Keller & Associates, Inc. (www.jjkeller.com) for over 35 years. With a career devoted to sales, sales management and customer relations, she offers extensive knowledge of the Keller products and services.

As the Corporate Sales Manager – Strategic Accounts, Jan guides and oversees trucking industry association partnerships and their member participation. She is instrumental in forming, developing and sustaining long-term relationships with state trucking associations, plus several national associations that interact with the industry. Another focus is with unique companies that resell the Keller product line as value add-ons to their core products or service offerings.

Supporting associations by catering to their membership and offering Keller intellectual property as a value add to companies proprietary programs has been Jan's goal, and provides a win-win-win situation for everyone (Member-Organization-Keller).



Jeff Hammonds
Treasurer
Walmart Transportation

Jeff Hammonds is vice-president of Walmart Transportation in Bentonville, Arkansas (www.walmartstores.com) and manages one of the world's largest private fleets with 7,900 drivers serving Walmart's 4,000-plus U.S. retail locations.

Jeff has served in both field and home office positions during his 18 year tenure at Walmart, including operations manager,

general transportation manager, regional transportation manager, and vice-president.

He is instrumental in developing strategies which increase shareholder value and increase productivity, while providing a work environment that attracts top driving talent.

Jeff says, "Walmart's gold-level sponsorship of Women In Trucking fits well with our corporate goal of inclusion and diversity. I am excited at the opportunity to shine the spotlight on the role women play in this business."

Prior to joining Walmart in 1991, Jeff was employed in the truckload transportation industry.

on active duty before being honorably discharged in 1991. He is a veteran of Operations Desert Shield and Desert Storm.

From 1991 until he assumed his duties with the Tennessee Trucking Association, he worked for the Missouri Motor Carriers Association. He held the position of vice president of that organization.

Burruss is also president of the North American Transportation Management Institute (NATMI) and the Professional Truck Driver Institute (PTDI). In addition, he serves as president of the Truckload Academy and the TCA Scholarship fund. He is also a member of the American Society of Association Executives.



Marge Bailey
Director
LadyTruckDrivers.com

Marge Bailey is the founder and CEO of 30 trucking job referral web sites. Her major duties are webmaster/tech support, SEO, and job ad composition. The name of her company encapsulates the definition of her network, DriverFinder.Net (DFN). Estab-

lished in 1997 and launched online officially in February of 1998 with her first site, TruckinJobs.com, DFN is a leading network of trucking job referral sites that help thousands of truck drivers and diesel mechanics every year find a good company for which they can work, make a good living, and realize their career goals.

Dating back almost three decades, Marge has been involved with the trucking industry. She was married to an owner operator and learned the 'ropes' as a team driver. She worked as a J.B. Hunt recruiter. That experience led her to starting her online job referral service for carriers and drivers, eventually including CDL training schools, diesel mechanics, and women in trucking, LadyTruckDrivers.com (LTD).

Marge has had numerous articles written about her and women truckers who participate in the LTD message forum. Some of the forum lady members also have had their story published in various magazines and newspapers. Marge is contacted every year by the print media and TV networks like ABC and the Oxygen Network to help them find lady truck drivers who will appear on special national TV programs targeting trucking and the women who work in the industry.



Phyllis Cochran
Director
Navistar, Inc.

Phyllis E. Cochran serves as president of the Parts Group of Navistar, Inc., (www.navistar.com) the operating company of Warrenville, Illinois-based Navistar International Corporation (NYSE: NAV), one of the world's leading truck and engine

manufacturers. Cochran was named to the position in November 2009. Previously, Cochran served as the senior vice president and general manager of the Parts Group from 2007 to 2009, and vice president and general manager of the Parts Group from 2004 to 2007. She has led the organization in continued growth. She is also a member of the parent company's Executive Council, which is responsible for management's strategic direction.

Prior to joining the Parts business, Cochran was CEO and general manager of Navistar Financial Corporation, the company's finance group. She headed the company's finance subsidiary operations since December 2002.

Before being named the finance group's general manager, she was vice president of operations since April 2000. In that position, Cochran led the credit and collection activity through one of the most difficult business cycles and at the same time maintained a quality portfolio that was comparable or better than competitors'.

She has served on the Board of Directors for The Mosaic Company since 2006. Cochran is a member of The Chicago Network (TCN) and Women Corporate Directors (WCD). She holds a Bachelor of Science degree from Iowa State University, which she earned in August 1974. Cochran became a certified public accountant in November 1975.



Chris Burruss
Director
Truckload Carriers
Association

Christopher (Chris) W. Burruss is the president of the Truckload Carriers Association (www.truckload.org). Prior to joining TCA in March 2004, Burruss was president and CEO of the Tennessee Trucking Association.

Burruss assumed those duties in May of 1999.

Burruss was raised in Jefferson City, Missouri, and educated in the public school system. After completing high school, he enlisted in the United States Marine Corps, serving for five years



Maggie Peterson
Director
YRC Worldwide Inc.
(www.yrc.com)

"My dad was an operating engineer, who often brought home equipment he used in his job and parked it in our yard. My brother and I would spend hours in the trucks pretending to drive... that's where my love affair with trucks began."

When Maggie Peterson finally got behind the wheel for real, she never looked back.

Not only was she the first woman to be named "Driver of the Month" by the California Trucking Association (twice, actually), and the first woman to serve as a trustee in Teamsters Local 63, she also went on to become one of the most widely publicized women to date to serve as an industry spokesperson. Along with being chosen first as a member, and then as a coordinator for Roadway's Road Team in the mid-1990s, Maggie was also selected by the American Trucking Associations from a field of 1,500 candidates to become one of 12 America's Road Team captains in 1998.

Today, in addition to her dedicated run between Bloomington, CA and Las Vegas, Maggie is also a veteran Smith System trainer responsible for instructing and road-testing new company employees, and tutors current employees seeking their CDLs. She also teaches hazmat and LCV classes, and frequently facilitates HOS and safety training for the company.

Maggie views her service as a member of WIT's Board of Directors as an opportunity to continue further advancing not only women, but the trucking industry as a whole.



Ellen Voie

President/CEO and Founder, Women In Trucking Association, Inc.

Ellen Voie founded the Women In Trucking Association in March of 2007, and currently serves as the non-profit organization's president and CEO.

Ellen's prior role was the manager of retention and recruiting programs at Schneider National, Inc., North America's largest truckload carrier. From March of 2000 through January 2006, Ellen served as the executive director of Trucker Buddy International, Inc., a pen pal program between professional drivers and elementary students.

In 2005, Ellen earned the Certified Association Executive (CAE) credential from the American Society of Association Executives, the leading authority in association management and a professional society for the association industry.

In December 2008, she attended Tri-C Truck Driver Academy in Cleveland, OH to earn her Class A Commercial Drivers License (CDL).

Ellen's background in the trucking industry began in 1980, when she earned a diploma in Traffic and Transportation Management while employed as traffic manager for a steel fabricating plant in central Wisconsin. She later worked as a dispatcher for a grain hauling carrier prior to becoming co-owner of a small fleet. After starting a family, Ellen used her background to become a freelance transportation consultant to carriers in Wisconsin, licensing and permitting trucks for more than 16 years. During that time, Ellen earned her Master's Degree in Communication from the University of Wisconsin, Stevens Point, where she completed her thesis research on the complex identities of women married to professional drivers. 🚚

FusionSleep®

Tired of The Change?

The Impact of Sleep During Menopause

An estimated 5000 women enter menopause every day in the United States. Menopause typically occurs in a woman's 40's and 50's, bringing with it hormonal ups and downs that create a myriad of symptoms. In addition to hot flashes and night sweats, menopausal women often complain of frequently waking up due to restless sleep, discomfort or to use the bathroom. Sleep problems are very common in menopause and now we know that they also cause weight gain, heart disease, diabetes, headaches, high blood pressure, body pain and hormonal imbalance. Belly fat in particular is often caused by poor sleep.

Common complaints

Ever wake up in the middle of the night and can't get back to sleep right away? The most common complaints relate to light sleep, difficulty falling asleep, and difficulty staying asleep. Sleep problems can lead to excessive daytime sleepiness and fatigue, which can:

- Create nervousness, depressed mood, bad temper, memory problems, and confusion
- Impact your concentration and reduce awareness of your surroundings
- Slow your judgment and ability to react in an unexpected driving situation

Snoring and sleep apnea (just two of over 70 sleep disorders) are linked to changes in hormone levels as women get older. Restless Legs Syndrome (RLS) and uncontrolled limb movements (called "the jitters" or "creepy crawlies") also become more prevalent with age. These conditions are well known to reduce both sleep quality and quantity.

Treating sleep disorders improves health, well-being and your safety on the road

If you or someone you know is going through menopause and sleeping poorly, contact a Board Certified Sleep Medicine doctor. Poor sleep quality should never be taken for granted just because of menopause. There are multiple treatment options available for sleep disorders as well as for improving many of the symptoms of menopause. Effectively treating sleep disorders helps prevent disease, and makes you happier and safer while you work.

Dr. Jeffrey Durmer, MD, PhD, F.ABSM, D. ABPN is a co-founder and Chief Medical Officer of Fusion Sleep, and the nations' leading expert in Transportation Sleep Medicine. To learn more, visit www.Sleep4Safety.com.



Women In Trucking

Past, Present and Future

The mission of Women In Trucking is to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry.



What is the Women In Trucking Association?

The IRS defines association as “a group of persons banded together for a specific purpose.” The American Society of Association Executives (ASAE) separates associations into two groups, trade or professional.

According to the ASAE, a trade association is made up of business competitors. Businesses—not individuals—join trade associations. The American Trucking Associations (ATA) is a trade organization that represents motor carriers-not drivers.

Associations that represent a profession are called professional societies or individual membership societies because individuals join to learn the most up-to-date information about their profession and share common problems and solutions with others. The Owner Operator Independent Driver Association (OOIDA) is a professional association that represents drivers-not carriers.

Women In Trucking Association, Inc. is a hybrid of these two types of organizations, as we represent carriers, suppliers, individual professionals and drivers. For this reason, we do not “take sides” on issues that may separate carriers from

drivers (speed limits, weight restrictions, hours of service, etc.).

Our mission drives our actions. Women In Trucking was established to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry. The board of directors determines what activities fall under our mission statement and should be pursued.

Our efforts align with our mission. Some of our recent goals include creating an anti-harassment policy manual for carriers to use that provides best practices regarding driver trainer-trainee issues. This document will benefit both drivers and carriers by providing policies to prevent harassment in the cab. This publication, prepared by J. J. Keller & Associates, Inc. is provided to our corporate members at no cost.

As an association, our goal is to educate and inform our members. We have mentors available to assist new members who seek careers in trucking and logistics. We rely on our professional members to offer their advice and expertise to members who are new to the industry.

Our efforts to promote accomplishments have resulted in our annual Salute to Women Behind the Wheel (salute-2women.com) where we honor female professional drivers and thank them for their service to the industry. This year we will also be acknowledging a professional who has been a pioneer and role model for others with the Influential Woman of the Year award sponsored by Navistar.

These activities are all mission driven and are funded by our members who believe in our mission. With the exception of sponsorship dollars that fund activities, your dues provide the funding for the association.

What we are NOT!

Individuals looking for a job as a professional driver, both new drivers and experienced drivers, often contact us. We are here to help them through the process, but we are NOT here to place them with a carrier. That's what recruiters do for you; they will help you find the right company for your situation. Look at our website and see what our member carriers have to offer. Please do not call us to help you find a job. We will tell you to contact a recruiter.

We are not arbitrators or intermediaries. Please do not call us and ask us to take sides on an issue between you and your carrier. If you feel you have been treated unfairly, contact your union representative or your company's human resources department. If you feel that you have been the victim of harassment or discrimination, contact the Equal

Employment Opportunity Commission (eeoc.gov). We do not have the resources or expertise to insert ourselves in disputes between drivers and their carriers.

Women In Trucking is a non-profit organization. We do not assist other non-profits or individuals with donations. There are many wonderful causes

that our members ask us to support. While we encourage our members to help them with their goals, we cannot take the dues our members pay us and use them to fund other non-profits. We stay focused on our mission and they focus on theirs.

Women In Trucking is an association. We have a specific purpose and that is described in our mission statement. Our members pay dues and our sponsors provided funding to help us stay focused on these goals.

Where we are going

Although the trucking industry has made great strides to accommodate women, there are still obstacles that might cause some to avoid this career opportunity, and others who choose to leave. As carriers advertise automated transmissions, air ride seats, drop and hook freight and regional runs, the industry becomes more attractive for women as well as our male counterparts.

We can do more. Security at shippers, truck stops and on the road is one of our priorities. We would also like to see more rest room parity on the loading docks, smaller size clothes and women's toiletries at the truck stops and fewer belt buckles for safe driving awards. We aren't asking for special accommodations or front row parking, just a level playing field so we can get more involved in the game.

In our short history, Women In Trucking has accomplished a great deal in the four years since the association was formed (March 2007). Our accomplishments include:

SCHNEIDER DELIVERS WHAT DRIVERS ARE LOOKING FOR!

Now is the perfect time to make plans and set goals for the upcoming year. This year, resolve to make Schneider National the focus of your get-where-you-want-to-go strategy.

We have over seven decades of industry experience, cutting-edge in-cab technology and best-in-class career opportunities to make 2011 your year to shine.

Find out what experienced drivers already know. Whether you're a company driver or an owner-operator, Schneider National is THE trucking company.

Begin your best year today!



SCHNEIDER
NATIONAL

schneiderjobs.com
1-800-44-PRIDE

 **ORANGE
COMMERCIAL
CREDIT**



The majority of Orange Commercial Credit is driven by women, so let's just say we are one of the few factoring companies with a woman's touch. When you are ready to unlock the power of your receivables by using an asset you already own (YOUR INVOICES) we are the specialized trucking lender you can depend on.

Our commitment to you and WIT is to provide their members with honest answers. Our rates are very competitive and there are No Hidden Fees, No Long Term Contracts, and no Cost Application process.

Call us today, ask for OCC "Preferred Pricing Discount for Women in Trucking". Ask for Wanda Frankhauser, who services the discounted WIT Membership at 1-877-406-1291 or visit us at www.occfactor.com.

OCC is proud to be celebrating 2011 as our 30th year of serving the Trucking Industry.

Encourage employment of women:

- Work with the driver training facilities and their associations to provide scholarships for our members and to assist in funding their education;
- Grant funding partnerships for women entering non-traditional careers;
- Work with carriers to change their recruiting messages to remove stereotyping that might keep women from considering a career in trucking;
- Work with advertising agencies to remove gender bias from carrier and other industry related marketing campaigns; and
- Publication of *Crushing Cones*, a book for potential drivers to learn what to expect when attending driver training.

Promote accomplishments

- Our award winning newsletter as well as press releases feature women who have led by example and are pioneers in all aspects of trucking;
- We provide members, including board members, to the media for interviews, and have been featured on *The Today Show*, *Sirius & XM Radio*, *Oxygen Network*, *Travel Channel*, *The Wall Street Journal*, documentaries, and national and international mainstream and trucking media outlets;
- A future goal is to honor a carrier, truck stop and OEM for their support; and
- Annual acknowledgement of an industry advocate.

Minimize obstacles

- Our members are offering to mentor new entrants in the industry;
- We host networking events at major truck shows to allow our members to interact and meet one another to learn, listen and befriend;
- Development of the Sleep Safe Strap for drivers to secure their cab;
- Articles and seminars on how our members can become more successful; and
- Discounts on products and services for members from corporate members.

We are especially excited about our "Salute to Women Behind the Wheel." This will be an annual celebration to honor the most visible women who share the road with the general public, our professional drivers. In conjunction with the Mid-America Trucking Show (www.truckingshow.com) held in Louisville, KY each March, the Women In

Trucking Association hosts a reception for all women who hold a commercial driver's license. More specifically, this event celebrates the years (or weeks) of experience these women have had as professional drivers. This year's celebration is scheduled to begin at 1:00 pm on Saturday, April 2 at the Kentucky Exposition Center.

"We aren't asking for special accommodations or front row parking, just a level playing field so we can get more involved in the game."

Anne Ferro was the featured speaker at the first event where she presented 104 women with safe driving awards for one, two and three million mile accomplishments. One of the highlights of the event was a group photo, which featured 290 female professional drivers. The group wore their complimentary red t-shirts for the picture! We are hoping to set a new world record for the largest gathering of female truck drivers this year. The Guinness World Records shows the number to beat is 416, as there were 416 trucks driven by women who participated in a convoy in Dron-ton, Netherlands in 2004.

Additionally, we are establishing a charitable foundation that will provide scholarships for women considering a career as a driver, mechanic or safety professional at a carrier. This will be a 501(c)(3) non-profit organization to accept tax-deductible donations.

The goal to provide educational programs is a priority for WIT, as the need for safety related programs and health issues are evident. By educating, encouraging and featuring a healthier lifestyle and a safer environment, WIT's educational applications will benefit all drivers, not just women, in the industry. This is already a focus of the organization, and is becoming one of the most pressing issues for our members. Safety on the road and at rest stops (including truck stops) is an issue that has not been adequately addressed in the past, but is one that WIT is working to alleviate for our members.

Membership is not limited to women, as our efforts will benefit every one of us who wants to see the industry opened up to more individuals, regardless of gender. Ellen Voie founded the organization and developed the board of directors and the structure of the program. Currently there are nearly 1,600 members that include 198 corporate entities, (carriers and industry affiliates) industry professionals, drivers and students. Membership is not limited to women, as approximately 18 percent of the members are men who support the goals of the program. 🚚



**HEALTHY
TRUCKING**
ASSOCIATION OF AMERICA

We carry healthy solutions

**HTAA PROUDLY SUPPORT
WOMEN IN TRUCKING**

Toll Free: (800) 800.1198 **www.healthytruck.org**

Paving the Way

Con-way Truckload Driver Vicki Gonde Helps New Drivers Get Their Start



A career as a professional driver could not be more different from data entry work at the Internal Revenue Service and at an insurance company, and that is just fine with Vicki Gonde.

Fifteen years ago, Vicki traded in her life behind a desk for life in the driver's seat, and once she joined Con-way Truckload two years later, she never looked back. "It was time for a change, to get out of the office," Vicki said, "and Con-way has been an excellent company to work for. I have freedom and flexibility with a company that treats its drivers well; plus, I can earn a good living."

Today, Vicki shares her enthusiasm for Con-way Truckload with new drivers as a driver finisher — a role she has held for more than a decade. In the past 10 years Vicki has helped hundreds of drivers new to the company finish their training and learn the way Con-way does business so they'll be prepared for life on the road. In fact, Vicki's dedication to Con-way Truckload was recognized with a Quarterly Leader Award (QLA), which honors employees who exemplify Con-way's core values of safety, integrity, commitment and excellence.

"My work as a driver finisher is very rewarding," Vicki said. "I have an opportunity to help new drivers and make their transition to Con-way easier by sharing

my experience. At the same time, I have a chance to meet lots of wonderful people, many of whom keep in touch even after they begin their own careers."

As an experienced female driver, Vicki has noticed a shift in attitude — and an increase in the number of female drivers — during her time on the road. "For a woman, having a career as a professional driver is much more accepted now; the environment has really changed," Vicki said. "While there will always be challenges that might make driving professionally difficult for some women, there are great rewards for those like me who would like to make driving a career."

A solo driver when she is not working as a driver finisher, Vicki's favorite routes are those that bring her close to her family in California, including two sons and two granddaughters, although she especially enjoys driving in the Northeast and Canada, particularly in the fall when the foliage is at its peak.

And, when she thinks about memorable trips, one particular night on a road in Kansas comes to mind. With a small herd of deer blocking much of the road, Vicki cautiously steered to avoid them. As she did, the herd slowly parted in a move reminiscent of the Red Sea in the movie "The Ten Commandments" and then closed back in after she had passed through. "One of the best things about driving is that no two days are exactly the same and every experience is unique," Vicki said. "The movement of the deer was so beautiful — I don't expect that I'll see anything exactly like it again."

Drivers interested in joining the Con-way Truckload team should visit www.true2blue.com/adv, www.facebook.com/CareersatConway or call 866-WORK-4-US (866-967-5487).

Con-way
TRUCKLOAD

Never Settle for Less.

Advertorial

Upcoming Events 2011

Visit the Women In Trucking Association website (www.womenintruck.org) for more information on events.

MARCH

March 31-April 2

Mid-America Trucking Show, Louisville, KY. Booth 40565.

APRIL

April 2

SALUTE to Women Behind the Wheel at the Mid-America Trucking Show, Louisville, KY. South Wing, rooms C201-C205.

April 27

*Marge Bailey & Ellen Voie on Freewheelin' Radio Show.

MAY

May 25

*Marge Bailey & Ellen Voie on Freewheelin' Radio Show.

JUNE

June 9-11

Great West Truck Show, Las Vegas, NV

June 14-17

Connections 2011
Coeur d'Alene, ID

June 29

*Marge Bailey & Ellen Voie on Freewheelin' Radio Show.

JULY

July 8-9

TitleTown Trucker's Showdown, Green Bay, WI

July 14-15

Walcott Truckers Jamboree, Walcott, IA

July 22-23

Expedite Expo, Wilmington, OH.

July 27

*Marge Bailey & Ellen Voie on Freewheelin' Radio Show.

AUGUST

August 9-13

ATA National Truck Driving Championships, Orlando, FL

August 12-13

Waupun Truck-N-Show, Waupun, WI

*Marge Bailey & Ellen Voie with Meredith Ochs and Chris T. on Freewheelin', a radio show on Sirius XM Road Dog Truckin' Radio—Sirius 147 & XM 171. 1pm - 2pm ET (replayed weeknights 10 pm-11 pm ET). [Women In Trucking segment airs live the last Wednesday of every month. We welcome your call! Dial 1-888-Roaddog for comments or questions.]

August 19-21

Eau Claire Big Rig Truck Show, Eau Claire, WI

August 25-27

Great American Trucking Show, Dallas, TX

August 31

*Marge Bailey & Ellen Voie on Freewheelin' Radio Show.



50,000 TRANSPORTS PER YEAR

350 TRANSPORT DRIVERS

6 ASSET MANAGEMENT SERVICES

148 SECURE STORAGE FACILITIES

12 NATIONAL OFFICES

48 STATES NATIONWIDE & CANADA

50 YEARS OF NATIONWIDE TRANSPORTS

210 INSPECTORS NATIONWIDE

21 SALES PROFESSIONALS NATIONWIDE

1959 COLDIRON COMPANIES FOUNDED

STRENGTH IN NUMBERS

Our numbers prove it. 50 years of experience and strategic asset management planning to keep your costs down.

Your numbers will confirm it. Timely confirmation of transports, precise repossessions, rebates on storage fees, regardless of the package size strengthen your bottom line.

Go to coldironcompanies.com. Check out our on-line ordering process, our testimonials, our GPS tracking capabilities, our team, our locations and our commitments.

Coldiron Companies team is a member of the UTA, ELFA, NEFA, ICBA, ASA and the HTAEW. We are one team with many efficient solutions:

Transport, Asset Recovery, Inspections, Appraisals, Storage and Remarketing Services.



Women In Trucking Association and Navistar Partner to Honor Trucking's Most Influential Women

The Women In Trucking Association and Navistar Inc. have created an annual award to honor the trucking industry's most influential woman. The inaugural award will be given at a reception held during the Truckload Carriers Association conference in San Diego, California, on March 15.

"We are excited to be able to honor a woman who has been influential in the trucking industry," says Ellen Voie, President/CEO of Women In Trucking. "This award will further our mission to celebrate the success already evidenced by those who have led us through a very male dominated career environment."

"Women lead the trucking industry in many different roles," says Anne Belec, Chief Marketing Officer, Navistar Inc. "This award is designed to shine a spotlight on some of that great leadership in hopes of inspiring other women to join our industry."

Award candidates are defined as women who make or influence key decisions in a corporate, manufacturing, supplier,

owner-operator, driver, sales or dealership setting. The individual must have a proven record of responsibility and mentored or served as a role model to other women in the industry. The woman does not have to currently hold the position for which her work is nominated, but she must be a living individual.

Judges for the award will be Howard Abramson, Transport Topics Publisher, Tom Nightingale, Chief Marketing Officer, Conway, Inc., and Anne Belec.

The reception will follow a panel discussion to focus on issues women face in the trucking industry and how some of these challenges are being addressed. Panelists include Anne Ferro, Administrator, Federal Motor Carrier Safety Administration, Tom

O'Brien, President, TA/Petro Travel Centers, Phyllis Cochran, President, Parts Division, Navistar, Inc., and Val Liese, President, Jack Jones Trucking and former Chairwoman of the California Trucking Association. Chris Burruss, President, Truckload Carriers Association, will moderate the panel. 🚛



AUTOMATED LANDING GEAR

Patriot Lift is the Global Market Leader in **LANDING GEAR AUTOMATION**, a Revolutionary Innovation for Tractor Trailers, Eliminating Hand Cranking.



Significantly Improve Safety, Productivity, and Equipment Damage. Achieve Equal Employment Opportunity. Employee Morale—PRICELESS!!!

Observe Video and Presentation on our website.



Tel: (340) 772-5438

www.patriotlift.com

info@onlift.com

WIT's Corporate Members

TRUCKING & LOGISTIC COMPANIES:

ABF Freight System, Inc.
 All American Logistics, LLC
 All State Express
 Averitt Express
 B Baker Transport, Inc.
 Barton Logistics
 BNSF Logistics LLC
 Brenny Transportation, Inc.
 C. Hayne Herndon & Co., Inc.
 C.R. England
 Cajunland Logistics
 CalArk Trucking Company
 Cobalt Transport
 Con-way, Inc.
 ContainerPort Group
 Cory 1st Choice Home Delivery Service
 Covered Logistics & Transportation, LLC
 CRST Van Expedited
 D&D Transportation Services Inc.
 Davis Express, Inc.
 DTX
 DuPont - E. I. du Pont de Nemours & Co.
 Fairway Transit, Inc.
 FedEx Freight
 Fikes Truck Line
 Flatbed Express Inc.
 Frito-Lay
 Furniture Row Express
 Grammer Industries
 Greatwide Logistics Services
 Interstate Distributor Co.
 J.B. Hunt Transport, Inc.
 Kee Management Solutions, Inc.
 Kenan Advantage Group
 Lester R. Summers, Inc.
 MacKinnon Transport Inc.
 Marten Transport Ltd.
 Megatrux, Inc.
 Midwest Specialized Transportation, Inc.
 Morgan Sales Associates
 MSA Delivery Service
 Nature's Transport
 Normandin Transportation Services Inc.
 Northstar Foodservice
 O&S Trucking, Inc.
 Pepsi Bottling Group
 Pitt Ohio Express
 Prime Inc.
 Proud 2 Haul, Inc.
 Roehl Transport
 Ryder System, Inc.
 Schneider National, Inc.

Service First Distribution
 Southern Cal Transport, Inc.
 Star Transport, Inc.
 Sunbury Transport
 Transplace
 Trimac
 Tyson Foods, Inc.
 U.S. Xpress, Inc.
 United Parcel Service
 Walmart Transportation
 Waste Management
 Watkins & Shepard TruckingWEL
 Companies, Inc.
 Your Advantage Staffing
 YRC Worldwide, Inc.

TRUCK DRIVING SCHOOLS:

American Institute of Technology, Inc.
 Baker College of Cadillac
 Central Tech Transportation & Safety
 Education
 Century College
 Clark State Community College
 Cuyahoga Community College
 Fox Valley Technical College
 Great Lakes Truck Driving School
 Hagerstown Community College
 International Trucking School, Inc.
 John Wood Community College
 KRTS Transportation Specialists Inc.
 Mountain Transport Institute Ltd
 National Tractor Trailer School, Inc.
 Northampton Community College
 Olive-Harvey College
 Pinellas Technical Education Center
 Smith & Solomon Training Solutions
 Southern State Community College Truck
 Driving Academy
 SPC Eagle - Professional Truck Driving
 School
 Suburban Truck Driver Training School
 Transportation Dispatch Institute
 West Georgia Technical College
 Western Pacific Truck School

TRUCKS, TRAILERS, & ACCESSORIES:

Badger Trailer & Equipment Corp.
 Badger Utility, Inc.
 Daimler Trucks North America
 GearMaster
 JumpSeat, Inc.
 Navistar, Inc.
 Patriot Lift Company LLC

Peterbilt Motors Company
 Roadranger - Eaton & Dana
 Turbo 3000D

INDUSTRY RELATED COMPANIES:

Alexander & Alexander, Inc.
 AllTrans Medical Solutions
 American Defense Lawyers
 American Truck Historical Society
 American Trucking Associations, Inc.
 Apex Capital LP
 ATW Foundation
 Australian Outback Collection
 Byrne Financial Services, LLC
 California Drug Testing Associates, LLC
 Canadian Trucking Human Resources
 Council
 CareersInGear.com
 CGM Security Solutions, Inc. A FL Corp.
 Commercial Drivers Legal Plan
 Convoy Solutions, LLC dba Idleaire
 Crop Production Services, Inc.
 D.C. Book Company
 DOTAuthority.com
 DPF Cleaning Specialists
 Driving Ambition
 DuVita Independent Association
 Ever Young Folding Bicycle
 Eye3Data
 FirstLine Funding Group
 Fleet Group, Inc.
 FleetJobs.com
 Fleet\$avings
 Fusion Sleep
 GetCompliantNow.com
 Great West Casualty Company
 Group1201
 Healthy Trucking Association of America
 HNI Risk Services, Inc.
 Houston Sleep Center
 Innovative Computing Corporation
 International Society of Recruiting and
 Retention Professionals
 Internet Truckstop
 J.J. Keller & Associates, Inc.
 Kansas Motor Carrier Association
 LadyTruckDrivers.com
 Layover.com
 Logistics Quarterly
 Marcello & Kivisto, LLC
 MarrowStone Truck & Trailer Shop
 McGriff, Seibels & Williams of Oregon, Inc.
 NAPFTDS

National Bankers Trust
 National Truck League
 Navatech USA
 NuSet Lock
 Ohio Trucking Association
 Orange Commercial Credit
 Over The Road-Canada
 Owner-Operators Business Association of
 Canada (OBAC)
 Owner Operator DIRECT
 Pit Stop® Portable Urinal
 Precision Pulmonary Diagnostics
 Progressive Products, Inc.
 RAIR Technologies
 Rand McNally
 Rawle & Henderson, LLC
 RKA Petroleum Companies, Inc.
 Road Dog Drivers
 Roadside Medical Clinics
 RTS Financial
 S&E Productions, LLC
 Safety as a Service
 Safety Compliance Professionals
 SYLECTUS
 Sentry Insurance
 ShipAlmostAnything.com
 Star Scientific, Inc.
 Tax Defense Network, Inc.
 Tax2290.com, a Product of ThinkTrade Inc.
 Tennessee Trucking Association
 Texas Motor Transportation Association
 The Penray Companies, Inc.
 The Trucker
 The Truckers Choice
 Tire Retread & Repair Information Bureau
 ThoughtDrivers
 Transplace
 Transport Security, Inc. • The Enforcer®
 Transport Women Australia Ltd
 Transportation Marketing &
 Communications Assn. (TMCA)
 Travel Centers of America/Petro Stopping
 Centers
 Truck Writers
 TruckDriver.com
 Truckercise
 Truck-Lite Co. Inc.
 Trucking Industry Defense Association
 Truckload Carriers Association
 TrueNorth Companies LLC
 Vertical Alliance Group, Inc.
 Wisconsin Motor Carriers Association
 Wyoming Trucking Association, Inc.

...WOMEN ARE FROM VENUS

Truck Seats are from Mars.
 We'd Like To Hear From Women
 How We Can Improve Your Seat

Bostrom
 SEATING

NATIONAL SEATING

Email Us At: sales@cvgrp.com

Bostrom Seating & National Seating are two
 quality products brought to you by CVG.
 See our other products on our website at
www.cvggrp.com

Join Us

TRUCKLOAD
CARRIERS ASSOCIATION

DELIVERING AMERICA'S FREIGHT

www.truckload.org

buyer's guide

AERO DYNAMIC DEVICES	
Airtab LLC	9
ASSET MANAGEMENT	
Cold Iron Companies	23
ASSOCIATIONS	
Healthy Trucking Association	21
Truckload Carriers Association	26
CUSTOM SLEEPER MANUFACTURER	
Indiana Custom Trucks	8
FINANCIAL SERVICES	
Orange Commercial Credit	20
FULL SERVICE TRUCK STOPS	
Travel Centers of America / Petro Stopping Centres	13, 26
LANDING GEAR AUTOMATION	
Patriot Lift Co.	24
SLEEP DISORDERS	
Fusion Sleep.....	18
TRANSPORT COMPANIES	
CRST	6
Navistar Inc.	4
Roehl Transport Inc.	10
Schneider National	20
Trimac	inside back cover
Con-Way Truckload	inside front cover
Walmart	outside back cover
TRUCK SEATS	
Bostrum & Natural Seating	25

CONGRATULATIONS
WOMEN IN TRUCKING
ON YOUR NEW PUBLICATION!

FROM YOUR FRIENDS AT

TravelCenters of America

PETRO
Stopping Centers®

Join Us & Watch Your Career Take Off!



OPPORTUNITIES ACROSS THE USA FOR:

COMPANY...INDEPENDENT CONTRACTORS...TEAMS

Call: 888-799-4374

Trimac Requires:
CDL-A
Verifiable Tractor Trailer Exp
Tank Endorsement
Hazmat Preferred
Good Driving Record

BEST Fleets
TO DRIVE FOR

Apply On Line: www.trimac.com





Allyson Hay, Walmart Driver Since 2002

Walmart is a Proud Sponsor of the Salute to Women Behind the Wheel!

Walmart recognizes the outstanding accomplishments of the nation's professional female truck drivers. Thank you for going the extra mile. Thank you for dedication that can be seen from coast to coast.

As one of the largest private fleets in the world, our drivers are true professionals who are dedicated to serving our stores, as well as being ambassadors to everything we stand for on the road. They are leaders in the transportation industry. Each day, they're dedicated to professionalism, respect and courtesy.

Professional Truck Drivers can learn about Walmart job opportunities, view the minimum qualifications and apply online at www.drive4walmart.com.

Walmart