

Spring 2012





Redefining *the* Road

The official magazine of the Women In Trucking Association



Introducing the *Women In Trucking*
Association Board of Directors

Also Inside:

-  Salute to Women Behind the Wheel
-  Training for the Job
-  On the Road to Health
-  And More!





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Redefining the Road

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Women In Trucking Association, Inc. Board of Directors

Sitting left to right: Bob Hawkins, Hyundai Translead; Mark Rousseau, Frito Lay North America, Inc.; Tom Nightingale, ModusLink; and Chris Burruss, Truckload Carriers Association.

Standing left to right: Jan Hamblin, J. J. Keller & Associates, Inc.; Linda Caffee, Owner-Operator, FedEx Custom Critical; Jeff Hammonds, Walmart Transportation; Phyllis Cochran, Navistar, Inc.; and Leigh Foxall, Internet Truckstop.

Absent: Marge Bailey, LadyTruckDriver.com; Brandie Fuller, Great Dane Trailers; and Andreea Raaber, Bendix Commercial Vehicle Systems LLC.

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A close-up, high-angle portrait of a woman with long, straight brown hair. She is smiling broadly, showing her teeth. Her skin is a warm, medium-brown tone. The background is a solid, vibrant pink color. The lighting is soft and even, highlighting the texture of her hair and the contours of her face.

For the last nine years, they've traveled all over the country.

Frances and Robert. They're a team in life and on the road. They have one other thing in common: they're both True to Blue. Because at Con-way Truckload, they're treated like family. And after 12 years of marriage, they know a little something about that. Everyone says, "we treat our drivers like family," but for us it's more than just talk. We mean it. It's how we've earned one of the highest driver retention rates in the industry.



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Watch their stories and find out why they stay True to Blue at www.true2blue.com/wit or call 866-815-8468.

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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.



Greetings from the President of Women In Trucking

Ellen Voie



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

Someday, we may reach a point where we will need to separate the needs of the professional driver from those who support them, but for now, we're tackling both with equal energy. We represent all women in trucking, not just those behind the wheel.

WHEN YOU RECEIVE this magazine, Women In Trucking Association will be celebrating our fifth year! Wow, five years ago we were only an idea and look at us now. We've grown to include members in the United States (all 50 states) and Canada, and we have members in England and Australia as well. Think about where we'll be five years from now!

It hasn't been easy and there are times when we wondered if a start up non-profit could survive, especially during the recessionary times we've recently experienced. Thanks to you, we are celebrating five years! We're healthy and growing and ready to take on the challenges ahead. That's where you can help. We want to focus more on your needs to better represent you in the coming years.

Our mission is still our guide, as our goal is to encourage women to consider careers in the trucking industry. This includes professional drivers as well as women in leadership roles and areas of safety and technical positions. We want to see young girls thinking about growing up to work in one of the largest industries in the nation.

The second part of our mission is to address obstacles that might keep women from entering the industry or from succeeding in it. Some of these hindrances are unique to professional drivers and may include equipment concerns, safety and security, amenities and harassment. Other difficulties are unique to women in the office, such as leadership opportunities, hiring practices and policies regarding training.

Someday, we may reach a point where we will need to separate the needs of the professional driver from those who support them, but for now, we're tackling both with equal energy. We represent all women in trucking, not just those behind the wheel.

Finally, our mission includes promoting the accomplishments of women in the industry. Our *Salute to the Women Behind the Wheel* focuses on the safety and success of professional drivers. The purpose of the Influential Woman of the Year award, sponsored by Navistar, is to honor a woman who has forged a path for those who follow her in a leadership role. In addition to these, we feature members

in our newsletter and in our partnership with Team Drivers/Women in Trucking Magazine published by Target Media.

While our mission remains central to our future activities, we often adjust the path we take to meet those goals. We listen to our members' concerns and work hard to accommodate those issues important to you. Remember, we represent both drivers and carriers, so we refrain from supporting or opposing any legislation that might not be agreeable to both of these groups.

As a non-profit association, we are focused on the needs of our members who support us through their annual dues. Our members direct our activities and keep us dedicated to providing the services and representation they indicate. There are nearly 200,000 female professional drivers in the United States alone and less than 1,000 are members of the association. We need your help in encouraging their support of our efforts.

In return, we continually reach out to you through email blasts, Facebook, Twitter and our new blog. Also, we have partnered with University of Wisconsin-Stout graduate students who have reached out to our members with surveys to obtain information on what you think we're doing well, where we could improve and your suggestions for better representation and member support.

You are important to us! I personally want to thank each one of you for your kind words, your support and your membership commitment. I am also grateful for our very devoted board of directors and their passion for this industry. These are my leaders and my mentors who guide me and the association into the coming years. The board of directors is made up entirely of volunteers who give freely of their time and energy because they care about you.

Finally, without our very dedicated staff, the association could not exist. Char Pingel was the first (and only original) employee and is the person you meet at trade shows and when you call the office. Don't forget to thank her for her passion in meeting your needs. We also have a bookkeeper, Celeste Sandall, who keeps track of our accounting needs. Recently, we've expanded our staff to include Jerry Graf, who is working on corporate member development and will be assisting us with trade shows. 🚚

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Meet the *WIT* Scholarship Foundation Board



**Jan Hamblin, Chair,
J.J. Keller &
Associates, Inc.**

Jan Hamblin

Jan has been with J. J. Keller & Associates, Inc., the nation's leader in risk and regulatory management, for over 35 years. Her career at J. J. Keller has spanned a variety of management roles in sales, customer relations and strategic and business planning.

As the Corporate Sales Manager, Strategic Accounts, Jan guides and oversees trucking industry association partnerships and their member participation. She has been instrumental in forming, developing and sustaining long-term relationships with state trucking associations, as well as several national associations that interact with the industry.

As a respected voice in the male-dominated transportation industry, Jan has a special interest in furthering the careers of women in the industry and has a goal to give a leg up to the women who follow in this tough but fulfilling field.



**Jeana Hysell,
Vice Chair
Safety Compliance
Professionals, LLC**

Jeana Hysell

Jeana is the President/Director of Safety at Safety Compliance Professionals, LLC, which has the responsibility for several motor carriers' policies and all that encompasses safety under the guidelines of Federal

Motor Carrier Safety Administration (FMCSA) regulations. She also serves as their consultant with direct responsibility of any accident or accident procedures plus mitigating in reducing a motor carrier's scores under the CSA (Compliance, Safety and Accountability) program.

Jeana has been in the transportation industry since 1979, beginning as a company driver and then an owner-operator. She developed her own fleet of five trucks. In 2003, she graduated with a Bachelor's degree in Business Administration and the following year with a Master's in Occupational Safety / Transportation Safety.

Jeana was on the board of directors of the Ohio Trucking Association and won the Ohio Safety Professional of the Year award in 2007. She donates her time and professional knowledge to econoLABS, Arizona Trucking Association and National Safety Council.



**Debbie Sparks,
Secretary/Treasurer
Truckload Carriers
Association**

Debbie Sparks

Debbie was born and raised in the Washington, DC, metropolitan area and now calls Alexandria, Virginia, her home. Since the start of her professional career, Debbie has been a marketer but didn't get her

first taste of trucking until 2001. She joined the staff of American Trucking Associations as the Director of Marketing and immediately caught the "trucking spirit!" In 2007, Debbie took her enthusiasm for this great industry to a new challenge at Truckload Carriers Association, where she is Vice President of Development.



**Joyce Brenny, Brenny
Transportation, Inc./
Brenny Specialized,
Inc.**

Joyce Brenny

Joyce Brenny began her trucking career in 1980 as a driver for a family-owned trucking company. Joyce is the owner of Brenny Transportation, Inc., 3PL provider, and Brenny Specialized, Inc., an asset-based-for-hire carrier. Both companies are located in St. Joseph, Minnesota and are Certified Women Business Enterprises.

Joyce has held numerous leadership positions in the transportation industry, some of which include: President of the Central Minnesota Transportation Association, Transportation Intermediaries governing board and 2010 TIA Samaritan winner.

Currently, Joyce is the first woman "trucker" to Chair the Minnesota Trucking Association. Over the years, Joyce worked to earn her BA in organizational behavior as well as psychology. Because of past experience, Joyce has made it her personal mission to provide a safe work environment in the transportation industry for women, as well as speak for the rights and respect of truck drivers!



**Don Hess,
John Wood
Community
College**

Don Hess

Don began his trucking career in Los Angeles, California in 1971 and has hauled flammables, explosives, refrigerated items, suspended meat and livestock. He was presented with the ATA Million Mile Safe Driver award in 1986.

Don earned a dual degree in Communication and Cultural Anthropology at the University of Nebraska and began teaching truck driving at the Center for Transportation and Safety Education in Drumright, Oklahoma in 1992. He serves as professor of transportation and department chair at John Wood Community College in Quincy, Illinois, where he has been since 1994. He has served the Professional Truck Driver Institute on the board of directors as vice-chairman, commissioner and evaluation team leader. He is former president of the National Association of Publicly Funded Truck Driving Schools and is active with the Truckload Carriers Association and the Illinois Trucking Association. He was the 2009 recipient of the Lee Crittenden Award and is president of DLH Associates, Inc., a consulting firm specializing in trucking since 1997.



**Sonya Kivisto,
Marcello & Kivisto,
LLC**

Sonya Kivisto

Sonya's practice focuses on the needs of the transportation industry, including accident response, contract issues, cargo claims and employment issues. She earned her CDL, providing great insight into the challenges of operating a tractor trailer and the mechanical components of the equipment.

Sonya received a Bachelor of Arts in Criminology with a minor in Political Science from the Indiana University of Pennsylvania in 1997. She attended Dickinson School of Law and received her J.D. cum laude in 2004. While at Dickinson, she was an editor for the Penn State Law Review and interned with Magistrate Judge J. Andrew Smyser of the Middle District of Pennsylvania.

Sonya is active in transportation organizations, including service on the Board of the Pennsylvania Motor Truck Association (PMTA), Safety Management Counsel and the Board of the South Central Chapter of the PMTA.



**Margaret Peterson,
Walmart
Transportation**

Maggie Peterson

After serving four years (2007-2011) as a charter member of the Women in Trucking Association's board of directors, Maggie joined the Women In Trucking Foundation board to expand and facilitate growth and educational opportunities for our nation's trucking industry.

Now a career professional driver with Walmart Private Fleet—since retiring from YRCW after 27 years of line-haul service—Maggie was the first woman to be named Driver of the Month by the California Trucking Association (an award she repeated a few years later). She was also a member of Roadway's Road Team and served as Captain of America's Road Team (American Trucking Associations) in 1998. A well-known industry spokesperson, Maggie has been interviewed on national news programs such as Dateline and NBC Nightly News and has appeared on the Oxygen Network and MSNBC. She has also served in both member and advisory capacities to over a dozen government and industry policymaking bodies.



**Les Rozander,
Trimac
Transportation**

Les Rozander

Les Rozander is currently Director of Retention and Recruiting for Trimac Transportation's Canadian operations. Trimac is one of the largest and premier bulk carriers in North America. Les has 38 years of experience in the trucking industry, starting his career with Trimac 26 years ago as an owner operator in Vancouver, British Columbia. He served as branch manager for more than 10 years in several cities across Canada before assuming his current role in 2009, which is located in Burlington, Ontario.

Les is actively involved in his community and is an avid motorcycle enthusiast. He is Director of the Kitchener, Ontario chapter of the Gold Wing Road Riders Association, and is leader of the Northern Lights precision motorcycle drill team. He and his wife Margaret enjoy touring North America on their Honda Gold Wing. They currently reside in St. George, Ontario and have two grown children, Jennifer and Daniel and one grandchild.

Sandra Sanford

Sandra Sanford is currently Director of Inside Sales for TravelCenters of America, LLC, (TA) the nation's largest full-service travel center company in the United States, serving professional drivers and motorists alike. During her nearly 10 years with TA, she has held roles in Supply Chain Management and Strategic Planning and has maintained her current position in Fleet Sales for the last five years.

Prior to joining TA, Sandra spent five years as a National Account Manager for Boise Cascade/Office Max, where she managed key accounts in the northeast Ohio region.

Sandra holds a Master of Education degree from John Carroll University and a Bachelor of Arts degree from Villanova University. She and her husband, Lloyd, and their four daughters reside in Avon, Ohio.



**Sandra Sanford,
TravelCenters of
America, LLC**



Kreigh Spahr,
Cuyahoga
Community
College

Kreigh Spahr

Kreigh joined Cuyahoga Community College's Workforce and Economic Development Division in 2007 as a consultant for the development of the Truck Driving Academy. He comes with a high level of experience as a CDL Instructor, CDL Training Manager, Smith System Defensive Driving instructor and has worked as a CDL driver, dispatcher, safety trainer, project coordinator, OSHA-trained inspector, fire fighter and sales/recruiting person. Currently, Kreigh is the Authorizing Official and Training Manager for the Truck Driving Academy at Cuyahoga Community College at the Heritage Business Park Campus in Euclid, Ohio.

Kreigh is a sitting board member of the National Association of Publicly Funded Truck Driving Schools, a charter member of Women in Trucking Association, sits on the CDL Taskforce for the State of Ohio and was affirmed as Chairman of the Board for Transport for Christ, an international ministry focused on the trucking and travel industries, in August 2011.



Deborah Whistler,
Fleet Owner
Magazine

Deborah Whistler

Deborah was recently named Special Projects Editor for Fleet Owner magazine, the industry's leading fleet business publication. She was formerly Chief Editor of Heavy Duty Trucking magazine and Editorial Director of all Newport media.

Deborah's journalistic strength throughout her career has been to target key industry issues and produce blockbuster editorial features that help readers solve problems. For years, Whistler has been an advocate of improving trucking's public image and she has served on the American Trucking Associations' and Truckload Carriers Association Image Committees and on the board of directors of Trucker Buddy International. She is also a founding board member of Women In Trucking Association.

In 1997, Deborah founded TruckerFest, honoring America's truck drivers. She also founded Truckers for Wildlife to support a national non-profit organization that rescues and rehabilitates wild animals that people have tried to domesticate.

Find out more

For more information on the Women in Trucking Scholarship Foundation Board, go to www.womenintruckingfoundation.org or call (888) 464-9482. To make a tax deductible contribution, complete and return this donation form.



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Women in Trucking Foundation - How You Can

Make a Difference!

The Women In Trucking Association established a foundation to provide scholarships for its members to begin or advance their careers in the trucking industry. The nonprofit 501(c)(3) foundation is a separate entity from the association and has its own board of directors. Your support will allow us to provide scholarships to members—women and men—who are seeking training or education in one of four areas: technical, safety, professional driver and leadership.

With your help, we can make a difference. Our website (www.WomenInTruckingFoundation.org) furthers our mission by providing ways for you to learn more and get involved.

Fundraising for the Foundation

Joyce Brenny, CEO, President and Founder of Brenny Transportation, Inc., started her career in trucking in 1980 as a

driver for a small, family-owned trucking company. She has worked in most areas of the industry, including dispatch, sales and management. Last year, she was the first woman trucker to become Chair of the Minnesota Trucking Association.

Joyce founded Brenny Transportation, Inc. in 1996 because she wanted a transportation company where women would be safe and could thrive with empowerment and female mentoring. About five years ago, she planned on starting her own women in trucking organization, but was so busy with her businesses and college that she was unable to do it.

"I was happy to hear Ellen Voie took the reins and founded WIT," she says. "When I heard about WIT, I quickly joined; I knew I wanted to become more involved so I was excited to learn that I was elected to the foundation board!"

Brenny has found many benefits from getting involved with the foundation board, like helping to raise money for those who want to gain a career in trucking.

"Driving truck is a noble and honest career. We are looking to help those interested in becoming truck drivers realize their dreams! We are working to get more women truck drivers into our industry," she says. Each month, Brenny's company gives the funds they raise to a specific charity. In December 2011 and January 2012, they dedicated the funds to the WIT Foundation. Just a few of their efforts included a silent auction and raffle at their Christmas party and safety banquet in December, and a soup and sandwich lunch, a bake sale at the driver safety meeting and a meat raffle over lunch in January.



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The team at Brenny during the soup and sandwich lunch fundraiser.

The team at Brenny has become a champion at raising money for charity; the company is a four-time recipient of the Minnesota Governors Business Gives Award and has received the Transportation Intermediaries 2010 Samaritan award.

“When it comes to raising money for charity, we kind of know what we are doing,” says Brenny. “We believe that you

truly do get back tenfold what you give. My philosophy: put people before profits and you’ll be profitable every time!”

Getting involved with the WIT Foundation is easy; join Women in Trucking or feel free to send a tax-deductible donation to the foundation.

“Trucking is the heart of our nation; we want to help those interested in serving

our great industry to become truck drivers,” she says. “We need more women behind the wheel of big trucks and we also need more folks who feel the calling to this higher level of service. With my membership in WIT and involvement with the Foundation Board, I hope to continue on my quest to help women find safe and fulfilling careers in trucking.” 🚛

WHAT GLASS CEILING?

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New Driver is in it for the Long Haul

A Need for a Career Change Brought Brenda Bond to Con-way Truckload —

And She Plans to Stay



Three years ago, the downturn in the economy forced Brenda Bond to rethink her career. The Tennessee native had spent her adult life working in manufacturing and distribution — most recently at the distribution center for a big-box store — and knew that she should try to find a job with greater security. With two brothers who had spent time driving professionally, both locally and over-the-road, Brenda understood the benefits and downfalls of a professional driving career and decided to give life on the road a try.

For two years, Brenda drove for competitive carriers, feeling miserable and often second-guessing the choice she'd made. She even tried leasing to gain greater independence, but that proved costly. Then a chance meeting with a Con-way Truckload driver offered some hope. "It was clear that I wasn't going to have the income or benefits I needed with my current carrier, and while at a truck stop, I noticed a Con-way driver," Brenda said. "I asked him to talk to me honestly about Con-way. It was obvious he took pride in his work, and I decided that Con-way Truckload might have something to offer me too. Since the beginning, Con-way has been a wonderful company to work for. I have what has to be the best dispatcher out there, and the entire team that supports us drivers bends over backwards to be helpful. I

can't think of nicer people to work with. I would recommend Con-way to anyone who asked."

While Brenda's truck stop connection with the Con-way driver helped put her career on the right path, a second truck stop meeting literally changed her day-to-day driving experience: Brenda rescued a six-month-old puppy another driver had abandoned and left tied to a fence. "He was the saddest little thing," Brenda said. "I watched and waited and when no one came back to get him, I decided that he was meant to be mine." Today, Banjo, Brenda's canine companion, is an important member of her "team" and ensures that this solo driver is never really alone.

With Banjo and the news she listens to on Con-way Truckload-provided Sirius satellite radio for company, Brenda has already seen much of the country — as well as much of Canada. She has a fondness for Texas, which she travels to almost weekly, and has come to appreciate the "perfect" day, when the weather is clear, traffic is light, and everything just seems to slip smoothly into place.

Of course, "home" remains the most perfect destination. In tiny Erwin, Tenn., where Brenda was born and raised, her daughter Mindy, six-year-old granddaughter Angelina, and four-year-old grandson Chance track Brenda's progress on a map of the United States and wait patiently for her home time. "My daughter and my grandchildren are my world, and my greatest joy is spending time with them," Brenda says. "I'm blessed to have a job I love and to be able to travel this beautiful country, but being away makes me appreciate what is waiting for me at home all the more. There really is no place like home."

Drivers interested in joining the Con-way Truckload team should visit www.true2blue.com/wit, www.facebook.com/CareersatConway or call 866-815-8468.

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Advertorial

By Ellen Voie, Founder
and President/CEO

The 2012 Salute to Women *Behind the Wheel*



The 2011 Salute to Women Behind the Wheel.

The Salute to Women Behind the Wheel is an event to honor the professional female drivers who have entered the very male-dominated environment of the trucking industry.

Congratulations! You have shown your family, friends and peers that you're not afraid to enter a career that is not easy—for men or women. The hours are long, the time away from your family becomes difficult and the challenges you face each day are enough to cause many of your co-workers to give up and go home. But not you!

You're here because you enjoy the freedom you have when you're on the road, alone at the wheel, with no one looking over your shoulder. You're here because you appreciate the amazing sunsets and the spectacular views from the cab of your truck. You're here because you can earn the same wage as the guy in the truck next to you. You're here because you enjoy the challenge.

For that, we salute you!

That's why we are here. To let you know that we're proud of you. We want you to know that we appreciate your

boldness. We admire your spirit, your drive and your determination.

We're here to salute you, the women who move our nation's freight.

The Women In Trucking Association is here to say thank you. The board of directors, staff and the members who support you are here to give you a pat on the back for your service to this industry.

Without trucks, America stops. But without truck DRIVERS, trucks stop AND America stops. We know that and we get it.

For that reason, the sponsors of this event have provided the funds to allow us

to give you the thanks you deserve. Without these corporate sponsors, you wouldn't be able to enjoy the event, the complimentary t-shirts, the bags filled with goodies just for you and, of course, the chocolate fountain! Please remember to thank the representatives from the companies who paid for this celebration.

We are proud to have Joyce Brenny as our featured speaker for the 2012 Salute. Joyce is the President of Brenny Transportation, Inc./Brenny Specialized, Inc. and is the first female President of the Minnesota Trucking Association. Joyce is a pioneer and a role model for drivers and women who are leaders in the industry.

I would also like to acknowledge the support of the Women In Trucking Driver Advisory Committee: Ingrid Brown, Susan Durstine, Sherri Fronko, Angel Grider, Sandy Long, Susan Wirth-White, and our new board member Linda Caffee. Thanks for your input as drivers and as passionate supporters of the association.

The hours are long, the time away from your family becomes difficult and the challenges you face each day are enough to cause many of your co-workers to give up and go home. But not you!

Finally, please be sure to thank Char Pingel, who has spent countless hours planning this event. Char has wrestled over each detail to be sure that you are given the special celebration that you deserve. Susan Kainz has been invaluable in assisting Char with the planning of the event and Jerry Graf, our newest employee, is helping and learning during this trucking show.

The Women In Trucking Association's third annual Salute to the Women Behind the Wheel is for you. Thank you for your dedication, your strength, your feistiness and, especially, for your support in making this celebration one to remember. 🚛

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Join us for the largest celebration of Women Behind the Wheel at the 2012 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 women's professional female drivers. There will be refreshments, prizes, and a photo of all women drivers for the world record book!

DATE: Saturday, March 24, 2012
LOCATION: Mid-America Trucking 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.

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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.

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Meet WIT's *Gold Level* Partners

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. We would like to thank our generous gold level partners for their continued support of our mission.

Frito-Lay North America

Frito-Lay was one of WIT's first corporate members and has been a gold-level partner for three years now. Mark Rousseau, Director of Field Logistics has worked in operations with the company for 26 years. He currently works with their 28 traffic locations, 300 managers and administrative personnel and 1,600 drivers on making moving their product to the customer or sales force at the right cost and at the right time.

"I worked with Ellen at WIT to create the Gold Partner Program because Frito-Lay wanted to have a bigger role in supporting this organization. We believe that having a diverse and inclusive organization is not only the right thing to do but is imperative to drive business results," says Rousseau. "Having a diverse organization that represents the diversity of the communities we do business in will help drive results. I sum up WIT's importance this way: there is a need for a national effort; the organization is having a big impact and being involved is helping Frito-Lay with our goals. At this point, WIT members are pioneers. We are at the beginning of a change that will be positive for individuals, companies and the country. Already, WIT is having an impact by changing old perceptions and stereotypes about transportation jobs."

Frito-Lay is proud of the excellent job WIT has done so far for creating awareness of the need and recognition of the great work that women are doing in the industry, and now moving into becoming a resource for companies and individuals that understand the problem and want to do something about it. The Salute to Women Behind the Wheel, the Most Influential Women in Transportation award, the Anti-Sexual Harassment white paper and their work with government agencies are some of the examples of WIT's success last year. This year, their focus will be on providing expertise on how to recruit and retain women drivers.



Walmart Transportation

Walmart Transportation has been a gold-level partner of Women In Trucking for three years and supports the mission and goals of the organization. They believe when diversity is unleashed each associate is encouraged to reach their full potential and one of the company's top priorities is developing a diverse workforce.

Each year, the Walmart Private Fleet hauls two million loads and runs more than 600 million miles. As part of Walmart's commitment to sustainability, they continually explore ways to run fewer miles while delivering more freight and develop other ways to reduce their impact on the environment and enhance their value to the business. Today, the Walmart Logistics division and Private Fleet provide transportation support for the 3,858 Walmart stores and 610 Sam's Clubs throughout the United States.

"In my 21 years with Walmart, I've seen one core thread that makes me especially proud: service and safety are at the core of our mission," says Jeff Hammonds, vice-president for Walmart Private Fleet. "The American Trucking Association has recognized the Walmart Private Fleet as the 'Safest Fleet' in our category for 11 of the last 14 years! Many state trucking associations have honored our fleet and drivers with safety awards."

Their accomplishments are a credit to their 7,400 professional over-the-road truck drivers. In addition to driving responsibilities, Walmart's drivers spend a great deal of their time in support of the communities in which they do business.

"Walmart is proud to support Women In Trucking and is committed to promoting career opportunities in logistics and transportation for women," says Hammonds, a WIT board member. "All three years our company has sponsored the Salute to Women Behind the Wheel at the Mid-America Trucking Show in Louisville, KY. Our partnership with Women In Trucking is one of the many ways we reach out to women and let them know about the career opportunities available at Walmart."



Hyundai Translead

Hyundai Translead is a leading manufacturer of dry and refrigerated van trailers, domestic containers, container chassis and converter dollies for the North American transportation industry. Established in 1989, Hyundai Translead is a wholly-owned subsidiary of Hyundai Motor Company Korea and is headquartered in San Diego, CA, and has three state-of-the-art manufacturing facilities in Tijuana, Mexico.

The company is a first-time gold-level partner with WIT, and while it's a new venture for Hyundai Translead, they are excited for the affect their involvement might have on the industry.

"There are two things that helped us decide to become WIT partners," said Bob Hawkins, vice-president of national accounts. "We are definitely aware of the changing dynamics in the trucking industry and the shortage of qualified drivers is going to increase; we feel there's an opportunity for women to enter that arena and help fill some of that void. We also had several customers encourage us to join the organization and we reviewed it and decided to do it.

"It's a new venture for us but we attended our first board meeting with other members and we see a quality organization that we can hopefully add to."



Bendix Commercial Vehicle System LLC

Bendix Commercial Vehicle Systems, a member of the Knorr-Bremse Group, develops and supplies leading-edge active safety technologies, energy management solutions, air brake charging and control systems and components under the Bendix® brand name for medium- and heavy-duty trucks, tractors, trailers, buses and other commercial vehicles throughout North America.

Bendix Commercial Vehicle Systems is headquartered in Elyria, OH, with manufacturing plants in Acuña, Mexico; Bowling Green, KY; and Huntington, IN. They are a first-time gold-level partner of WIT and are glad to support and be involved with an organization that strives to encourage the employment of women in the trucking industry.

"Bendix is proud to be a gold partner and offer support to the Women in Trucking Association to continue the mission to encourage the employment of women in our industry and promote their accomplishments," says Andreea Raaber, vice-president of business development. "We believe in the power, the potential, and the promise that WIT can bring to our industry. From driving the big rigs to driving the decisions that help shape our industry today and tomorrow, women hold an ever-increasing role in the trucking industry."



Great Dane Trailers

Great Dane Trailers manufactures dry freight, refrigerated and platform trailers and has nine manufacturing plants throughout the United States. They are committed to building superior products and fulfilling customer needs, which has helped them grow from a small, steel fabricating company to the number-one trailer manufacturer in the world.

As the pioneer of the refrigerated trailer industry, Great Dane has built a reputation as the industry leader in technology, innovation and quality.

The company is a first-time gold-level partner of WIT and, like the association, they strive to help others succeed in the transportation industry; Great Dane has a co-op program that will provide valuable, real world experience to undergraduates in the Manufacturing Engineering and Product Design Engineering departments. They have continued to make significant strides in the manufacturing and performance of refrigerated trailers.



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Steering Your Health in the *Right Direction*

Over-the-road drivers often work long hours, eat on the go and grab a quick cat nap to recharge their batteries. It's a lifestyle that can lead to health issues down the road, some of which include obesity, diabetes, sleep apnea and heart disease. Carriers have been making efforts to offer better, healthier options for drivers. Con-way Truckload is just one of the carriers that recognizes the importance of driver health and has been working to offer programs and tips to keep their more than 3,000 drivers safe and improve their health, whether they are driving from their locations in Joplin, MO and Taylor, MI, to West Memphis, AR, Lancaster and Laredo, TX, and anywhere else they may drive while on the job.

"Obesity is the most common health issue that drivers face because it leads to so many other problems—diabetes, sleep apnea, high blood pressure and heart disease. Many of those issues are DOT-regulated, requiring drivers to meet certain health standards," says Michelle Stadler, HR Manager at Con-way Truckload. "And we offer annual health assessments and 100 percent



A screen shot of the *steeringyourhealth.com* blog.

coverage for preventative medical services. We also educate drivers on the benefits of healthy eating and promote exercise—we have gym equipment at terminals, fitness items for purchase at our company store and have recently made healthy food changes to vending machines and cafeterias."

In addition to these initiatives, Con-way also encourages drivers to take part in their company-wide Biggest Loser competition. This year's competition kicked off on January 13, 2012 and ends on April 13, 2012. Drivers can weigh in at the different Con-way locations and rather than keeping track of pounds lost, they measure the percentage of weight lost compared to the goal set by each driver. Con-way has also partnered with Trestle Tree, a health transformation company, to help drivers achieve sustainable change regardless of their level of motivation. If drivers aren't interested in losing weight, they can still take part in the smoking cessation program to improve their health. And starting this year, Con-way has partnered with Atlas Ergonomics to conduct pre-employment agility testing to ensure they have the healthiest drivers on the road to protect the motoring public.

Finally, Con-way has extended their health-conscious efforts to everyone in the trucking industry with the new *Steering Your Health* blog (www.steeringyourhealth.com). The blog is intended for all truck drivers throughout North America to be a part of and offers healthy recipes and tips to extend public knowledge and awareness of health and safety issues facing drivers. It also provides a platform to connect drivers so they can discuss issues and topics related to the truck driving community.

"Driver health is number one. Con-way wants the public, as well as drivers, to be safe. Overall, the goal is that everyone gets home safely," says Stadler. "If drivers are healthier, everyone's health care costs decrease. More importantly, keeping them healthier is going to be better for them and their families." 🚚

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Training for the Job



No matter what area of the industry you plan on working in—whether it's brokerage, diesel mechanic/technician or truck driving—you will need proper training to ensure you are qualified, working safely and earning what you deserve. Read on to find out how you can obtain appropriate training, what job prospects are like and what salary to expect once you're finished training.



Broker training

Joel McGinley is managing director at TranStrategy Partners, a coaching and consulting firm in Portland, OR, that is specialized in the transportation industry. When it comes to industry-related broker training programs, McGinley says there are few; the Transportation Intermediaries Association (TIA) offers a year-long model with webinars and coaching geared to those who are new to the industry, he says, and they also offer workshop training programs at their annual meetings.

"In terms of broker training schools, there are also people holding themselves out as broker training schools—they're curriculum-based and are for someone who wants to become a broker and set up a company," says McGinley. "Many are geared to freight agents; a lot of people graduating from broker training schools are recruited by companies looking for freight agents."

This year, TranStrategy Partners is looking to create a broker training website that would provide training modules for new employees and ongoing training for existing companies.

"That's one of the things consistently lacking when we consult for companies. They don't have a good means of training. Process and procedures training happens in almost every company but

what doesn't often happen is skills development and training," he says. "Learning about relationship development and the sales process—improving selling and closing. From what I've seen, that kind of job skill training is fairly non-existent."

The broker industry is growing and McGinley says if you have the right training and attitude and are willing to work, the job prospects are fairly good.

As for earning what you're worth, wages depend on where you live and which brokerage area you focus on but a starting salary can range anywhere from \$40,000 - \$60,000.

"In this business, the best training happens on-the-job. It's hard to train a broker unless you can simulate the daily environment, which is hard to do. Any time you can do role playing, that's the best training," he says. "And the skill to negotiate; it's very important for the well-trained broker."

Diesel mechanic/technician training

Mike Farrell is an instructor for the diesel technology program at Fox Valley Technical College (FVTC) in Appleton, WI, which offers both a technical degree and associate level degree in diesel mechanics. The technical degree is a one-year program covering

engine overhaul, fuel systems, tune up/troubleshooting, preventive maintenance, brakes, steering, suspension, electrical systems and HVAC systems. The associate level degree is a two-year program that covers the same as the technical program but includes more supportive classes. Graduates of the program receive annual inspection certification, brake inspector certification and A/C certification. FVTC also offers a CDL course for diesel students.

"Besides college entry exams, there are no qualifications needed to enter the diesel program but having a mechanical background will help students," says Farrell. "We are developing a basic introduction class that will help students who come into our program with no mechanical background. Graduates of our program leave school prepared to be the best entry-level technician possible."

Farrell says there is a nation-wide shortage of good diesel technicians and that the job outlook for someone willing to work hard and to be a life-long learner, is great. The 2011 graduate employment summary shows that just six months after graduation, students make \$14.70 - \$14.98 per hour, he says. Five years after graduation, they make an average of \$18.72 per hour.

"There are great opportunities in the diesel industry for people willing to stick time and effort into an education," he says. "Our industry is constantly becoming more advanced, which requires the technicians to be life-long learners."

Truck driver training

Robert McClanahan is the director of transportation safety and education at Central Tech in Drumright, OK, and is also the

executive director of the National Association of Publicly Funded Truck Driving Schools (NAPFTDS), a nationwide association that promotes education for the transportation industry.

"We are advocates for safe driving and education and have annual conventions to go over changes to rules, regulations and policies in education," says McClanahan. "Our programs are, on averages with community colleges, about eight weeks in length and we offer entry-level truck driving courses, advanced safety training for experienced drivers and different programs working on safety in the trucking industry."

When you graduate, you will have a CDL Class A license and a certificate of completion for the course you attended. Qualifications of entry-level drivers are pretty much the same as the hiring standards in trucking, says McClanahan; you need a good driving record (no more than two speeding tickets in the last three or four years), no DUIs and a good work history. Applications are reviewed for steady employment but this has changed recently, he says, due to the high level of layoffs.

"Job prospects over the last nine or 10 months have been really good. There's a high demand for entry-level drivers in the trucking industry; the opportunities are tremendous. A person can expect to get a really good entry-level job with many carriers," says McClanahan.

"The first-year annual expected salary would be around \$38,000 for entry-level and that's been increasing within the last six months. I predict that entry and student driver pay will increase by five percent over the next year." 🚛

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On the Road to Health

Whether it's heart-related, sleep-related, weight-related or making sure your body's working at its best, driver health is an important aspect of any trucking company's operations. There are many things drivers can do to avoid health problems and ensure they stay at the top of their health.

Check it

When it comes to being healthy, one of the most important things drivers can do is go for regular check-ups. Dr. Nancy Gagliano, chief medical officer at MinuteClinic says while most truck drivers may think it's hard to see a doctor with their home-again-gone-again schedule, it's actually easy. MinuteClinic helps people with minor medical conditions—upper respiratory infections, bruises, vaccinations, physical exams and wellness work like blood pressure or cholesterol testing. They are open seven days a week, evenings and weekends, have over 600 locations in 25 states, plus D.C., and now use electronic medical records, making it easier for continuity of care.

"For people on the road, we're really handy. We have electronic medical records, which is important because if you have your blood pressure checked in New Jersey and it's a bit elevated, you can see us several states over, say in Georgia, and we can see what the issue was no matter where someone comes to see us," says Gagliano. "Also, our care is standardized and based on national guidelines, so if you see us in one state, you're

taken care of in the same protocol in another state; there are strict care algorithms embedded in our electronic medical records."

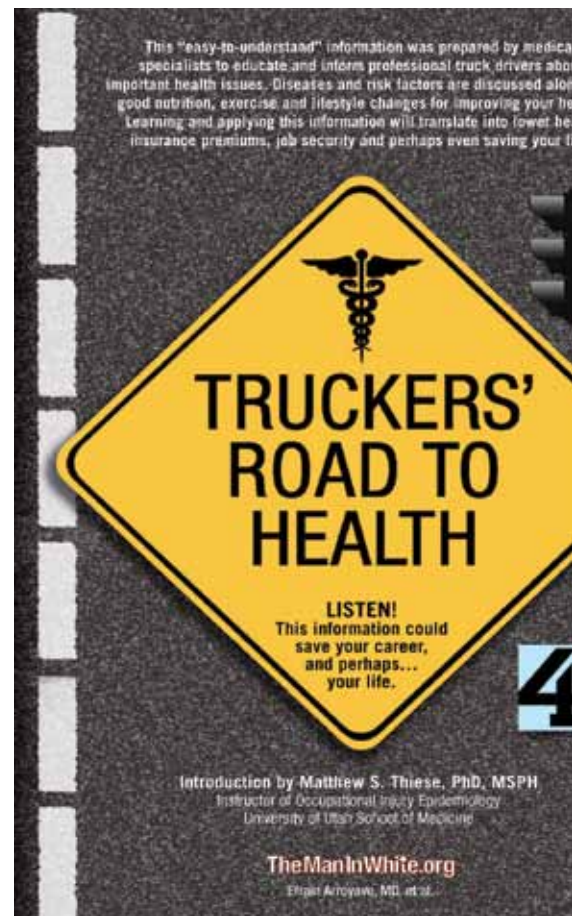
Seventy-three percent of truck drivers are overweight, she says, and 66 percent have hypertension, whereas for the general adult population that's 33 percent. About half of truck drivers are smokers, 35 percent have Type 2 diabetes and 80 percent have a poor diet, which can lead to health problems like high cholesterol, heart disease and stroke.

It can be hard to stay healthy while on the road because most drivers spend a week or two on the road and are home for a week, making it difficult to get into a rhythm of health care. One tool that creates consistency between home and the road is keeping a food diary.

Women, she adds, should start having mammograms at age 40 and while it can be hard to schedule an appointment with a doctor or radiologist when you're on the road, she says breast cancer is a very treatable condition if caught early.

Many health issues women face can be caused by osteoporosis, she adds, and can lead to hip, spine and ankle fractures.

"Women who are post-menopausal, smokers or have a sedentary lifestyle are at high risk of osteoporosis so our women professional drivers should definitely take this seriously," she stresses. "Don't smoke, get out of the truck and walk—any form of weight-bearing exercise is helpful—and take calcium and



Joe Martin was a trucking industry consultant and contributing author to Truckers' Road to Health, a new, four-disc audio book for truck drivers.

Vitamin D supplements—between 1,000-1,500 mg of calcium and 400-800 IU of Vitamin D."

Rest your body

For over-the-road, long-haul drivers, it can be hard to get a good night's sleep; lights and loud noises make for a difficult environment to sleep. Dr. Mark Berger, Precision Pulmonary Diagnostics (PPD), tests commercial truck drivers for their risk of having sleep apnea. In 2003, PPD started working with Schneider National to test drivers and set them up with sleep apnea equipment and monitoring services. PPD now works with over 35 accredited sleep apnea centers across the U.S. to perform diagnostic sleep testing on drivers; all tests are interpreted by board-certified sleep medicine physicians.

In 2006, Berger developed an integrated sleep apnea disease management program for trucking, which he followed up with a 30-question screening questionnaire. The

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web-based quiz, SomniSage® (US Patented), identifies which truck drivers are at the highest risk of having sleep apnea and has a greater than 80 percent positive predictive rate. And because it's available on the web, it could screen an entire 10,000 driver fleet in one day if they all signed up and took it.

"One thing that makes drivers unique is they often times deny they have sleep apnea, thinking they could lose their job or have to go through excessive testing," says Berger. "This questionnaire doesn't exclude the obvious symptoms but for someone who answers other questions honestly concerning their height, weight, medical history and other symptoms, it does a good job of predicting who is at high risk for sleep apnea. We have data that shows that drivers who are treated for sleep apnea stay employed longer than drivers in the rest of the fleet," he continues. "For those drivers, the healthier, more productive and safer they are, the lower the risks are."

Watch your weight

Doing exercises a few times a day and making healthier food choices can have a significant effect on the way you feel and your overall health. When you get into a rest stop, you should be walking.

"Taking 18 trips around a big rig is walking a mile. If you go nine times in one direction and nine in the other, you equally balance and stretch your muscles. It gets your heart pumping and is very feasible to

do," says Gagliano. "If you carry small hand weights in your truck, you can do upper body, mild hand exercises."

Bob Perry, president of Rolling Strong, is a wellness ambassador for Pilot/Flying J Travel Centers and a public member of the Federal Motor Carrier Safety Administration Medical Review Board. He has become known as the Trucker Trainer™. Rolling Strong provides wellness solutions and retention programs for trucking fleets and individual drivers. Over the past six years, they've been testing the methodology of the programs that have been rolled out across major fleets. They do on-site biometric screening and offer a mobile wellness tool bag program for patients across the U.S. They have partnered with STAB Fitness to offer a 24-hour national network of gyms for truckers.

"Drivers work long hours, are away from home and have irregular sleeping and eating. A lot of them put on extra weight and once they're overweight, health problems start to run rampant," says Perry. "Driving wellness is becoming more mainstream. You don't drive a rig down the road with your lights off and you should manage your health the same way; keep on top of your health, learn to read the labels when shopping and be more conscious of caloric intake."

Perry says just focusing on losing that first 10 lbs can lead to a drop in both heart rate and blood pressure. Once you lose that first 10, think about the next 10 and take baby-steps to reach your goal.

"You can do a lap around your rig, use the handles on the side of steps to do

step-ups, use your fender to do push-ups, go to the bumper to do squats and take another lap around the rig. It only takes 10 to 15 minutes and gets your cardiovascular going," he says.

Taking the gym on the road

For those who "just don't have the strength or time" to hit the gym once they're finished driving for the day, Joe Martin, creator of Truckercise, who has been driving for over 45 years and has more than 4.5 million miles under his belt, has turned the driver's seat and steering wheel into a personal fitness center.

"I started doing exercises that addressed the circulatory system," says Martin. "Over the years, I refined the exercises and after reading a study about truckers having a death rate 11 times higher than the general workforce, I decided to put out Truckercise on DVD. It is a regime of exercises designed for truckers that, once the repetitions are increased, will give you a great, 30-minute workout, help you stay alert and fit, will improve circulation, help you lose weight and make you feel better. The best part is you do them right in the seat of your truck."

Martin stresses that no matter what form of exercise you choose—walking around your rig, using the gym at rest-stops or Truckercise (www.truckercise.net)—you need to find a routine that works for you and be consistent and committed to it. Drivers can learn more about healthy eating, exercise and lifestyle changes by listening to 'Truckers' Road to Health, a new, four-disc audio book for truck drivers.

Can lack of sleep make you overweight? A study by SleepDogMattress.com

Eating too much and exercising too little are well-known ways to put on weight, but did you know that losing sleep can also lead to obesity? Interestingly enough, recent studies have proven that fatigue can increase both appetite and vulnerability to weight gain. Memory foam increases blood circulation, which will nourish your heart, lungs and brain, and maximize your body's capability to burn calories. Remember that losing weight and sleeping better go hand-in-hand, so your quality of sleep should improve as you work toward your ideal weight.

Studies suggest that a sleep deficit may put the body into a state of high alert, increasing the production of stress hormones and driving up blood pressure, a major risk for heart attacks and strokes. Studies shows that sleep deprived people tend to develop problems regulating their blood sugar, which may put them at increased risk for diabetes. Without adequate sleep, the immune system becomes weak, making you more vulnerable to colds, flu, and other infections and diseases, causing a longer recovery time.

SleepDog Mattress manufactures high-quality US-made memory foam mattresses designed to help truckers get better, healthier sleep on over-the-road trips. Visit **MATS Booth #66028**.



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It's all in your mind

Healthier food options are becoming available for truck drivers, which can promote better choices, but sometimes drivers believe if the tires aren't moving, they aren't making money, which can lead to rushed decisions when it's time to fuel up your rig and fuel up your body.

"The biggest mistake most drivers make is getting up, grabbing a coffee and going. Like good fuel in your truck, you have to have something good in you," says Perry. "More drivers have refrigerators or coolers and if you make sure your truck is stocked with the right kinds of foods, you're not making bad choices."

Instead of eating fried food, adds Gagliano, get grilled food and skip add-ons like gravy. Instead of potato chips, get a bag of pretzels. Switch from soda and energy drinks to diet soda, sparkling water, no-calorie vitamin water or seltzer.

Linda Moran is director of sales and business development at Lindora Clinic, which has 42 clinics across southern California and offers medically-based weight loss programs. They recently worked with the California Trucking Association, WIT and Truckload

Carriers Association to adapt their program and make it available online so more people, like long-haul drivers, could access the education, support, guidance, motivation and personalized needs of the program.

"We're educating drivers that they can become Lean for Life®. We don't want to just help them lose weight; we want to teach them behavioral changes," says Moran. "We have a 10-week intervention program. The average person loses 10 percent of their body weight in 10 weeks. A five percent weight loss is metabolically-significant. If someone loses just five to 10 percent, it can have dramatic effects."

A truck driver's average lifespan is 61 years, says Moran, whereas the national average is 78 years, and many have become apathetic about their weight, saying it's part of the job; yet, when personally interviewed, she says they wanted to change but didn't know how.

"They need to believe they can make choices and have a healthy lifestyle while on the road," she says. "Our mantra is, 'Eat better, move better and stress less.'"

They offer drivers a five-CD set to listen to while driving, which they call their Learn

on the Road library. The CDs focus on relaxation, affirmations, controlling cravings, overcoming defensive barriers and the essentials to staying Lean for Life®.

"The program is very mental and that's a big piece of the success. We focus on long-lasting behavioral changes—getting them to write out affirmations, which makes you proactively feel better," she says. "Drivers really need to invest in themselves; they're doing so much for others, for their companies, for clients, and they're neglecting themselves." 🚚



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Women Business Enterprise Certification Increases Contracting Opportunities for

Women in the Trucking Industry

In these challenging economic times, savvy business owners are looking for every edge they can get. President of the National Women Business Owners Corporation (NWBOC) Janet Harris-Lange says, "Women business owners are rising to the challenge. They are getting multiple certifications so they are able to take advantage of the possibilities the marketplace has to offer through corporate and government contracting opportunities."

Woman Business Enterprise (WBE) Certification denotes that a woman (or women) has majority ownership and control of a business entity. WBE Certification provides credibility and procurement opportunities for WBEs on the corporate and government level.

Most publicly-held corporations, larger private corporations, and local, state and federal government purchasing agencies have programs and requirements for doing business with WBEs. And the trucking industry is no exception. In the past two years, Women In Trucking Association has seen a drastic increase in calls from shippers and logistics companies that are looking for suppliers to meet their diversity goals.

Certification through a third-party organization like NWBOC is the only way for those entities to confirm that a business representing itself as woman-owned is in fact woman-owned. NWBOC is also an

approved U.S. Small Business Administration (SBA) Third-Party Certifier for the Women-Owned Small Business (WOSB) Program and the Economically Disadvantaged Women-Owned Small Business (EDWOSB) Program. These certifications are required for participation in the new federal procurement program that designates contracting for woman-owned companies in specific NAICS codes which have been determined to be underrepresented in current contracting practices.


Most publicly-held corporations, larger private corporations, and local, state and federal government purchasing agencies have programs and requirements for doing business with WBEs. And the trucking industry is no exception.

"Women In Trucking partnered with NWBOC because our goals are so in line," says Ellen Voie, President, CEO and Founder of Women In Trucking. "Together, we are minimizing the obstacles women face in the trucking industry and positioning them to receive major contracts from corporations as well as government entities." The Women In Trucking Association is

working with NWBOC to match certified WBEs with shippers and logistics companies that value a diverse supplier network.

"Certification broadens resources and exposes women business owners to opportunities they would not otherwise have access to," says Voie. "Many of the women who have become WBE-certified have expanded their operations due to their affiliation with NWBOC."

The owner of the applicant company may print the WBE or WOSB/EDWOSB applications from the NWBOC website at no charge or they may purchase the "Certification Kit." The kit helps businesses organize the needed materials and provides specific tips for supplying the proper documentation. The application kit is available for \$54.99 plus shipping and is specific to the WBE or WOSB/EDWOSB applications and the type of business entity. Then the application fee for obtaining WBE Certification is an additional \$400. Re-certification is required on an annual basis. After the first year, the fee is \$200 for gross sales under \$2,000,000 and \$300 for gross sales over \$2,000,000. The application fee for obtaining the SBA's WOSB or EDWOSB Certification is also \$400. The fee for applying for both at the same time is \$700, which saves businesses \$100 if applying separately.

To learn more about WBE Certification through NWBOC, visit www.nwboc.org or call (800) 675-5066. 

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Whether you are working for a big, medium or small carrier, there are certain requirements you must meet—including lifting and physical health, age, sex and criminal history/felonies—and experience you must have in order to become a driver. Here, we talk with three different trucking companies to find out what qualities make the best driver, which companies are hiring or recruiting and what else is required to help you hit the road.

Large company requirements

Con-way Truckload, Inc. is a long-haul carrier that's been in business for about 60 years. The company specializes in dry truckload freight throughout the United States, Canada and Mexico. When it comes to hiring, applicants go through a screening process to ensure they're ready to be behind the wheel.

"We review applications and hire different types of people. We hire a mixture of experienced drivers and students; once they go through a qualified CDL training program, we put them with a finisher driver trainer and they drive for about 10,000 miles and then we put them on their own truck," says Bert Johnson, vice president of HR and recruiting for Con-way. "We also hire students and drivers with six months' experience and up. They can be male or female—anyone who meets the requirements of the position. We require drivers to be at least 21 years of age and a good driving record is critical."

Applicants must be able to do physical work as drivers have to do things like moving a fifth-wheel or tandems, to offloading freight. Con-way puts all drivers through a pre-work screen process, which includes a step test, a squat test, lifting, pushing and activities that mimic what they do on the job, like climbing up into a trailer and lifting something as heavy as 50 lb.



Con-way Truckload driver Stephanie Klang.

"We also look at criminal history, what we consider job-related because our drivers interact with the public and other drivers." Con-way Truckload reviews an applicant's driving, accident and moving violation history through the applicant's PSP.

Con-way Truckload is currently hiring and has up to 20 trucks available on a weekly basis. They recruit drivers through print publications, electronic media and trucking schools. When it comes to qualities, they think drivers should be independent—they're on the road for two to three weeks by themselves. They should also be conscientious and need to have a great

customer service attitude and communication skills since they will be interacting with the public, drivers and internal customers.

"What's also important is retention; if you can hold on to your drivers, they are better because they're comfortable with the equipment, and the longer they drive, the less apt they are to have accident because they're experienced," Johnson says. "We have one of the lowest turnover rates in the industry. We still have to hire like everybody else but we don't have to hire as often. Having continuity with a specific carrier is better for the driver and our company."

Learn more about driver hiring requirements from trucking companies like Roehl Transport and Con-way Truckload!



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Driving for a medium-sized carrier

Roehl Transport, Inc. focuses on more than moving freight from Point A to Point B; they aim to provide flawless transportation services so they can safely deliver confidence and satisfaction to every customer.

This year, Roehl (pronounced Rail) is celebrating its 50th year in business. The company is a general commodities truckload freight transportation company with dry van, flatbed and curtainside divisions. They do business across 48 states and in Canada.

Greg Koepel, vice-president of work force development and administration for Roehl, says hiring requirements are similar to other industry companies.

“We hire from all over the U.S. but typically in about 38 states; the majority of hiring and business is east of the Rockies,” says Koepel. “We recently opened a terminal in Phoenix, AZ and have a growing presence in the southwest U.S.”

With operational locations in Marshfield (headquarters) and Appleton, WI, the metro Chicago, Dallas and Phoenix areas, Roehl has about 2,500 employees, 2,000 of which are drivers.

“We’re a ‘driver maker,’ meaning we teach people with limited training—or none—to do this job and become a successful over-the-road driver. Most companies hire people who have experience and don’t offer the entry-level

training,” says Koepel. “We call them ‘driver takers’ and we differentiate ourselves as ‘driver makers.’ We hire people who have gone to CDL training school and put them through coaching and development so they’re ready to drive over-the-road. We also have our own school where we teach skills to get a CDL, hire them and put them through our finishing program.”

Drivers must reside where Roehl works or drives through to ensure they get drivers home to their families. A CDL can be obtained through their program, the Commercial Vehicle Training Association or the National Association of Publicly Funded Truck Driving Schools. They also need a clean driving record, are alcohol- and drug-free and can perform the functions of the job.

Roehl is currently hiring and recruits from most of the U.S. through print and social media, websites and employment specialists.

“We have a program called Life Outside the Truck (LOT) that helps drivers understand the challenges of being on the road,” Koepel says. “We recognize the challenges often faced by women in a

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career dominated by men; there's not an abundance of women trainers, so we train male instructors extensively on working with women in confined spaces and make it less intimidating so people can focus on what they need to learn."

Small outfit, big benefits

Flatbed Express, Inc. is a Women Business Enterprise and has been a flatbed carrier for nearly 30 years. Today, they are the largest family-owned, specialized carrier in the mid-west that hauls enormous bridge girders and open-top articles such as machinery, cranes, etc. The company has offices in Madison, SD (logistics), Bellevue, NE (main terminal), and Kansas City, MO, and the core of drivers are over-the-road, both regional and specialized.

"We recognize the challenges often faced by women in a career dominated by men; there's not an abundance of women trainers, so we train male instructors extensively on working with women in confined spaces and make it less intimidating so people can focus on what they need to learn."

Mary Davie, president and co-owner of Flatbed Express, says their drivers need a minimum of two years' hard experience on the road—flatbed or solid truck driving—and must have a clean MVR.

"We assess everyone equally as to their abilities and we also assess the potential for risk on any driver we hire so we take you for an evaluation with our doctor," says Davie. "Every applicant must be able to lift 50 lb—similar to the weight of a tarp or throwing chains for load securement—and we also look at BMI. We don't have a minimum age requirement—we have drivers as young as

23 and as old as 76; just because you're older, doesn't mean you're ready to retire."

Flatbed Express won't hire anyone with a violent or sexual felony on their record; they deliver loads to federal government institutions, which means drivers need a Transportation Worker Identification Credential (TWIC) card but if you have a felony in the past, you may not be able to get clearance for certain buildings.

"We also require drivers to have current Department of Transportation physicals and less than two speeding tickets in the last

three years," says Davie. "We want someone as safety conscious as we are; safety is everything."

The biggest recruitment tool for Flatbed Express is word-of-mouth. They are currently hiring and advertise available positions in print publications and on the web.

"It's a changing world—women are starting to garner some respect and it's been a long haul," she says. "Women are capable and for any lady who wants to drive, there are a multitude of opportunities out there." 🚚




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Louisville, KY
www.truckingshow.com

March 24

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Mid-America Trucking Show
Louisville, KY
www.salute2women.com

APRIL

April 19-21

Truck World 2012
Toronto, Canada
www.truckworld.ca

April 29-May 2

NASSTRAC Logistics Conference & Expo
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www.nasstrac.org/conference/default.asp

MAY

May 15-17

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www.alk.com/techsummit

JUNE

June 21-23

Great West Truck Show
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www.greatwesttruckshow.com

JULY

July 12-13

Walcott Truckers Jamboree
Walcott, IA
www.truckersjamboree.com

July 27-28

Expedite Expo
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www.expediteexpo.com

AUGUST

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truckinginfo.com/industry-events/event_detail.asp?ID=1811

August 10-11

Waupun Truck-N-Show
Waupun, WI
www.waupuntrucknshow.com

August 17-19

Eau Claire Big Rig Truck Show
Eau Claire, WI
www.eauclairebigrigtruckshow.com

August 23-25

Great American Trucking Show
Dallas, TX
www.gatsonline.com

SEPTEMBER

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www.nostalgia-prod.com

September 16-22

National Truck Driver Appreciation Week

OCTOBER

October 5-6

Charlotte Diesel Super Show
Charlotte, NC
www.dieselsupershow.com

October 7-10

ATA Management Conference & Exhibition
Las Vegas, NV
www.truckline.com

October 13-14

Golden State Trucking Expo
Pomona, CA
www.goldenstatetruckingexpo.com

*Marge Bailey & Ellen Voie with Meredith Ochs and Chris T. on Freewheelin', a radio show on Sirius XM Road Dog Truckin' Radio—Channel 106. 1:00 p.m. – 2:00 p.m. ET (replayed weeknights, 10:00 p.m. – 11:00 p.m. ET). The Women in Trucking segments airs live the last Wednesday of every month. We welcome your call! Dial (888) Roaddog for comments or questions. Learn more about Freewheelin' at www.facebook.com/pages/Freewheelin/101157855702?ref=ts.

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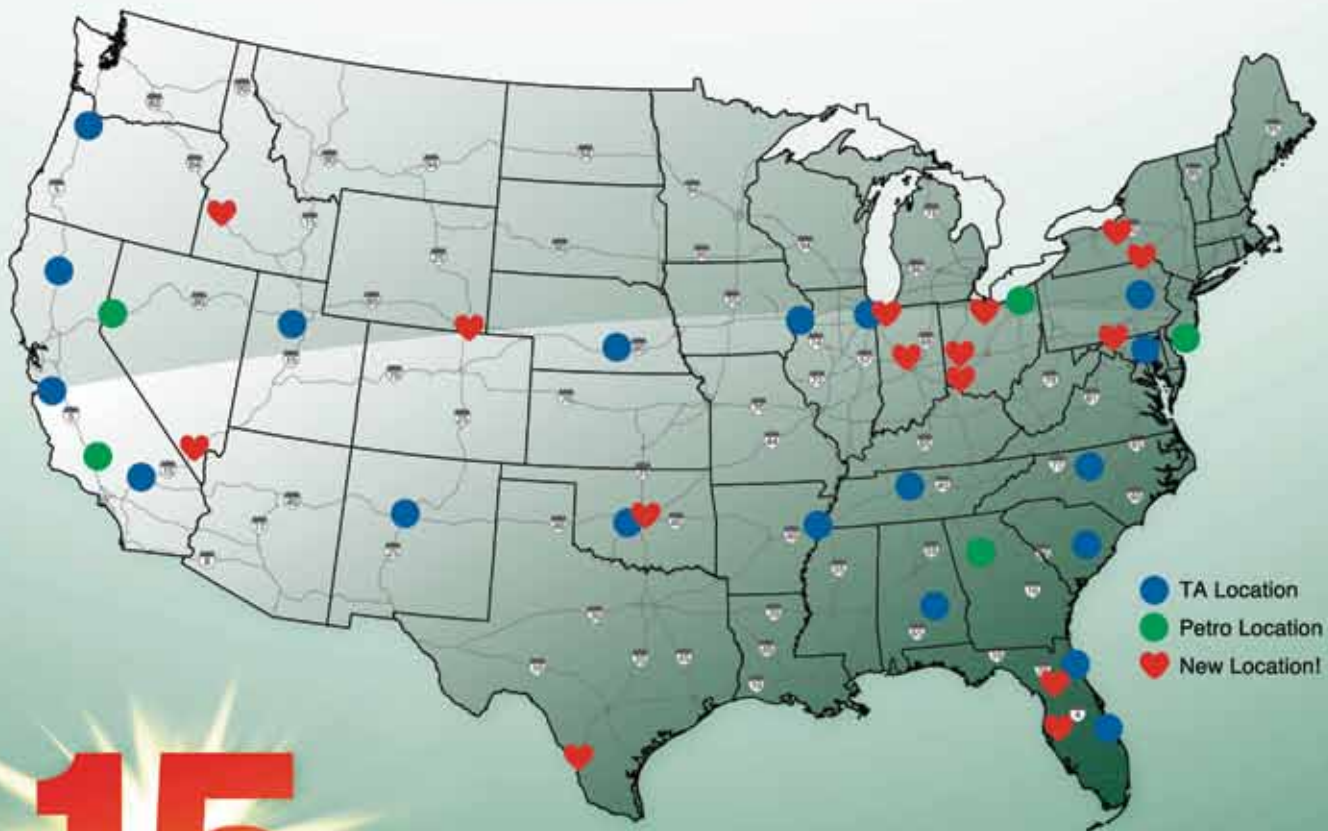
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