

Spring 2014

Redefining *the* Road

The official magazine of the Women In Trucking Association



The Salute to Women Behind the Wheel **Celebrates Five Years**

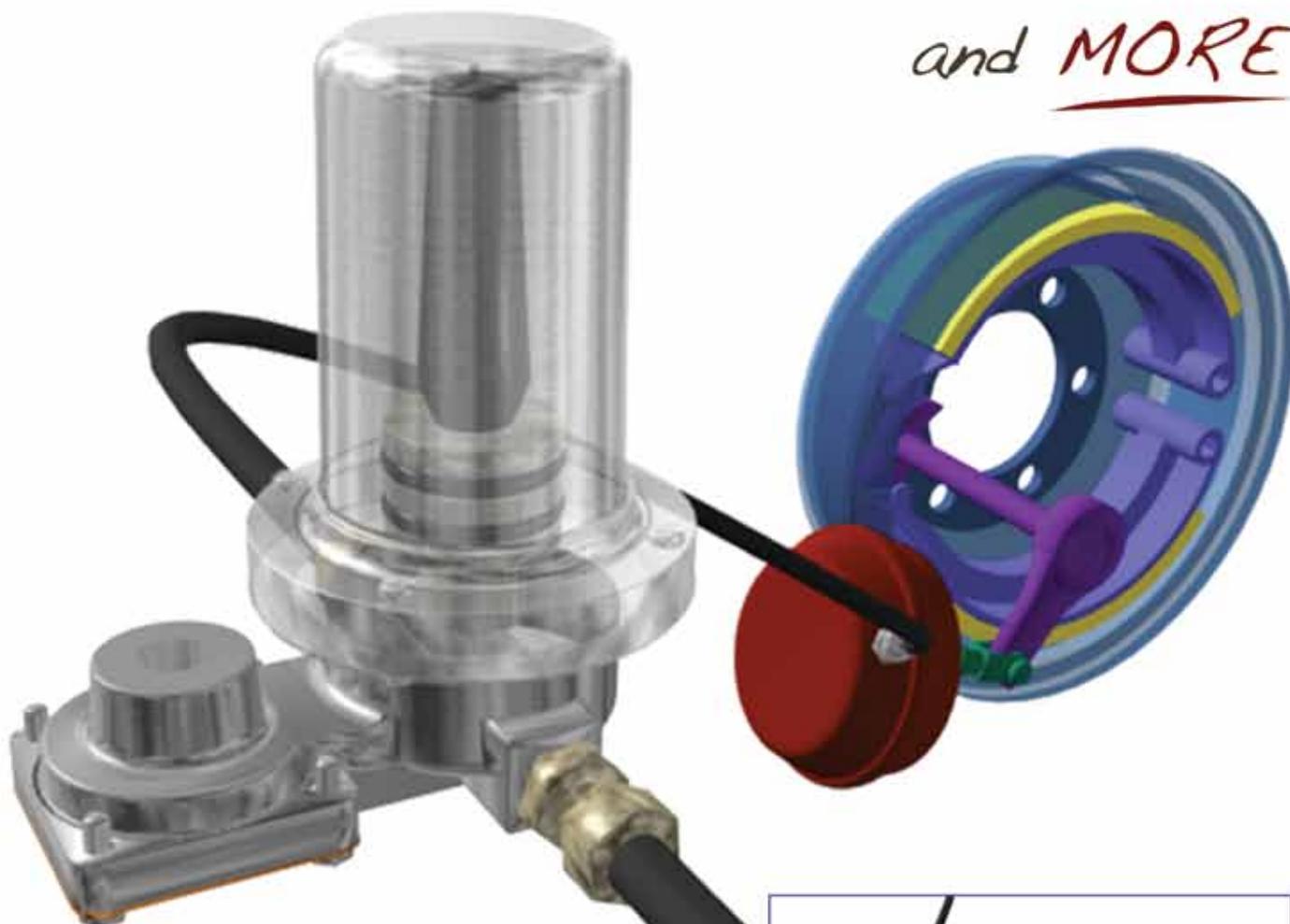
Also Inside:

- 🚛 Social Media: The Good, the Bad, the Ugly
- 🚛 WBE Benefits: The Value of Diversifying Your Suppliers
- 🚛 And the Recruiting Ad Finalists Are...
- 🚛 And More!



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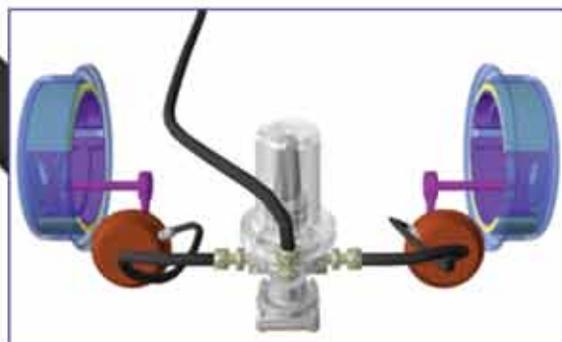


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Gina and She-La

I have the Airtabs 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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inside redefining the road

Spring 2014

Redefining the Road

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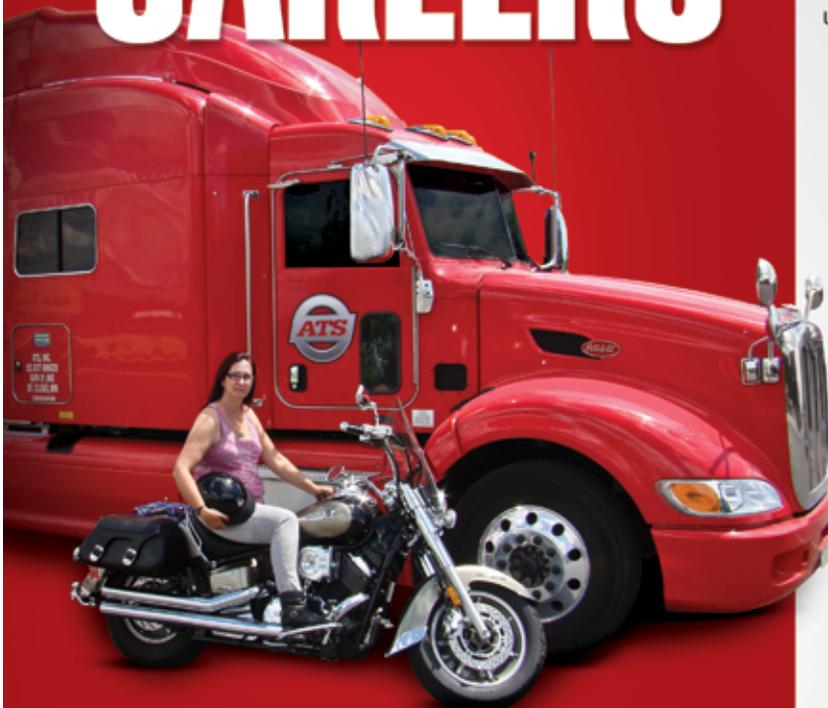
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Greetings from the President of
Women In Trucking

Ellen Voie



Ellen Voie, CAE
Founder, President & CEO
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The Year in Review

The “Influential Women in Trucking” award is in its fourth year. This initiative, sponsored by Navistar, Inc., was created to honor an individual who has been influential on a national level. Regardless of her role, the winner of this award is someone whose name is recognizable as a “game changer” to promote women in the trucking industry. This year’s recipient will be recognized at the Truckload Carriers Association Conference held on March 25 in Grapevine, Texas.

Since the first meeting of the Women In Trucking Board of Directors held in March 2007, the leadership team has changed greatly. Our first board was comprised of all women, which made sense at the time because we were looking for women with influence who could help us grow the organization. Since then, we have balanced our board with diversity and now include men and women who represent the industry. From private fleets, to truck and trailer manufacturers, associations, regulatory information providers, and professional drivers, the board represents you—our members.

We have some exciting news to share about the coming year and some of the activities we will provide. Watch for “Safety Professional of the Year” and “Women in Logistics” awards. Both of these awards will honor a woman who has been successful in her field and is an inspiration to others.

Plans are underway to host a conference in 2015. We asked you, our members, for feedback on whether we should hold our own event and the response was overwhelming. Respondents are looking for information on how to promote more women within the organization to recruiting female drivers, equipment design, Women Business Enterprises, and much more. Our conference will focus on making the trucking industry more balanced in terms of gender for those who design the trucks, own the trucks, fix the trucks, dispatch the trucks, and drive the trucks. We welcome all of you to come and learn. Watch our website, www.womenin-trucking.org, and e-newsletters for more information.

Our mission includes educating and mentoring women within the trucking industry, as well as those who might not have considered a career in transportation. We are working on a series of “A Day in the Life” videos that will show a professional driver, a safety professional, a dispatcher, and others, so that potential employees can see what the job entails and what skills are needed to apply.

THIS MONTH MARKS our seventh year as Women In Trucking Association. There are so many exciting events in March.

The annual “Salute to Women Behind the Wheel” is in its fifth year and growing in popularity each time. From our initial attempt to break the world’s record, to our current focus on the female drivers who have been in the industry for many years, the goal is to honor all of the women on the road. You are the pioneers, the role models for those who will follow you as a professional driver. More information about the Salute to Women Behind the Wheel can be found in this issue (see page 11).

...the goal is to honor all of the women on the road. You are the pioneers, the role models for those who will follow you as a professional driver.

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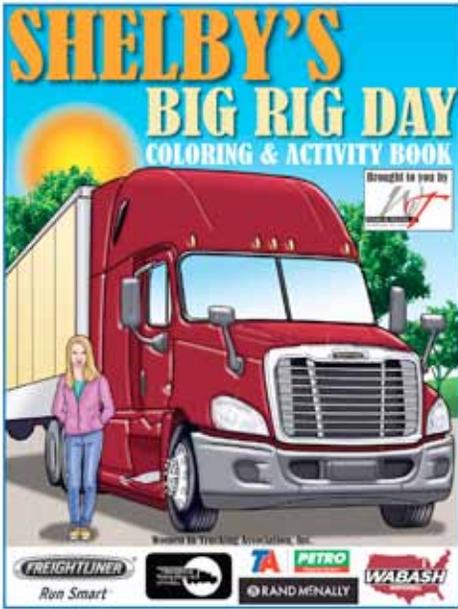
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We want to reach young women and girls who are unaware of the importance of supply chain management. We recently completed a children's activity book, which depicts a young girl accompanying her mom on "take your child to work" day. It's filled with activities and puzzles for young boys and girls, but its purpose

is to make girls think about a possible career opportunity in the trucking industry. "Shelby's Big Rig Day" is available in the WIT Mall (www.womenintruck.org) at an introductory price of \$1.

If you've ever been a Girl Scout or a Boy Scout, you are familiar with the idea of earning a badge after completing a project or participating in a program. If you were a Boy Scout, you had the opportunity to earn a badge in transportation. Girls do not have this same opportunity, so we are working with the Girl Scouts of America to design a badge so that all young girls can be exposed to careers in transportation.

These are a few of our goals for the coming year. There are many more projects we would like to complete, but we only have a limited number of staff and resources. We need your help to grow the organization so that we can offer more ways to balance the gender inequality in transportation.

Encourage others to become members of the Women In Trucking Association. We are here to serve you and we are excited about the coming years. 🚛

Created With You in Mind!

The Women In Trucking Association has been created for you, both men and women, who are either involved in the industry, or have a career interest in being a part of one of the largest networks of professionals in North America. Nearly one out of fourteen workers are already employed in jobs that support the transportation industry, but the need for drivers and other trucking professionals continues to increase.

For more information about WIT, go to www.womenintruck.org.



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The *Salute to Women* Behind the Wheel Celebrates Five Years

By Ellen Voie, Founder and President/CEO, WIT



The 2013 Salute to Women Behind the Wheel. Photo by Paul Hartley, AddMedia.

Five years ago, we kicked off the first annual "Salute to Women Behind the Wheel." Our goal is to honor the women who travel the highways as a career. Whether you drive an 18-wheeler or a bus full of children (or tourists), we want to honor the women who have professional licenses and earn a living while driving. Whether you have been driving for weeks, months, years, or decades, we want you to know

we appreciate you and welcome you into our ranks.

Originally, we attempted to break the world's record for the largest gathering of female drivers, but that didn't happen. We then decided to honor female drivers for their safe operation. Now, we recognize the female attendees for their years of service or their new entry into the industry. Ultimately, we just want to ensure that

everyone has a great time and feels recognized for their career choice as a woman in a male-dominated environment.

The 5th Annual Salute to Women Behind the Wheel

Date: Saturday, March 29, 2014

Location: South Wing, Rooms C201-C204 (2nd Floor), Mid-America Trucking Show, Louisville, KY

Time: 11:00 a.m.

"Daimler Trucks North America is a strong supporter of women in trucking and all that they do to keep America running every day. As a way to show our appreciation for the women and the men who spend hours on the road, we've introduced our Truck Bucks rewards program. Truck Bucks is a great opportunity for us to reward our customers for the parts and services that they purchase every day. This rewards program will allow us to get closer to our best customers and help us to facilitate change and innovation driven by their needs for a better aftermarket experience overall."

- Ray Addison, Daimler Trucks North America

For those who are new to the industry, we want to be a resource for you to encourage and support you as you become more proficient as a driver. For those who have been behind the wheel for a few years, we need you to help us educate, mentor, and encourage your "newbie"

peers so they become as capable and successful as our experienced drivers. We hope you will connect with others, find common interests, and continue these friendships beyond the Salute.

Join us Saturday, March 29 at the Kentucky Exposition Center in Louisville, KY.

You can register for the Salute at WIT's booth, 40557, in the North Wing Lobby.

This year, at our fifth celebration, we are having a special birthday cake to share with all attendees. Of course, we will have our signature foundations...both milk and dark chocolate. Terry Wooley will once again be performing before the event, so make sure to bring your dancing shoes!

Our speaker for the event is Rebecca Brewster, President and COO of the American Transportation Research Institute, who is also the 2013 recipient of the "Influential Woman in Trucking" award sponsored by Navistar.

We're going to bring Rebecca to Louisville, KY from her home in Atlanta as a passenger in tractor-trailers driven by our members. She will stop at Nashville TA/Petro along the way and have lunch with the drivers who have dropped her off

Thank you to the 2014 Salute to Women Behind the Wheel sponsors!

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and will be taking her to the Mid-America Trucking Show.

This year, we are pleased to have the support of Walmart and Daimler Trucks North America as Gold level event sponsors. Our Bronze sponsors are Arrow Truck Sales, FedEx Freight, Republic Services, Ryder, Trimac, and Volvo North America. Our Copper sponsors are Airtab®, J. J. Keller & Associates, Inc., TravelCenters of America / Petro Stopping Centers, and Waste Management. Our Nickel sponsors include Brenny Transportation, Inc., J.B. Hunt, Landstar, Meadow Lark, Rand McNally, and Transportation Data Source. Attendees will be able to visit with many of these companies and learn more about them at sponsor exhibits prior to the celebration.

“Empowering women in the transportation and logistics industry is important to us as we work to better understand and serve our customers. Walmart is committed to building and maintaining a diverse workforce throughout our company. We support Women In Trucking with our time and resources to help the organization raise awareness and remove obstacles facing women in the transportation industry.”

– Jeff Hammonds, Walmart

Don't miss this year's Salute to Women Behind the Wheel. We want to honor all female professional drivers. Be sure to thank our sponsors who have provided the food, entertainment, and fun for you! If you want more information about the event, visit www.Salute2Women.com. Our members will receive email updates about the celebration, so if you're not a current member, please sign up or renew online at www.womenintrucking.org.

The Salute to Women Behind the Wheel is about you, female professional drivers. We hold this event to honor and thank you for your service to the trucking industry. Like always, we are looking forward to meeting you there! 🚚

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Salute to Women Behind the Wheel

Women In Trucking Association recognizes the years of service of professional female drivers. There will be refreshments, prizes, music, and a photo of all women drivers.



DATE: Saturday, March 29, 2014
LOCATION: Mid-America Trucking Show, Louisville, KY

Must register for the Salute to Women Behind the Wheel prior to the event at the Women In Trucking booth #40557 in the North Wing Lobby.

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Social Media: The Good, the Bad, the Ugly

By Jen Burkhardt, Associate Coach, TranStrategy Partners



According to Wikipedia, social media is defined as “interaction among people in which they create, share and/or exchange information and ideas in virtual communities and networks.”

The interaction piece of this definition is key. We often hold social media up as some sort of new fangled way of communicating but it is just technology that facilitates interaction among people. Interaction is what humans do best. People are communicating and interacting in the same ways they always have; what has changed is the mechanism for engaging in this behavior. Just like with the telephone and telegraph, we invented a new mechanism.

As an example, take your friend on Facebook, you know, the one who likes to post that they are bored or that they are doing laundry? It's not Facebook creating this sharing behavior. Back in

the day, if you had jumped on a phone call with this individual, you would have heard the same sad, boring story. Facebook just enables this individual to share this mundane detail a heck of a lot easier. Instead of making 100 phone calls, 45 characters are typed and BOOM, 100 friends now know instantly.

This ability to broadcast instantly to a bazillion people creates fear in some and over-sharing in others. The good and bad behavior that you see, it was always there. It is just a lot more transparent now. Whether you are communicating for business or for personal use, the world is listening and commenting. Whether you are all in on social media, gently dipping your toe in the water, or don't want any part of it, here are some pros and cons to communicating via social media.

The bad

Time. Social media is very time consuming. These days, just to keep up on all of the emerging technology can be a full-time job, never mind thinking up something to say and then saying it with frequency and gusto.

If you are running a business, social media is a marathon, not a sprint. A week's worth of diligence isn't going to net you 1,000 new Twitter followers. You have to be creative. You have to be willing to stick it out. You have to be comfortable with your competition seeing your message, and you have to be comfortable with others possibly stealing your content.

Social media has hosted the birth of the sharing economy. If you aren't comfortable with people re-purposing your information or opinions, if you aren't open to debate or criticism, social media will make you miserable.

Whether you are all in on social media, gently dipping your toe in the water, or don't want any part of it . . . Whether you are communicating for business or for personal use, the world is listening and commenting.

The ugly

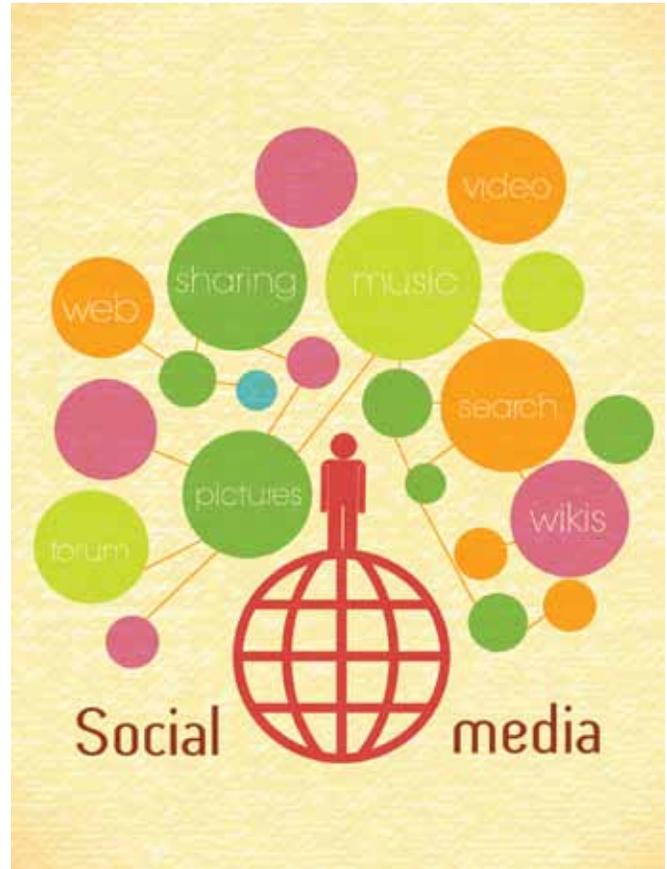
Hackers. Spam. Identity theft. You know the routine. Don't click on links that look suspicious, don't make your passwords "123456," don't respond to solicitations that seem odd or too good to be true, and never give out your credit card or social security numbers.

For all the good that social media creates with quick access to news, information, world events, networking, etc., there is a small percentage of people out there trying to do you wrong. Social media is no different than walking down a dark street in a questionable neighborhood. You have to be aware of your environment and take logical steps to safeguard yourself. Always keep a key between your fingers and be ready run like the wind.

Trolls. You know that friend or family member in your life who likes to cause trouble and stir up people emotionally? Guess what? They are on social media doing the same thing! They are called internet trolls. Wikipedia defines them as "a person who sows discord on the internet by posting inflammatory, extraneous, or off-topic messages in an online community." Beware of trolls. Avoid the rocks, mountains, caves, and bridges where they dwell. Walk into their territory prepared to answer riddles and do battle.

The good

Never in human history have we had the ability to connect, interact and share with the world at the click of a button. That is empowering and inspiring. That is the stuff that world change is born of. Social media allows you to reach out and interact with



people that would have been unreachable 10 years ago. This gives us the unlimited power to make new friends and leads, ask questions, and learn new things.

Cost-effectiveness. You can't get much cheaper than free. If you are willing to invest the time, social media gives you a free marketing channel for your personal or professional brand.

Street cred. We use people we trust in our personal and professional networks to vouch for or validate new people who come into our circles. People create social proof in what they say, how they act and the deeds they do. Validating and looking for social proof in others is tribal and wired into our lizard brains. Whenever we interact with strangers, we are trying to emotionally and logically process that individual and decide if they are trustworthy.

Having a social media presence can help prove or validate your trustworthiness. Folks can see who you are talking to and what you are talking about. They can decide if that resonates with them and if they like what you or your brand or business is about. We learn about each other through the stories we tell, and social media is the ultimate storytelling machine.

Check out Women In Trucking's social media links for Facebook, LinkedIn, Twitter and YouTube on our website's home page, www.womenintruck.org. 🚚





By Paul Adair

A Women Business Enterprise (WBE) can be a powerful tool that can be used for emerging opportunities in the public and private sector. Obtaining WBE certification will allow a woman-owned business to take a bigger piece of what can be perceived to be a male-dominated marketplace and can also lend additional credibility to their companies.

In many cases, WBE certification is often required by larger customers simply in order to do business with them. Federal, state, and local governments are, in particular, receptive to WBE-certified companies to fill their purchasing needs in order to meet legislated diversity benchmarks.

WBE certification allows contractors to identify, qualify, and report the extent to which they use woman-owned businesses as suppliers. As such, WBE certification can result in opportunities for your business that may not have been available otherwise, and can better develop relationships with larger companies and the public sector for future considerations.

MegaCorp Logistics, LLC of Wilmington, NC, is a next-generation full truckload transportation management firm with a drive to create and implement cost-saving ideas and freight management services to help both clients and carriers achieve their business goals. MegaCorp Logistics believes that by providing opportunities to the smaller, and perhaps underused suppliers, the company will

be able to incorporate quality people who would appreciate the opportunity, striving to bring added-value to MegaCorp Logistic's supply chain.

Becoming WBE-certified through the Women's Business Enterprise National Council (WBENC) was seen by the company as a natural extension in using diversity initiatives to provide an additional entryway into the competitive supply chains throughout the United States and Canada.

"Our CEO, Denise Legg, kept hearing that being a WBE might offer greater opportunities; that doors might be opened more readily to companies with bids that have diversity initiatives, offering a more level playing field, and bring a quality and substance to projects and companies with our services," says Janie Klare, Director of Supplier Diversity-Business Development for MegaCorp Logistics.

"Becoming a WBENC-certified company has clearly helped open many doors today that otherwise wouldn't be open to us. I like to say that our certification is like having one of Willy Wonka's golden tickets. It helps us jump the hurdles a little easier, moves us up in conversations, and clearly differentiates us from so many others who are knocking on the same doors. Our services, trademarked business model, and company vision are more powerful today because of our WBE status."



MegaCorp Logistics, LLC became WBE-certified as an extension in using diversity initiatives to provide an additional entryway into the competitive supply chains throughout the United States and Canada.

There are many benefits available to those certified as a WBE. Primarily, certification provides access to a current database of member corporations, governmental agencies, and other WBEs. Companies will be able to use the widely recognized WBE signage on their marketing materials in order to designate certification status. Additionally, being WBE-certified allows for opportunities to participate in national and affiliate events and tradeshow, as well as the opportunity to join national and local WBE leadership forums to serve as a voice for other WBEs.

“MegaCorp Logistics has benefitted greatly from our WBENC certification. We participate in the national shows, are included in correspondence with our regional partners, and are made aware of ‘meet and greet’ meetings to sit and talk with key procurement officers and buyers of our services,” says Klare. “The network of ‘friends’ looking to support other WBEs is amazing, satisfying, and gratifying. Women work hard to help each other in business in making connections.”

“I like to say that our certification is like having one of Willy Wonka’s golden tickets. It helps us jump the hurdles a little easier, moves us up in conversations, and clearly differentiates us from so many others who are knocking on the same doors.”

To become certified as a WBE, the business must prove that it is at least 51 percent woman-owned, with management and daily operation controlled by one or more of the women owners. The verification of the above points are done through the application process administered by an outside organization, such as the WBENC. Once the veracity of the application is established, the company has met the minimum requirements for certification.

However, even with the many benefits provided through WBE certification, being certified in and of itself does not necessarily guarantee a company more contracts. Like any other approach to marketing, once you find yourself in the WBE database, your company will still need to advertise your WBE status to the new customer base.

While WBE certification might not be for everyone, it is something to consider if your company is looking to take the next step and differentiate itself from the competition. Although WBE status does not promise success on its own, it does provide the opportunity for a company to become more successful.

“I would strongly recommend that anyone thinking about becoming a WBE check out wbenc.org to learn about the process,” says Klare. “Take the time and make your company into something more special, offering something unique in the marketplace. Doing so will help ensure that good things will come to you and your business much faster. I always wear my ‘WBENC-certified smile’ into every conversation that I share with prospective and current customers.” 🚚

For a complete list of WBE Companies, flip to page 26 of this magazine.



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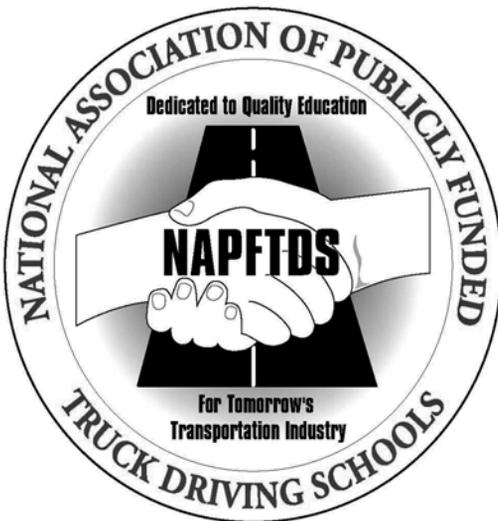
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Meet WIT's *Members* of the Month

The Women In Trucking Association is proud to honor a different "Member of Month" 12 times each year, featuring someone who reflects our mission. Along with a certificate, each recipient receives a \$50 gift card from Target Media Partners

Trucking Division. If you are a WIT member and would like to submit your story, send it to mystory@womenintrucking.org. And now, meet this past year's Members of the Month!

JANUARY 2013



Marge Bailey

WORKS FOR: DriverFinder Network, Founder & CEO, webmaster, general tech support, job seeker advisor, Adwords management
BEEN INVOLVED WITH THE INDUSTRY FOR: Over 30 years

IS A WOMAN DRIVER BECAUSE: "It has been a long road, with fond memories, including good and not so good times, but my love for the industry and its hard working people is a part of the fiber of my being. The trucking community is my extended family."

VALUES HER WIT MEMBERSHIP BECAUSE: "I'm excited about the milestones reached every year for women in trucking through WIT. I became a founding board member of the first official non-profit organization dedicated to women behind the wheel."

On the last Wednesday of each month, you can tune in to the FreeWheelin' Talk Radio Show on SiriusXM channel 128 to hear Marge and Ellen Voie (Founder & CEO, WIT) talk trucking.

FEBRUARY 2013



Star Traywick Nance

DRIVES FOR: Hiway 2 Heaven Transport, Owner

BEEN DRIVING FOR: Nearly 40 years and has owned Hiway 2 Heaven Transport for 10 years

IS A WOMAN DRIVER BECAUSE: "My dad was in the oilfields, and I hated being in an office, so when he bought a couple of trucks, I told him that I wanted to learn how to drive."

VALUES HER WIT MEMBERSHIP BECAUSE: "They do a lot for women and try to make things better in the industry. I just think there needs to be solo women in the industry because a lot of women don't realize that they can do this job by themselves. If they go out there, they would realize it doesn't matter who you are or what your sex is—you can make it in this industry."

MARCH 2013



Idella M. Hansen

DRIVES FOR: IBI Secure Transport and works as a security guard for IBI Secure Transport. Idella is also safety director at Biggers Trucking Inc.

BEEN DRIVING FOR: About 47 years

IS A WOMAN DRIVER BECAUSE: "I have a driving need to be independent and self-sufficient; it seems to be second nature to me. I am passionate about many things in the industry. I'm on the board of Operation Roger and am a volunteer at Truckers Charity. I'm also on the board of another group that mentors women coming into the industry and guides them when they encounter problems."

VALUES HER WIT MEMBERSHIP BECAUSE: "I feel that WIT does a good job of promoting women in all phases of the transportation industry. I found WIT online when they first started and became a member—they are responsible for many of the friendships I have developed and my involvement in many other groups."

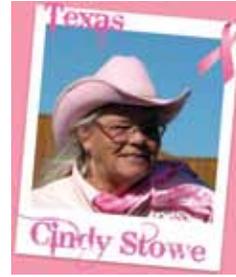
"I love my job as a woman truck driver—there's nothing like it . . . And I get a kick when people watch me climb in my truck 'cause they say they would have never thought I was a truck driver."

—Mona VanDuyn

“...driving a truck is not beyond a woman’s capabilities . . . I love watching burly men do a double-take as I park a Peterbilt right next to them.”

—Amanda Goodrich

APRIL 2013



Cindy Stowe

DRIVES FOR: FFE Transportation for 20 years; retired 2 years ago from driving.

BEEN DRIVING FOR: 20 years

IS A WOMAN DRIVER BECAUSE: “I originally became a driver for the money. And also because someone said I couldn’t do it. Twenty years later, I think I proved them wrong.”

VALUES HER WIT MEMBERSHIP BECAUSE: “WIT has become the prominent voice for women truckers, addressing issues that men are not faced with in their trucking careers. I fully support their efforts in their endeavors.”

MAY 2013



Stephanie Klang

DRIVES FOR: Conway Truckload, long distance driver (lower 48 states); America’s Road Team Captain (2013/2014)

BEEN DRIVING FOR: Over 26 years long haul

IS A WOMAN DRIVER BECAUSE: “I love travelling and working alone. I also get an immediate sense of satisfaction when every load is completed safely and on time!”

VALUES HER WIT MEMBERSHIP BECAUSE: “I believe we can lead by example; that we can show other women there are more career choices and economic opportunities.”



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JUNE 2013



Mona VanDuyn

DRIVES FOR: NRW Inc. hauling produce and also hauls racecars for the Martin/Wantye racing team. Mona also writes for *18 Wheels & Heels* magazine for women truckers, and looks forward to working with the team at Truckers Against Trafficking.

BEEN DRIVING FOR: Over 20 years as an OTR company driver and as owner of Crimson Rose Express.

IS A WOMAN DRIVER BECAUSE: "I would never have thought I would be an over-the-road driver 20 years ago. I love my job as a woman truck driver—there's nothing like it. I enjoy traveling and the beauty in everything I see. And I get a kick when people watch me climb in my truck 'cause they say they would have never thought I was a truck driver."

VALUES HER WIT MEMBERSHIP BECAUSE: "I was excited to hear that Ellen started Women In Trucking. WIT started strong and continues to get better every day. I am honored to be a part of WIT; we, as women drivers, need to know we have powerful women working to make our jobs better. I want to thank every woman in the trucking industry for their courage and hard work."

"I have a driving
need to be
independent and
self sufficient..."

—Idella M. Hansen

JULY 2013



Mary "Candy" Bass

DRIVES FOR: Transport Designs, Inc.

BEEN DRIVING FOR: 40 years

IS A WOMAN DRIVER BECAUSE: "In 1974, I was an apartment manager in Houston, TX. My husband came home and told me he wanted to go back to driving a truck. I said okay, but that he wasn't leaving me behind; he would have to take me with him. You have to enjoy what you are doing. Driving is rewarding because of what I see on my travels—Mount Rushmore, the Grand Canyon, and many truck shows. I get up every morning with a smile on my face, and although I may have a bad day, I bounce back. It has been a great ride. I've worked for some really good companies. No, it has not been perfect, but a positive attitude gets you farther."

VALUES HER WIT MEMBERSHIP BECAUSE:

"Today, there are more women in trucking. Many are drivers who I meet with at various events; others I see at truck stops or chat with on the phone. I enjoy being a member of Women In Trucking and I support their vision."

AUGUST 2013



Diane Kasulis

DRIVES FOR: Star Fleet Trucking, Goshen, IN

BEEN DRIVING FOR: 1 year

IS A WOMAN DRIVER BECAUSE: "My husband wanted me to drive with him; I used to drive a school bus. The selling point for me was that in trucking, the cargo sits in its seat and doesn't shoot spit balls at you."

VALUES HER WIT MEMBERSHIP BECAUSE: "They have been extremely supportive and helpful. I published my first book and am an author on the road, which makes trying to market yourself tough, so letting me tell my story was helpful. I look forward to reading their magazine, *Redefining the Road*, as well—lots of good information for this industry!"

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SEPTEMBER 2013



Rhonda Muñoz

WORKS FOR: Ryder System, Inc., Safety and Loss Prevention Manager

BEEN WORKING IN THE INDUSTRY FOR: Nearly 10 years

IS A WOMAN DRIVER BECAUSE: "From a very young age, I always wanted to drive a truck. I always wanted to do things that a 'stereotypical girl' would never do, like riding skateboards and dirt bikes or taking part in competitive sports. At 23, I decided to make my dream come true and become a woman truck driver. I absolutely loved driving a truck cross-country. The excitement was never really knowing where I was going next; I even started training other women to safely drive a truck. I truly enjoy working in this industry and doing my best to make a difference."

VALUES HER WIT MEMBERSHIP BECAUSE: "It is an awesome organization that addresses issues women face while working in the transportation industry. I pride myself in being part of WIT."

OCTOBER 2013



Amanda Goodrich

WORKS FOR: Point Marketing, Owner

BEEN DRIVING FOR: 3 years

IS A WOMAN DRIVER BECAUSE: "My husband and I have been in marketing for several years. The next step was to take our productions on the road and that meant obtaining a CDL. We love engaging and creating a demand, and we love the adventures on the road!"

VALUES HER WIT MEMBERSHIP BECAUSE:

"Women In Trucking allows women to see that driving a truck is not beyond a woman's capabilities. In reality, women are well-suited to be behind the wheel of an 18-wheeler. Women In Trucking encourages others to give it a try; to see if they like hauling America's cargo. Surprisingly, there are few woman drivers out there, and I know WIT will help boost this minority. I love watching burly men do a double-take as I park a Peterbilt right next to them."

NOVEMBER 2013



Susan Webb

WORKS FOR: The Wisconsin Motor Carriers Association as the Safety Programs Coordinator, administering safety programs for the association and the Wisconsin Council of Safety Supervisors, putting together a monthly newsletter for the WCSS, and coordinating 10 monthly meetings for the group.

BEEN WORKING IN THE INDUSTRY FOR:

25 years

IS A WOMAN WORKING IN THE INDUSTRY

BECAUSE: "I got lucky when I was looking for a job. I knew nothing about the trucking industry when I got this job, but I love it. The people are great and there is always something new to learn about."

VALUES HER WIT MEMBERSHIP BECAUSE: "This industry needs to be promoted to women. I don't think most women understand the importance of trucking to our economy and all of the jobs that are available. Women have so much to offer to this industry. WIT listens to the female voice in the industry and lets it be heard."



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—Diane Kasulis



Sheryl Lanier

DRIVES FOR: Transport America, Professional Over the Road Driver. Sheryl also held a position on the Driver Council for over a year, and serves as a liaison between drivers and management.

BEEN DRIVING FOR: 6 years

IS A WOMAN DRIVER BECAUSE: “When I turned 50 years old, my two children had left the nest. They began their careers and started their own families, and that chapter of my life was over. Looking out of my eighth floor office overlooking the city and watching the pedestrians below scurrying in and out of brick-faced buildings made me realize I needed fresh air. Blue jeans, cowboy boots, and a cowgirl hat replaced the 9:00 to 5:00 look, and I found a large trucking company out of Utah that trained and put me right to work. I studied hard and was among the top three in a class of 19 men. I began with Transport America three years ago and it was a perfect match. Traveling across miles and miles every day, every week and every month has become my true passion.”

VALUES HER WIT MEMBERSHIP BECAUSE: “The day starts and ends with my fellow drivers. I so admire meeting women with 20, 30, or more years of driving experience over the road. You are phenomenal! I came into this career midway through my life, but I’m here and I plan on staying for the long haul. Life over-the-road has been the best thing for the second 50 years of my life. I am so blessed to be in great health at age 57, and I am looking forward to several more years behind the wheel before I have to stop. Being a female over-the-road trucker is phenomenal and can be summed up in three words: Women In Trucking! I am a member of Women In Trucking and I always try to attend truck shows—I especially love the Louisville truck show—and attend the Saturday Salute to Women Behind the Wheel. I still have my fingers crossed that one day we will make a mark in the Guinness Book of World Records for the largest number of women at one time with a CDL.”

Becoming an Owner-Operator

By Ellen Voie, President/CEO, Women In Trucking Association

Many professional drivers dream about owning their own tractor. For many, it’s a way to have more control over their schedule, but for others it’s more about the pride of ownership. Either way, the difference between moving from company driver to owner-operator involves more than a name change on the vehicle title.

An owner-operator is no longer a professional driver as much as he or she is a business owner. Instead of making a phone call to your carrier when your tire is flat, you make a phone call to a repair shop, and that involves a credit card number. In fact, nearly everything you do as an owner-operator requires a credit card or a healthy checking account.

The challenge is managing more than your schedule; you now need to manage the business side of the operation. Joe Robinson, author of *Work to Live*, identified a list of characteristics shared by the most successful entrepreneurs. Using a University of Maryland study by J. Robert Baum and Edwin Locke, the researchers found seven traits successful business owners share.

Tenacity, or determination and persistence, is vital for anyone who decides to take the financial risk of owning a truck. There will be setbacks and obstacles that get in the way of your progress, so focus on the long-term goal is vital. A mechanical breakdown or personal setback will make you question whether you can survive the challenge, but tenacity will keep you going.

The second trait is passion. Without “an intense desire or enthusiasm” for your business, you will fail. If your goal is merely to make money, you might accomplish that in other ways. Most owner-operators have passion for the lifestyle or they wouldn’t invest money into a big truck.

The authors use the phrase, “tolerance of ambiguity” to describe the characteristic toward risk-taking, or an acceptance of potential failure. Ask any business owner what keeps him or her up at night and they’ll give you a list of fears. From paying bills to making a career mistake, the uncertainty over future success keeps many people from taking a risk as an owner-operator.

Without a vision, an entrepreneur wouldn’t see a better future as a business owner. Identifying an opportunity means looking forward and turning chance into reality. Maybe it’s a great deal on a truck that made you start thinking about leasing to a carrier instead of just driving for them. Every trucking company started with someone who had a vision when they bought that first truck.

An entrepreneur must have self-confidence and believe he or she can and will succeed. Knowing you are going to provide a service that is desired and needed should give you security. If you lack belief in yourself, you won’t succeed.

The sixth characteristic is flexibility. You must react quickly and respond to changes in your business. If you depend on one customer and lose that contract, you’ll need a back-up plan. Being flexible means you will be more adept at dealing with change.

The final trait needed to be successful as a business owner is the tendency to break rules. This doesn’t mean running over the speed limit or lying on your tax return; it means that a tendency to take risks will help you move beyond your peers’ comfort zone. That’s what makes a good entrepreneur—the ability to defy conventional wisdom.

If you’re thinking about becoming an owner-operator and are concerned about whether you have it in you, consider these traits of successful business owners before you take the first step. If you feel confident that you can be flexible and self-confident in making your vision a reality, go for it!

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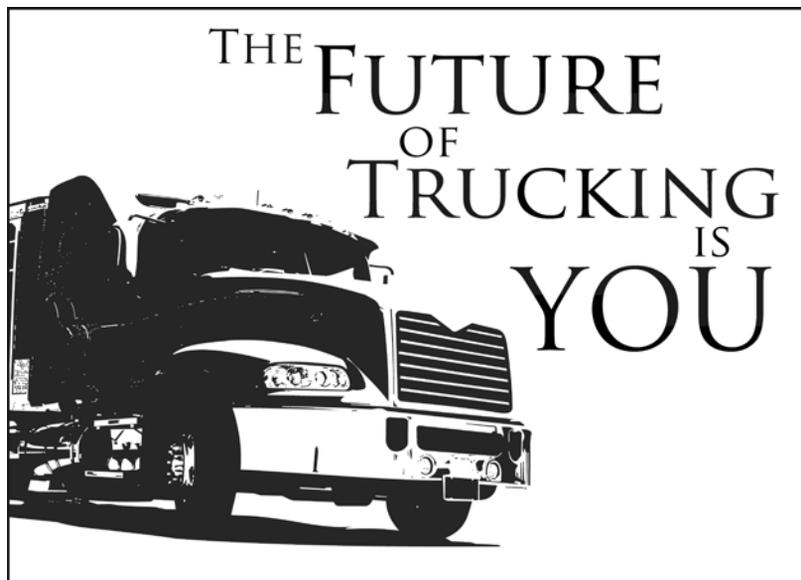
To be included in this directory, contact Leigh at leigh@womenintrucking.org.

Abbreviations used in the WBE list:

WIT – Women In Trucking Member
WBE – Woman Business Enterprise
WBENC – Women's Business Enterprise National Council
DBE – Disadvantaged Business Enterprise
AF – Aerodynamic Fairings
CSC – Carrier Supply Companies
FB – Freight Brokers
FMS – Freight Matching Services
FS – Freight Services
HH – Heavy Hauling
IMR – Intermodal Rail
ITC – International Transportation Companies
LMF – Logistics Management Firms
MC – Motor Carriers
NVO – NVOCC / Ocean Trans. Intermediaries
TB – Transportation Brokers
WB – Warehouse Brokers

The Benefits of WBEs

To read all about the benefits of becoming a Woman's Business Enterprise (WBE) or using WBE companies for your operations, flip to page 16 of this magazine.



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March 23-26

TCA Annual Convention
Gaylord Texan
Grapevine, TX

March 25

2014 Influential Woman in Trucking Award
TCA Annual Convention
Dallas, TX

March 27-29

Mid-America Trucking Show
Louisville, KY
Visit WIT's Booth 40557 in the North Wing Lobby

March 29

Salute to Women Behind the Wheel at the
Mid-America Trucking Show
Louisville, KY

APRIL

April 10-12

Truck World 2014
International Centre
Toronto, ON, Canada

April 13-15

The National Private Truck Council (NPTC)
2014 Education Management Conference &
Exhibition
Cincinnati, OH

April 13-16

NASSTRAC Shippers Conference &
Transportation Expo
Orlando, FL

April 14-16

5th International Conference on Women's
Issues In Transportation
Paris, France

MAY

May 19-21

2014 ALK Transportation Technology Summit
Princeton, NJ

JULY

July 10-12

Walcott Truckers Jamboree
Walcott, IA

July 25-26

Expedite Expo
Wilmington, OH

AUGUST

August 8-9

Waupun Truck-N-Show
Waupun, WI

August 12-16

ATA National Truck Driving Championships
Pittsburgh, PA

August 15-17

Eau Claire Big Rig Truck Show
Eau Claire, WI

August 21-23

Great American Trucking Show (GATS)
Dallas, TX

SEPTEMBER

September 11-13

NAST Richard Crane Memorial Truck Show
St. Ignace, MI

September 14-16

McLeod Users Conference
Westin Kierland Resort & Spa
Scottsdale, AZ

September 14-20

National Truck Driver Appreciation Week

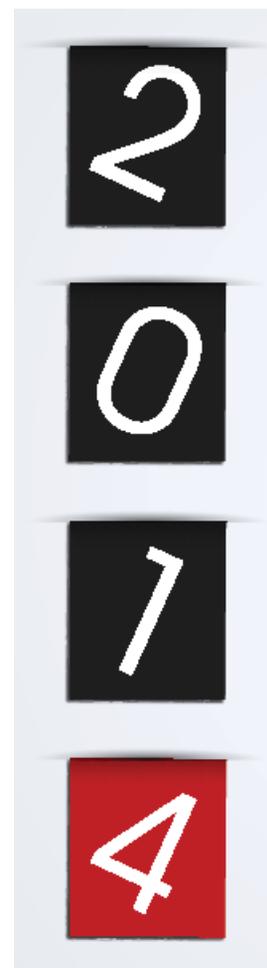
September 21-24

2014 TransForum User Conference
Nashville, TN

OCTOBER

October 4-7

ATA Management Conference & Exhibition
San Diego, CA



Women In Trucking radio segments on Road Dog Truckin' Radio on SiriusXM Satellite Radio channel 128.

- 1:00 p.m. Eastern, the last Wednesday of every month: Marge Bailey & Ellen Voie with Meredith Ochs and Chris T. on Freewheelin'. We welcome your call! Dial (888) Road-dog for comments or questions. Replayed weeknights, 10:00 p.m. Eastern.
- 8:00 a.m. Eastern, the third Monday of every month: Ellen Voie with Dave Nemo. Learn about the Dave Nemo Show at www.davenemo.com.

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Bennett International Group	Dixon Insurance	Interstate Distributor Co.	NDTA (National Defense Transportation Association)
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Driving was in Casey's blood.
 Stephanie was just named to America's Road Team.

Con-way put them on the road to success.

Casey's mother was a driver and she was looking to carry on the tradition. Stephanie started driving at 21 and was just named one of America's safest drivers. They both appreciate working with a company where hard work is rewarded. Everyone says "we treat our drivers like family," but for us it's more than just talk. We mean it. Because of this, we have the best driver loyalty, and the numbers to prove it.

Call a recruiting specialist at 866-815-8468 or find out why they stay True to Blue at www.true2blue.com/wit.

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 TRUCKLOAD

And the *Recruiting Ad* Finalists *Are...*

In June 2013, Women In Trucking Association (WIT) launched its first “Recruiting Ad Contest,” sponsored by Arrow Truck Sales. The contest highlights carriers whose advertisements focus on attracting women to join their companies.

“Women look for different information in a recruiting ad than men,” says Ellen Voie, WIT’s President and CEO. This contest honors carriers who recognize these differences and choose to speak to women in the industry.

All transportation companies or ad agencies on behalf of the company were invited to submit their print ad. We were pleased with the submissions for the contest. A task force from Women In Trucking and Arrow Truck Sales selected the top three recruitment

ads. They said it was very difficult to narrow the selection to just three. However, they selected very different ads that represented professionalism, family, and fun.

Prime (Driveforprime.com), Republic Services (RepublicServices.com/careers), and Walmart (www.drive4walmart.com) were named as the three finalists in the contest. Voters indicated that they were pleased with these finalists. The women were well-represented in the ads. The “real women” type make them relevant and relatable.

The Prime ad showcased an independent contractor for Prime Inc. who designed her own truck. The ad also mentions that she travels with her dog. Research conducted by the University of Wisconsin-Stout indicated that a pet policy is one of the factors that

The Three Recruiting Ad Finalists, Sponsored by Arrow Truck Sales

ANN WEATHERBEE
At Prime since 2002
Independent Contractor
Reefer Division



IT'S TIME
to show what you're made of.

As an independent contractor with Prime Inc., Ann has made every second count toward building a driving business that fits her perfectly. From designing her own truck that makes others smile to sharing the miles with her dog, Bear, Ann enjoys the freedom to express herself at Prime. Join North America's most successful refrigerated, flatbed, tanker and logistics company, and see what happens when you make every second count.



Prime associates enjoy:

- Guarantee Revenue Program for Independent Contractors
- Excellent freight network
- Late-model trucks with advanced safety technology
- Industry leading health initiatives
- Best leasing program in the business — No money down, no credit check

EVERYSECOND COUNTS

Driveforprime.com
888-667-8069



In charge of her family,
in charge of her career.



A woman's work is never done.

Own your career as a driver with Republic Services. Competitive pay, comprehensive benefits—and time for family, friends and the things that matter to you.

We're hiring.
RepublicServices.com/careers



Republic Services is an alcohol and drug-free workplace. EEO M/F/D/V

ARROW TRUCK SALES



women look for in a carrier. Women prefer to travel with their pets as they provide greater security on the road.

Republic Services' ad represented mothers who choose to also have a career. The ad celebrates both women and family. The Republic ad is a testament that you can be a truck driver and still have time for a family and life outside of work.

Walmart submitted an ad that demonstrated professionalism. Voters said that they appreciate the acknowledgement that driving is more than just delivering loads. The ad contained a message of ethics and celebrating diversity. It definitely gives a positive image to the trucking industry.

Women In Trucking members had an opportunity to vote for their favorite of the three finalists. The members had to possess a

"...we felt the ads our committee selected celebrated the career ambitions of women in trucking in a very positive and personal way. We look forward to the announcement of our contest winner at the Mid-America Trucking Show this March!"

valid commercial license for their vote to be accepted. Members were only allowed to vote once.

The winner will be announced at the "Salute To Women Behind The Wheel" event in Louisville, KY at the Mid-America Trucking Show. The winner will receive bragging rights, a plaque, and exposure in the Women In Trucking magazine *Redefining the Road*.

"Arrow Truck Sales has enjoyed sponsoring this year's Women In Trucking recruitment ad contest, as well as being involved in the finalist selection process. After reviewing a number of very creative ads, narrowing the list down to just three was not easy. However, we felt the ads our committee selected celebrated the career ambitions of women in trucking in a very positive and personal way. We look forward to the announcement of our contest winner at the Mid-America Trucking Show this March!" says Lane Bartram, Marketing Manager at Arrow Truck Sales.

This contest raises awareness of the lack of women in the industry. Members of Women In Trucking Association stated that they felt this contest promotes women in the transportation industry. This could not have happened without the support of Arrow Truck Sales as a sponsor. Arrow Truck Sales, Inc. (www.arrowtruck.com) is the best source of pre-owned medium and heavy duty trucks in North America. Arrow Truck Sales, Inc. is a member of the Volvo Group of Companies. 🚛

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Challenge yourself and advance your career with one of the biggest transportation operations. Every one of our careers aims to innovate locally, globally, ethically, sustainably and with everything possible to save people money and help them live better.

Walmart believes diversity allows each associate to reach their full potential, becoming a more powerful, smarter and productive work force.

Want to learn more about how we're **Making Better Possible?** Check out our Professional Truck Driver opportunities at Walmart, view the minimum qualifications and apply online at www.drive4walmart.com.

Walmart is an equal opportunity employer.



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