# Redefining // Re



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President & CEO Jack Andress

## **Publishers** Peter Schulz

Jessica Potter

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

## Editors

Meg Crane mcrane@matrixgroupinc.net Alexandra Walld Danelle Cloutier

Accounting/Administration:

Shoshana Weinberg, Pat Andress, Nathan Redekop, Lloyd Weinberg, Joe Strazzullo accounting@matrixgroupinc.net

Director of Marketing & Circulation Shoshana Weinberg

Sales Manager – Winnipeg Neil Gottfred

Sales Manager – Hamilton Jeff Cash

Team Leader David Roddie

#### Matrix Group Publishing Inc. Account Executives

Alex Incretolli, Angie Carroll, Ansuta Louisy, Bartu Yontern, Bonnie Petrovsky, Brian Davey, Brian MacIntyre, Chad Morris, Colleen Bell, David Dodds, David Roddie, Frank Kenyeres, Jim Hamilton, Miles Meagher, Rachel Purvis, Rick Kuzie, Rob Allan, Rob Gibson, Shalynn Ramsden, Tony Brown

Layout & Design Travis Bevan

# Advertising Design

James Robinson

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## On the Cover

WIT Board & Staff. Photo courtesy of Blue Edge Marketing.

Back row: Mark Rousseau, Frito-Lay; John White, U.S. Xpress; John Dietze, GE Capital Transportation Finance; Stanley Hampton, J.B. Hunt Transport; Patrick Pendergast, Ryder System, Inc.; Jeff Hammonds, Walmart Transportation; Robert Rothstein, Seaton & Husk, IP; and Brad Bentley, Truckload Carriers Association.

Middle row: Lana Nichols, WIT Project Manager; Marne Keller-Krikava, J. J. Keller & Associates, Inc.; Jan Hamblin, J. J. Keller & Associates, Inc.; Mary Aufdemberg, Freightliner Trucks; and Char Pingel, WIT Director of Member Services. Front row: Laura Roan, Hyundai Translead; Mary Brown, C.H. Robinson; Phyllis Cochran, Retired from Navistar Financial; Ellen Voie, WIT President/CEO; and Leigh Foxall, Skyway Marketing.



Female drivers say:

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

Gina and She-La

I have the 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.

## Jackie W.





www.airtab.com www.buyairtab.com Greetings from the President of

Women In Trucking Ellen Vsie



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

THIS ISSUE IS sent to you just in time to feature our "Salute to Women Behind the Wheel." This year will be our sixth annual event and we feel it will be the best celebration yet. If you have not attended the "Salute" in the past, now is the time to put it on your calendar for next year. Remember, it is always held the final day of the Mid-America Trucking Show at the Kentucky Exposition Center in Louisville, Ky.

We will have our signature chocolate fountains and a semi-truck-shaped cake again this year, since it was such a hit in 2014. There will be goodie bags, vendors, sponsors and keynote speaker Marcia Taylor who is the president of Bennett International Group and the 2014 Influential Woman in Trucking winner.

If you have downloaded the new Women In Trucking app, you will be able to access our Facebook group, the LinkedIn group and follow our tweets in one place. Connect to our members through our social media. You can keep track of our programs and services as well, including our "Secrets to Success," Careers (job board) and mentoring board, it is all on our new Women

# **Creating a Community of Women Truckers**

In Trucking app. Learn more about this on page 32.

You are all a very social group, as there are 8,000 of you on our Facebook group (not all are members, but we are working on that). Sandy Long and the drivers who administer this page work very hard to keep negative comments, advertising and recruiting off the pages so it maintains a positive environment for learning and sharing.

We will keep you posted on our events, activities and successes through this social media network.

For those of you on LinkedIn, check out the Women In Trucking Association group. We have nearly 4,500 members who share best practices, ideas and support on issues pertaining to transportation.

Our Twitter feed is shared with 10,600 followers! We will keep you posted on our events, activities and successes through this social media network. If you want to know, "Where's Ellen?," sign up for our tweets and vou will be able to follow me around the world as I travel.

Since our mission includes celebrating success, we are proud to be announcing our Influential Woman In Trucking winner at the Truckload Carrier's Conference in Orlando, Fl. By the time you read this, we should have revealed her name.

This year, we are adding a "Distinguished Woman in Logistics," sponsored by TMW. The winner will be announced at the Transportation Intermediaries Conference in April. We are adding one more award this year, the "Safety Director of the Year" sponsored by J. J. Keller & Associates, Inc. This winner will be announced in September at our Accelerate! Conference and Expo in Dallas, TX.

We have so many more things to share with you, but you will have to read about them in this publication and on our website. We hope to see you at one of our events; you can find out where these will take place by checking out our special events calendar on the website or turning to page 35.

We look forward to an exciting year and cannot wait to share more of our successes in our next issue of Redefining the Road. 闄



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# What's Up In Washington?

It is no secret that the trucking industry is experiencing a need for qualified drivers. Many carriers have made a commitment to hire more veterans for both driving and managerial positions. However, the unemployment rate for veterans continues to be an area of concern for employers and the government.

Did you know there were over 500,000 unemployed veterans as of December 2014, according to the Bureau of Labor Statistics? They also reported that an additional 1.5 million veterans were only employed in parttime positions.

Why can the transportation industry not embrace, attract and retain these unemployed and underemployed veterans? The Department of Transportation is focused on finding the answer and recently hosted a "Joining Forces Veterans Employment Forum" at the White House. Industry representatives from carriers, associations and the federal government came together to identify challenges and share best practices for overcoming this problem.

Women In Trucking Association (WIT) President and CEO Ellen Voie was invited to participate, along with WIT board member Stanley Hampton, vice-president of corporate driver personnel of J.B. Hunt Transport, Inc. Voie and Hampton were asked to share best practices to attract, retain, recruit and hire veterans.

While J.B. Hunt has already shown a commitment to hiring veterans, Hampton arrived with an open mind and an interest in expanding their commitment. According to J.B. Hunt's website, they already have nearly 20 percent of their driving force identified as veterans. They ranked number seven in G. I. Job's Top 100 Military Friendly Employers List and are named as an Employer in Support of the Guard and Reserve (ESGR).

The association embraces diversity and has many former military personnel as members, but Voie realized there is more WIT can do to promote greater diversity for our veterans.

If you are an employer and you want to hire more veterans, there are many resources available that the federal government wants



you to be aware of. Here are a few we learned about at the White House event.

First Lady Michelle Obama and Dr. Jill Biden have launched "Joining Forces," a national program to support our military members and their families through initiatives to "inspire, educate and spark action from all sectors of society." Steve Parker, executive director of the organization, welcomed the attendees at the event.

The initiative has addressed employment by launching the Veterans Employment Center and created public-private partnerships through the Military Spouse Employment Partnership. In addition, they are addressing education and homelessness issues for veterans.

The event focused on how the private sector can partner with government resources to find partnerships in hiring and promoting our veteran workforce.

If you are a carrier and are looking to hire veterans, visit www.dol.gov/vets/ahaw. This site offers a step-by-step toolkit for employers. You can design a strategy for hiring veterans, prepare your workplace and learn how to recruit former military personnel. Start with this resource and inform your hiring department about the site.

You can post job openings at www. ebenefits.va.gov/ebenefits/jobs. This website is a service of the Department of Veterans Affairs and the Department of Defense. You can search veterans' profiles, post jobs and find upcoming veteran job fairs. There is even a link to better understand the military experience.

The American Job Center network has a website for employers looking for employees in their area. Check out www.servicelocator. org and click on Career One Stop or go to www.careeronestop.org to obtain a toolkit for recruiting and hiring qualified candidates. There are links on this site for tax credits and worker training resources.

One of the new initiatives introduced at the meeting was the Department of Defense SkillBridge resource. This was started in 2014 to allow returning service members to participate in job training for up to six months before their service obligation is complete. This means you can bring active duty service members into your facility while they are still employed by the United States Government. Currently, the military installations participating are limited; check out www.dodskillbridge.com for locations near you.

While the attendees at the White House meeting worked on identifying industry challenges, they also offered best practices. One of the most practical pieces of advice offered that day was to hire a former military recruiter for your driver-recruiting program. They understand, more than anyone, what their veteran colleagues want and need in an employer. Simple, but powerful.

Hiring a veteran is the right thing to do. Let's do it right.  $\blacksquare$ 



A meeting of the Women In Trucking Association (WIT) board of directors took place to set the organization's focus for the coming year. Five new board members were approved for immediate service and another was approved to begin in March.

Board chairwoman Phyllis Cochran welcomed the following to serve on the WIT board of directors effective immediately:

- Brad Bentley, president of Truckload Carriers Association;
- John Dietze, senior vice-president of dealer sales at GE Capital Transportation Finance;
- Stanley Hampton, vice-president of driver personnel at J.B. Hunt Transport, Inc.;
- Patrick Pendergast, senior director of talent acquisition for Ryder System, Inc.; and
- John White, chief marketing officer for U.S. Xpress, Inc.

Marne Keller-Krikava, the president and CEO of J. J. Keller & Associates, Inc., will begin her term in March, replacing



current director and colleague, Jan Hamblin, whose term will end. Hamblin will continue to serve as chairwoman of the Women In Trucking Foundation, Inc., a separate charitable organization.

The board spent two days focusing on the future goals of WIT. The strategic planning session was led by Joel McGinley, who is the managing director of TranStrategy Partners, Inc. The organization is entering its eighth year and has grown to include 4,000 corporate and individual members located in the United States, Canada, Puerto Rico, Japan, Sweden, Australia, and South Africa.

About 16 percent of the group's members are men who support the mission to increase the percentage of women employed in the trucking industry.

# **New WIT Board Members**

The Women In Trucking Association (WIT) welcomes its five new board members. They are all thrilled to be joining the team.

## **Brad Bentley**

#### President of the Truckload Carriers Association (TCA)

"I support their mission, which includes encouraging the employment of women in the trucking industry and promoting their accomplishments. We are in the midst of a driver shortage, so bringing new people into trucking is a top priority for our members. TCA also recognizes the importance of recognition programs and we are certainly excited about hosting WIT's Influential Woman in Trucking award at our upcoming annual convention."

#### **John Dietze**

# Senior vice-president of dealer sales at GE Capital, Transportation Finance

"As a supporter of Women In Trucking's mission, I firmly believe it's important to encourage the employment of women in the trucking industry—not just as drivers, but in all types of positions, from service technicians to F&I managers to CFOs. I also believe we need to acknowledge and celebrate the milestones that women have achieved and continue to achieve in this field. To sum up, I've been in this industry for more than 30 years and I'm passionate about championing WIT and driving change."

## Stan Hampton

## Vice-president of driver personnel at J.B. Hunt Transport

"J.B. Hunt is excited to partner with Women In Trucking. While our industry is more diverse than ever before, there is a great need to recognize the gap that still exists between male and female employment. Women In Trucking is a natural partner for J.B. Hunt, as we both recognize the benefits of attracting, employing, growing and retaining outstanding women within the transportation industry."

#### **Patrick Pendergast**

# Senior director of talent acquisition at Ryder System, Inc.

"Partnering with Women In Trucking aligned well with our core values to be a diverse and inclusive employer as we work to deliver compelling value to our customers. We see a significant opportunity to make the trucking and transportation space a great and rewarding career for women."

#### **John White**

### Chief marketing officer of U.S. Xpress

"I am honored to join the Women In Trucking board of directors on behalf of U.S. Xpress. I look forward to working with Women In Trucking to help grow the female population of drivers by drawing from our experiences that have helped us to cultivate a workplace of inclusion at U.S. Xpress." "As we move toward continued growth and influence in the industry, we are increasing our impact through the addition of these high level executives who have exhibited a passion for our mission," says Ellen Voie, WIT's president and CEO.

"The coming year will be an exciting time to use this momentum to bring more women into the trucking industry at all levels, from CEO to safety professional to technician and for our immediate focus on the driver population."

Future initiatives include a WIT index to track trends in monitoring the percentage of women in management and as drivers in the industry.

# The current board of directors includes:

- Chairwoman, Phyllis Cochran, retired (formerly president and CEO of Navistar Financial Corporation);
- Vice chairman, Mark Rousseau, national logistics manager of Frito-Lay, Inc.;
- Secretary Jan Hamblin, director of sales-strategic accounts at J. J. Keller & Associates, Inc.; and
- Immediate past chair, Leigh Foxall, president of Skyway Marketing.

## The current directors include:

- Mary Aufdemberg, director of product marketing at Freightliner Trucks;
- Mary Brown, general manager at C. H. Robinson;
- Linda Caffee, owner-operator leased to LandStar Express America;
- Brandie Fuller, vice-president of marketing for Great Dane Trailers;
- Jeff Hammonds, vice-president of Walmart Transportation; and
- Andreea Raaber, vice-president for business development at Bendix Commercial Vehicle Systems, LLC.



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# 2015 Salute to Women Behind the Wheel

*Redefining the Road's* spring edition is scheduled to coincide with the annual "Salute to Women Behind the Wheel" in March. If you have never attended this celebration, I urge you to put this on your calendar right away. It is always scheduled for the last day (Saturday) of the Mid-America Trucking Show in Louisville, Ky.

Each year, we ask our members how to make the event better. Should we include music? Do you enjoy the vendors? Do you prefer a dark chocolate, white chocolate, or butterscotch fountain?. How can we make the "Salute" better for the female drivers and their families who attend and for the sponsors who support this initiative?

Our first event was held in 2010. We asked Anne Ferro, who was the administrator of the Federal Motor Carrier Safety Administration, to be our keynote speaker. Ferro welcomed nearly 300 women who she called "role models." That year, there were 92 women who had driven one million or more miles. "You inspire women and girls as role models," she said. "You're role models for me, too." Then she presented certificates to each attendee.

Originally, our goal was to break the Guinness Book of World Records for the largest gathering of female commercial driver's license (CDL) holders set in 2004. The record is 416 women who gathered for a convoy in Dronton, Netherlands. Although we were not able to beat this record, we did confirm that the gathering was the largest group of female professional drivers ever gathered in North America!

In 2011, we asked then National Transportation Safety Board chairman, Deborah Hersman, to be our featured speaker. We offered to provide transportation from her office in Washington, DC to the expo center in Louisville, Ky, which she accepted. She spent two days riding with five different drivers, stopping for a full level one inspection at a scale in Maryland and eating lunch at a TA TravelCenter in Hurricane, Va.

Hersman blogged about her experience during the 632-mile trip as she talked to each driver about her career as a professional driver. "There is no better way to get a feel for the issues facing the industry than spending time in the cab with professional truck drivers," she says.

We truly appreciated her willingness to learn about the challenges drivers face as they deliver the nation's freight. There were 204 female CDL holders at the third annual event, two of them, Heather Hogeland and Alice Adams, each honored for four million safe driving miles.

For our third event in 2012, we asked our first "Influential Woman in Trucking" recipient, Joyce Brenny, to address the audience. Brenny was the first female chairwoman of the Minnesota Trucking Association and president of Brenny Transportation and Brenny Specialized.

In 2013, we continued our tradition of honoring the Influential Woman In Trucking speaker by asking Sandra Ambrose-Clark to be our featured speaker at the Salute to Women Behind the Wheel. She is the owner of ESJ Carrier Corporation and talked about her new venture, Without a Doubt Truck & Trailer Repair.

Ambrose-Clark, along with NASCAR driver Jennifer Jo Cobb and ice road trucker Lisa Kelly, addressed the 200 female drivers and acknowledged Idella Hansen for her 46-year career as a professional driver.

We celebrated our fifth Salute anniversary in 2014 with a huge semi-truck-shaped cake and lots of music, prizes and amazing bags filled with goodies from the sponsors. Rebecca Brewster, COO and president of the American Transportation Research Institute, spoke to the audience and thanked them for their years of service.

# Gold sponsors Truck Bucks

"It's important that we recognize the impact women have on the trucking industry. We're proud to support them and be a part of Women In Trucking again this year," says Catherine Auckland, director of aftermarket marketing for Daimler Trucks North America.

"Women are driving change in transportation by becoming leaders and mentors in the industry. Listening to women in trucking and understanding the needs of our customers will continue to influence product design, aftermarket processes and tools that deliver a best-in-class ownership experience. At the end of the day, their contributions are making a meaningful impact on our industry and help us to make our products and services even better."

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# Walmart :

"Women In Trucking encourages women to explore career opportunities in the transportation industry and assists in minimizing obstacles which keep women from succeeding. The organization also celebrates the success of women working in the trucking industry. Walmart Transportation is proud to be a gold-level sponsor of Women In Trucking (WTI) and the Salute to Women Behind the Wheel, held each year at the Mid-America Truck Show in Louisville, Kentucky," says Gary Damell, senior manager of logistics for Walmart.

"One of Walmart's top priorities is ensuring a diverse and multicultural workforce which helps us build a better business. We strongly believe the partnership with WIT is a step in this direction as we help women learn about opportunities at Walmart."

#### **Copper sponsors** Acuity

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# **Nickel sponsors**

Averitt Express Brenny Transportation, Inc. California Construction Trucking Association Heniff Transportation Systems MegaCorp Logistics Rand McNally TrucBrush Werner Enterprises Brewster had the opportunity to ride from her home in Atlanta to the event in Louisville, Ky, with two professional drivers, Stephanie Klang of Con-way and Monica Abdul-Rashid of Schneider.

The nearly 200 professional drivers were honored for their years of service and seven women were recognized for reaching four million mile driving career records. The "Best Recruiting Ad" contest winners were announced and Republic Services took home the top prize for their marketing efforts.

This year, as we mark our sixth anniversary of the annual "Salute to Women Behind the Wheel," we are once again making changes. Due to the overwhelming support from our sponsors, we have decided to add some amazing door prizes for our women commercial drivers.

The top prize will be a \$1,000 Walmart gift card, given to one lucky woman driver who attends the Salute. A \$100 TA Dining Card and a \$100 Alliance Truck Parts gift card will also be given away. This year, 10 women will also receive an Apple iPad mini. Yes, there will be over a dozen prizes given to the attendees and all they have to do is attend.



The cake served at the 2014 Salute to Women Behind the Wheel.

This year's speaker will be our 2014 "Influential Woman in Trucking" recipient Marcia Taylor, CEO of Bennett International Group. Taylor started the carrier with her late husband, J. D. Garrison, in 1974 with 15 trucks and 30 trailers. It has grown into its current fleet of 2,500 trucks. Recently, Bennett International Group launched its "Women in the Driver's Seat" initiative to encourage and support the women employed by the company.

Each year, we strive to make the event better. In addition to the red T-shirt each woman driver receives upon registering, she will be given a goodie bag filled with items from the event sponsors. There will also be a huge, semi-truck-shaped cake, in addition to the two fountains.

The event will include a group photo taken by Paul Hartley of AddMedia.

Perhaps this will be the year we break the Guinness World Record for the largest gathering of women professional drivers. If not, we still plan on an amazing day to honor the women who move the nation's freight and to thank them for their service and safety in the male dominated career as a professional driver.

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> -Edwina Webb J.B. Hunt Driver

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By Carleen Herndon

Accelerate! Conference & Expo, put on by the Women In Trucking Association (WIT), features an array of educational sessions, interactive discussions and networking opportunities.

With a line-up that includes a NASCAR driver, a NASA engineer and tips on how to become a FAST woman, there could only be one conclusion—WIT's Accelerate! Conference & Expo promises to feature an exciting array of speakers and topics. The inaugural event, which features an intimate, integrated setting with an expo, takes place September 20 to 22 at the Hilton Anatole in Dallas, TX.

You will learn about critical industry issues that range from capacity challenges and cost management to driver issues and gender issues in the industry. You will gain executive insights from almost 20 conference sessions and interactive discussions featuring major shippers, logistics service providers and carriers of all modes.

You will benefit from a comprehensive expo that features dozens of providers of services in transportation, logistics, supply chain management, driver training, financial services and human resource management. And you will have two days of networking opportunities. Kicking off the conference as opening keynote speaker is Jennifer Jo Cobb, published writer, TV motor sports analyst and a product spokesperson. In 2015, she will compete in her 100<sup>th</sup> career NASCAR Camping World Truck Series race and holds many records in the series, including the most starts by a female driver and the highest finish in a single race, sixth at Daytona and 16<sup>th</sup> overall in the points standings for 2014.

"She brings a combination of poise and grit—two important traits for women to possess in the trucking industry. Her compelling journey is an inspiration to anyone



Jennifer Jo Cobb.

trying to beat the odds," says Ellen Voie, president and CEO of WIT.

"I am very much looking forward to being a part of Accelerate! and being a part of Women In Trucking's first conference. To be in a room with professionals who get it—people who understand and support the value women bring to the table—is truly exciting for me," says Cobb. "Women make a difference and gender balance is important to every industry."

You will learn about critical industry issues that range from capacity challenges and cost management to driver issues and gender issues in the industry.

Nagin Cox will tie technology used on Mars to the trucking industry. Cox is a NASA engineer currently on the Mission Operations Team for Mars Science Laboratory (MSL). Nadine Haupt, founder and CEO of Fearless, Ambitious, Strong and Trailblazing (FAST) Women in Business, outlines her formula to become a FAST woman.

"Topics at Accelerate! will focus on both personal and professional development with the key theme of raising awareness and education on gender balance, diversity and the employment of women. It's the foundation of our association and purpose of the conference," says Voie. "Every company should be interested in this subject matter. Every company should be interested in doing business with companies who care about diversity. This is an opportunity for everyone to come together with the common goal to learn how to implement diversity into your own company."

Accelerate! will also feature a robust expo for companies looking to raise their visibility, showcase their brand and sell their products and services. Now is the time to secure a booth or sponsorship, which are selling fast. There are several sponsorship packages, à la carte items and options for custom-coordinated packages, as well.

"We have created a unique opportunity for our sponsors. They not only will receive visibility and branding at the conference, but they will be promoted online and in print throughout the year," says Voie.

For more information about exhibiting, sponsoring or attending, visit www.womenintrucking.org. Carleen Herndon is also available to answer any questions. She can be reached by phone at 615-696-1870 or email at carleen@mindshare.bz.

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# Salary Kises to the Challenge

# By Meg Crane

Eric Madison, VP of human resources at United Road Services, understands the rewards of a career in car hauling, but also acknowledges the challenges of the job. In fact, he refers to people who do it as "industrial athletes."

"It's demanding work," says Madison. "Our car hauling experts are more than just drivers. Yes, they are responsible for navigating a big rig that weighs up to 80,000 lbs. But above that, they haul cargo and rigs valued between \$500,000 to \$1,000,000. They are craftspeople, car lovers and have specific geo-spacial and problem solving skills. They are customer service representatives and agile climbers. Our experts are also very comfortable with sophisticated technology.



Hobbs securing a vehicle to the auto hauler.

They offer finely tuned skill sets and are a very unique population of professionals."

In their day-to-day work, Madison explained the process of loading a vehicle onto the truck. "With the loading and unloading of each car, a challenge in itself, all the movable decks of the trailer need to be aligned just right through the use of a series of hydraulic levels," says Madison.

The trailer is adjustable in dozens of ways and needs to be moved for each individual car that is loaded and unloaded. The cars need to be placed far enough away from each other that they do not bump into one another, causing damage, but they also cannot be too far apart, as they will take up too much room.

Once a car is loaded and properly placed, Madison says all four wheels of each vehicle need to be chained or strapped onto the trailer so that the vehicle does not move.



Keteva Hobbs backing a car onto the trailer.



A few of the women who drive auto haulers at United Road Services.

The total height of the vehicles stacked on the auto hauler also needs to be low enough that it can pass under bridges without getting stuck or damaging a vehicle.

"Our car hauling professionals are using both physical and mental skills when they are preparing their load." says Madison. A lot of calculating goes into placing each car just right for safe travel.

Madison is confident that women can rise to the challenge. In fact, many at United Road Services already have. "The women at United Road do a spectacular job," says Madison.

Madison estimates that there is a threeto six-month learning curve for all new car haulers and then a car hauler can safely load, unload and drive an auto hauler on their own. Financially, that could be a pretty big deal. On average, auto haulers at United Road Services make \$68,000 each year. There are many car haulers, including women, who put in some extra work and make over \$100,000 per year.

But money has nothing to do with why Laurie Michaels loves driving. "It's very interesting," says Michaels. She started out in the industry as a car hauler for United Road Services just a year and a half ago. Her husband was an auto hauler and being apart for weeks at a time was straining their marriage. "I was tired of being home alone," says Michaels.

While she loves spending more time with her husband, she actually loves the job itself as well. "I can't think of a better thing I've ever done. This is a job I'm proud to do. It's interesting. It beats sitting behind the desk any day of the week and it's a more fulfilling life than sitting behind a desk."

As a bonus, she gets to see and drive some fascinating cars as they sometimes haul prototypes. Squeezing into the trailer can be difficult, especially when they are hauling larger vehicles, but Michaels still enjoys the hands-on aspect of the job.

"Women should do it because it is fun. It really is. And it's unique. I would like to see more women doing it," says Michaels. 





The women of Bennett International at the company's launch of Women in the Driver's Seat.

Bennett International Group is doing more to attract drivers—especially women drivers. "It starts at the top, with our CEO, Marcia Taylor," says Kris Rzepkowski, executive director of marketing with Bennett International Group.

Attracting new drivers is a big part of Bennett's recruiting initiatives, but there is also a big focus on driver retention. "As a company, Bennett takes care of its drivers," says Rzepkowski. And because of this, their drivers often refer Bennett to other drivers. The company also uses print ads, participates in major truck shows and ensures their website has fresh content for any potential drivers who may be looking for a new company.

When attracting women owner-operators and independent contractors, the company emphasizes what it can offer them, including flexibility, a work-life balance and support.

With their many divisions, Bennett needs drivers for different types of vehicles, which means there are more options that might appeal to women. Flatbed, step deck, heavy haul and specialized trucking are just a few of those needs.

For drivers, including women drivers, who are interested in something a little more relaxed or less intimidating, Bennett has a division focused on driveaway transport where drivers deliver a



(Left to right) Guadalupe Potter, Bennett Driver; Marcia Taylor, president and CEO of Bennett; and Lynette Alt, vice-president of supplier diversity and marketing at Bennett.

truck or RV. Sometimes, the driver will pull the vehicle; other times, they will drive the vehicle they are actually delivering. "Those types of rides lend themselves well to women who are, perhaps, retired and want to see the countryside," says Rzepkowski.

The company is also open to team drivers for those who want to drive with their husband or partner. "We cater to points that make a difference to female drivers," says Rzepkowski.

Last year, Taylor won the Most Influential Woman in Trucking Award presented by Navistar and the Women In Trucking Association (WIT). Rzepkowski says the award got the company excited about doing even more to support women in the industry, so they formed the Women in the Driver's Seat program.

The program gives women who drive for Bennett a free oneyear membership to WIT, official Women in the Driver Seat apparel and access to exclusive contests and events throughout the year. They also receive a quarterly newsletter from Taylor that is targeted specifically toward the company's women drivers.

On their website, www.bennettig.com, in the section dedicated to the program, there are profiles of women who are drivers. The profiles serve to support and encourage the other women drivers at Bennett. The Women in the Driver's Seat program was officially kicked off at the company's Driver Appreciation Day in September 2014, which WIT president and CEO Ellen Voie attended to give a speech to the crowd.

During her speech, Voie indicated that with more women entering the industry and with many companies encouraging women to sign-up, the transportation industry is becoming more womenfriendly. For example, some truck stops are restructuring so they are more accommodating to women drivers.

Rzepkowski says that Voie also mentioned that women drivers are considered to be more safe and cautious. "That's really attractive to us," says Rzepkowski, since Bennett puts safety first.

"And it's a great time for women to get into driving," says Rzepkowski. With the current driver shortage, there are plenty of jobs available.

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**OUICKEST FUELING TIME** PREFERRED 2 TO 1 OVER COMPETITION

EASIEST FUEL LANES TO MANEUVER PREFERRED 3 TO 1 OVER COMPETITION

LARGEST PARKING LOTS PREFERRED 6 TO 1 OVER COMPETITION

EASIEST LOTS TO MANEUVER PREFERRED 5 TO 1 OVER COMPETITION

**CLEANEST SHOWERS** PREFERRED 3 TO 1 OVER COMPETITION

BEST SHOWER AMENITIES PREFERRED 4 TO 1 OVER COMPETITION

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# More Women in Leadership

# "The closer that America comes to fully employing the talents of all its citizens, the greater the output of goods and services will be." — Warren Buffett

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

Why does your company need more women in leadership? The Women In Trucking Association's (WIT) mission is, in part, to, "encourage the employment of women working in the trucking industry." We understand that there is a need for professional drivers and women are underrepresented in this area, but what about women in management?

You should strive for more women in your leadership roles. Not because it is the right thing to do, but because it affects your bottom line.

Pepperdine University found a correlation between high level female executives and business success. The Harvard Business Review reported firms with the best records for promoting women outperform industry medians with overall profits 34 percent higher. Catalyst research found that companies with the highest representation of women leaders financially outperform, on average, companies with the lowest.

According to the Department of Labor, women only comprise 14 percent of management roles in transportation. Consider that women make up nearly half the labor force, more than half of all bachelor's degrees and over 50 percent of management roles on average. So, why is the trucking industry lagging in diversity?

There are many reasons that can be attributed to the scarcity of women in the C-Suite, but here are a few things to consider when hiring and promoting women at your company.

First, remember that women do not need "fixing." What does that mean? Do not expect women to act like men. Often, diversity is about making minorities feel comfortable with the norm. Picture a female airline pilot in a man's suit and tie and you will understand what this means.

Many women feel as if they need to act like men to get ahead. In a study by the British telecommunications firm 02, 25 percent of women felt this to be true and wore slacks instead of skirts so they would be treated seriously. The same study found that half of the women were afraid to show their true emotions at work and one guarter of the women felt they needed to be ruthless to get respect.

Women avoid power structures and hierarchy, according to Deborah Tannen in "Talking 9 to 5: Women and Men at Work." Tannen found that women do not enjoy



self-promotion. In fact, a Princeton University Press article states that women do not negotiate salaries or benefits as often as men.

A Proctor & Gamble study found that men typically oversell their abilities while women undersell theirs. Or, as Wittenberg-Cox and Maintland state in "Why Women Mean Business," men who want power push for it, while women often need to be coaxed.

Research by Hewlett Packard found that men apply for a position when they feel they meet 60 percent of the requirements, while women wait to apply when they believe they meet 100 percent of the criteria.

Blame it on testosterone if you wish, but women do not like promoting themselves, even when they want more responsibility and greater leadership. Women feel that their bosses should be able to identify



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talent and a woman's contribution and promote her based on her accomplishments.

Apparently, we do have some inherent bias toward the way women should act. Yale Psychologist Victoria Brescoll found that male executives who spoke more often than their peers were rated 10 percent higher in competence, while female executives were rated 14 percent lower in competence, by both men and women.

A famous study at Harvard Business School gave students a case study of a female entrepreneur, Heidi Roizen. Half of the students received the same study with the name Howard instead of Heidi. While both groups found Heidi/Howard to be competent, Heidi was viewed as selfish and not the person you would like to work for by both male and female students.

How can your company ensure greater diversity and avoid some of these limiting practices? Value women's contributions (team building, collaboration) and reconsider what characteristics you are looking for in a leader.

Create a gender-neutral environment, and identify and promote more women into management roles. Make your current CEO team accountable for promoting women and set targets for future hires and promotions.

When possible, offer networking and mentoring opportunities for the women in your current and future management team. Make sure your current female leaders are visible as well.

You know that creating a more diverse leadership team is the right thing to do and you know that it can increase your company's profits as well. Let's see if we can move beyond 14 percent of women in management in the coming year and change the image of the trucking industry into one more welcoming for women.

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# WIT President & CEO Ellen Voie Selected for Government Advisory Committee

It took nearly three decades, but a national entry-level driver-training standard is now being drafted and the Women In Trucking Association (WIT) is part of the discussion.

In 1985, the Federal Highway Administration issued Model Curriculum for Training Tractor-Trailer Drivers. This was only a voluntary rule and no enforcement was established.

In 1986, the Commercial Motor Vehicle Safety Act was passed and the National Transportation Safety Board recommended a "national requirement for formal training."

In 1991, the Intermodal Surface Transportation Efficiency Act (ISTEA) again called for a rulemaking proceeding to require entry-level driver training for commercial vehicle operators.

In 2004, the Federal Motor Carrier Safety Administration (FMCSA) issued



employer based rules for carriers training interstate commercial driver's license (CDL) holders. In 2007, the FMCSA proposed a rule relating to interstate operators of commercial vehicles, which included mandatory curriculum and minimum behind the wheel hours along with an accreditation requirement for schools.

After the 2007 proposed rule, over 700 comments were filed in response to the national proposed rulemaking. While most stakeholders support the idea of



driver training, the biggest issue concerned whether the training should be based on a minimum number of hours or whether the driver has exhibited his or her expertise in the skills portion.

The concern was that financial aid would be affected by an hours-based approach to driver training.

In 2012, President Barack Obama signed the Moving Ahead for Progress in the 21st Century Act (MAP 21), which includes (section 32304) a requirement for "minimum entry-level driver training requirements for an individual operating a commercial motor vehicle."

Last July, the FMCSA hired Richard Parker, a professor of law at the University of Connecticut School of Law, as the "Convener" to speak with interested parties, including WIT's president and CEO, Ellen Voie. In December, the agency published the notice of intent to establish the Entry Level Driver Training Advisory Committee (ELDTAC). Find more information at www.fmcsa.dot. gov/eldtac.

There were 26 people invited to serve on the ELDTAC, which met for the first time on February 26 and 27 in Washington, DC. The committee has an aggressive schedule and will meet in two-day sessions through the end of May.

The committee consists of individuals representing interested parties, including the American Trucking Associations, Owner-Operator Independent Drivers Association, National Association of Small Trucking Companies, Truckload Carriers Association, and the Teamsters.

Safety groups are also included, such as Citizens for Reliable and Safe Highways (CRASH), Truck Safety Coalition, and Advocates for Highway and Auto Safety. There are two associations representing truck driving schools, both publicly funded and proprietary, and numerous organizations representing motor coach and school bus organizations.

Being included in this process is something that WTT takes pride in and the association will work hard to assist in this initiative. Voie received her CDL in 2008 at the Cuyahoga Community College in Cleveland, OH and wrote a book about it titled "Crushing Cones: What you need to know before attending truck driving school" (available from WTT).

"I have experienced entry level driver training and am one of a few on the committee with a Class A CDL," Voie says. "I look forward to using my knowledge in this area to help create an optimal training plan for future entry level drivers."

The FMCSA provided a historical perspective as well as an update on current research initiatives and the need for relevant data to support any rulemaking adoption. Each day, a public comment period is scheduled and numerous interested parties are invited to participate in the discussion or make comments regarding the committee proceedings.







C.A.T. Inc. has been proudly "pulling" for Women In Trucking for years - 10% of C.A.T.'s Professional Drivers are women and that number is growing!



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# **GE Capital:** Study Results

# Social Media Research Report

GE Capital, Transportation Finance has completed a year long study of social media usage so we can better understand the challenges and issues that are most important to the trucking industry. We worked with TrueVoice, based in Westport, CT, which analyzed about 250 million online outlets including social media, search sites, online news media and public information.

The conversations fell into five general categories. Just looking at the period from May to September 2014, more than 80% of the online activity was dominated by three of these categories — safety and health, recruitment and employment, and regulatory issues. Conversations about technology and equipment management amounted to about 11%.

More than anything else, we learned that our industry is online — maybe even more so than we'd realized. News was the primary discussion driver in this industry. For example, we saw activity spikes when government agencies and industry associations made announcements. On the other hand, blogs passed along the news without adding much original content. Facebook and forums are much more personal so we weren't surprised to see discussions of family, diet, exercise and health concerns.



We've invested in our trucking-focused web site, www.gecapital.com/transportation and our Twitter handle, @GELendLease, which tweets about issues that are important to mid-market companies overall, including those in trucking.

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# **U.S. Xpress:** Breaking Industry Standards

U.S. Xpress is proud to be a Gold Level Partner with the Women In Trucking Association (WIT) and an advocate for encouraging career growth of women in the trucking industry.

"We aim at empowering these professionals so that they may succeed in the industry," says Latasha Neal, U.S. Xpress' vice-president of recruiting. "Here, our men and women are treated as equals and, as a result, we are able to recruit more and more female professionals into the company."

U.S. Xpress has one of the largest populations of experienced female drivers in the industry which is led by an accomplished culture of leading female industry professionals.

Approximately 37 percent of U.S. Xpress employees are women and 43 percent of executive staff are women. While the industry total of female drivers is 5.2 percent, 10 percent of all U.S. Xpress drivers are women.

"We have a female board member, our chief administrative office position is held by a woman, and six out of 14 department head vice-presidents are female," says Lisa Pate, U.S. Xpress' CAO. Exemplifying U.S. Xpress' mission of empowering female professionals, Pate continues, "With such a broad based representation in daily decision making, we ensure that women are



Lisa Pate, U.S. Xpress CAO.

able to be just as successful in the trucking industry as men."

U.S. Xpress is constantly working to develop an environment where women can thrive and grow. Leading by example, the company promotes an equal opportunity environment where experience, performance and skill set determine advancement.

"We are very proud of our female drivers," says Greg McQuagge, U.S. Xpress' senior vice-president of operations. "It takes a lot for anyone to come out here and drive these trucks, so we give our drivers all of the support they need."

U.S. Xpress ensures that drivers get that and more. By continuously introducing improved policies, equipment and technology, U.S. Xpress is able to be an employer of choice for many women.

"U.S. Xpress treats us like we are U.S. Xpress," says Jade, a team driver at U.S. Xpress, as she continues to expand on her found love for the industry. "Being in my 20s, I never planned on being a driver and didn't know it was even an option until later."

Women are taking advantage of the opportunities in the trucking industry more than ever. U.S. Xpress believes this is partially due to the support systems that women receive from companies and the overall diffusion of the biases.

"I love to see the amount of women out here," says Amy Philips, who has spent 10 years driving for U.S. Xpress. "They are coming to U.S. Xpress more and more."

By focusing efforts to grow its female population, U.S. Xpress has seen improvements in the mindset and comfort levels of female students when paired with female driver trainers.

"In our organization, we have a tremendous group of trainers that are helping to educate and build the next generation of professional truck drivers," says Amy Lokken, vice-president of safety at U.S. Xpress. "Within that group, we have a select group of talented female driver trainers."

# U.S. XPRESS SERVICE THAT MATTERS DRIVEN BY INNOVATION

This helps for team building and bonding between trainers and students as well as creating a more positive and comfortable experience for students. This is confirmed by Philips, one of U.S. Xpress' driver trainers. She noted the positive change in the comfort level of female students entering the industry.

U.S. Xpress is proud of its success and contribution in growing the female population in the industry. Looking forward to seeing more of this growth in 2015, U.S. Xpress started the new year off with brand-new equipment, including trailers and automatic trucks to add to the 2015 fleet. This innovative step aims to improve life on the road for all U.S. Xpress drivers.

"Today, it is not uncommon to see a woman driving a truck like it would have been in the past. Women are more than capable of driving these trucks, I am a perfect example," says Julie Adams, a solo driver who has been with U.S. Xpress for 17 years. "Being a female driver and knowing that U.S. Xpress has a lot of women supporting us from upper management is reassuring; I know that with their insight, we are well represented in the industry."



Jade, U.S. Xpress team driver.

# J.B. Hunt's Women in Trucking

J.B. Hunt has worked hard to redefine trucking as more than a man's world and is supporting women in making their mark on a sometimes gritty industry. It employs women in every facet of the industry. From driving to selling to overseeing operations, women are driving the mission and values on which J.B. Hunt was built. They are united in the belief that trucking can support anyone's dream.

# Here are four of those women.

# **Dianne Shook, Independent Contractor**

**J.B. Hunt Transport:** When did you begin driving for J.B. Hunt? **Dianne:** In 2002, I was a nurse and wife and then my husband was diagnosed with terminal pancreatic cancer. He died and I nearly died of a broken heart. I had been a nurse for 11 years and that career allowed me to



raise my son, but I knew it was time for a change.

**JBHT:** What made you think trucking was the right move?

**Dianne**: My mom was a truck driver's wife. My dad drove and I loved it. I had always loved it. Lordy, I love it. At first, it was hard to understand, but it has strengthened me.

JBHT: How so?

**Dianne:** It has taught me to be flexible, to roll with the punches and be strong.

# **Rachel Christensen, Operations Director**

**JBHT:** You are the director of operations in our Chicago field office. That's an accomplishment that probably started with humble beginnings.

**Rachel:** I graduated from college unsure of what I was going to do and after a year long stint in sales with a logistics company was hired as an overnight fleet manager at J.B. Hunt. That was six-and-ahalf years ago.



JBHT: Did you think, "I'll do this until I find another job."?

**Rachel:** Not really. Trucking was familiar territory for me. My grand-father owned a truck stop in South Dakota and my father worked in logistics management while I was growing up in Chicago.

JBHT: What has kept you in the trucking industry?

**Rachel:** I'm not afraid to get my hands dirty, I think. I thrive in the operations setting and in the field.

**JBHT:** Have you ever felt intimidated working in a stereotypically man's world?

**Rachel:** I'm aware people are drawn to characteristics similar to themselves and being a woman in a male dominated industry... that can play against me. I'm not intimidated though—I use it as motivation to keep me working harder.

# Edwina Webb, Truckload Driver

**JBHT:** When did you start driving?

**Edwina:** I've been driving for 25 years and spent the last 22 with J.B. Hunt.

**JBHT:** Is your career as a professional driver your greatest accomplishment?

Edwina: I don't think so really.



I raised my children alone, put food on the table for them and my home is almost paid off.

**JBHT:** Your home is almost paid off! That's big. How did you do it? **Edwina:** I've stuck with one job—I'm not switching all the time. A friend of mine who drives for another company recently said that all his J.B. Hunt friends "have nice things" and I just laughed. I also am grateful to J.B. Hunt's 401k plan for employees, which has allowed me security for my future.

JBHT: What has kept you driving all these years?

**Edwina:** I left once in the early '90s when I first started driving, but I came back. This is right where I need to be and J.B. Hunt is like family to me now.

# Brooke Jibas, Corporate Parts Coordinator

**JBHT:** What do you do for J.B. Hunt? **Brooke:** I work in the shipping department. We locate and ship parts to road service vendors and get downed units back on the road.

**JBHT:** Have you ever felt out of place working in the trucking industry?

Brooke: No. We're a family here.

JBHT: What do you most enjoy about your job?

**Brooke:** My job has let me be a mom and still have a career. Whether I wanted to go to a game or one of them was sick, my company let me take care of my kids first.

**JBHT:** What would you say to a woman considering a career with J.B. Hunt?

**Brooke:** Twenty years ago, it might have been an issue for a woman to come to work in the trucking industry, but companies have adapted and changed with the times.  $\blacksquare$ 



# **Ryder:** Changing the Industry for Women

Ryder is going further than just trying to attract women to the industry; they are actually trying to change the industry to make it more accommodating.

The company, which is a leader in commercial fleet management and supply chain solutions, is now offering custom vehicles for lease that are more accommodating for women, other drivers with smaller statures and aging drivers. These vehicles have 15 unique specifications which make them more comfortable and safe for these drivers.

Ryder heard about studies the Women In Trucking Association (WIT) was conducting about challenges women encounter with vehicles in the industry. The association was looking at how vehicles could be improved for women, which inspired Ryder to take a deeper look at the issue and create change.

"We took that and followed up on it with additional surveys with women in trucking," says Scott Perry, Ryder's vice-president of supply management and global fuel products. They wanted to know how to make cab design more conducive and safe for women. And that's not as simple to do as it sounds. Some changes were small, but others are more difficult.

Regardless of how much effort it takes, the redesign of cabs can make a big difference in the work environment. Ryder found that some of this work had already been incorporated into vehicle designs by major OEMs, such as the adjusted height and placement of handles and the addition of steps. "There's still work to be done in the cab compartment," says Perry. For example, none of the trucks have adjustable foot pedals. "You're essentially moving the entire seat configuration to accommodate where the foot pedals are." This is not always the safest or most comfortable solution.

Some of the other design features include adjustable seatbelt shoulder straps, improved placement of dash cluster gauges and better access to oil and coolant checks and fill ports.

Upon request, Ryder can also offer ergonomically designed seats and adjustable armrests, hood lift/closure assistance mechanism, automated transmissions, fifth wheel configurations with lower pull pressures to open the locking mechanism, automated fifth wheel locking mechanisms, automatic landing gear operators for trailers and a cab security system that offers personal protection while a driver is in the sleeping berth.

Ryder hopes to make these features an element of all trucks, but for now is happy that they are at least available.

Besides comfort while driving, Ryder found that women are concerned about their safety on and off the road. Ryder's surveys revealed that women would be more willing to take on jobs that required shifts longer than one day if their cabs included safety equipment to protect them during rest stops. Ryder is now aiming to have ADT-like security systems integrated into their cabs at the manufacturing level.



As the largest purchaser of heavy duty trucks in North America, Ryder's influence on manufacturers is huge. "We were very pleased to have a great response from all of the major manufacturers," says Perry. The companies have been willing to send representatives to meet with Ryder, hear their concerns and make adjustments. "The great thing is, the awareness is there. The effort is there."

This is great news for the industry. Perry says that if the industry is going to attract more women, it cannot continue at the status quo. Right now, with the driver shortage, attracting women is more important than ever.

Currently, the trucking industry is short an estimated 30,000 drivers. That number is expected to grow to 330,000 by 2020. Right now, women make up only five percent of the industry. But with encouragement from companies like Ryder, that number could grow, closing the employment gap.





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\*Legal Counsel to Women In Trucking Association



A smartphone application is now offered to members of the Women In Trucking Association (WIT). It is the first trucking association to create one.

The association has partnered with uFollowit<sup>TM</sup>, a leading provider of mobile applications, to offer an application designed to connect the organization's current and potential members through technology.

Once downloaded, the user needs to create an account with their contact information. They then have access to route sharing for conference attendees, WIT president and CEO Ellen Voie's blog, the association's press releases and more.

"This app will provide an electronic way for our 4,000 members to connect with each other through our social networks, such as Facebook, YouTube, LinkedIn and Twitter," says Voie. "It will also allow us to give them current information about our events, programs and even career opportunities," Voie adds.

Both members and potential members are invited to download the app from the Google Play Store or Apple iTunes. There is no charge for the app, which can be found by searching for "Women In Trucking."

"uFollowit<sup>™</sup>, Inc., is proud to support Women In Trucking by providing them with their own application, connecting members, sponsors and those interested in the contributions that women are making in the trucking industry," says Danny Dever, vice-president of sales for uFollowit<sup>™</sup>.

"This simple yet effective app ties all the social media channels as well as the organization's website into the palm of your hand and a button touch away."

As more industry professionals use the app, features will be added to accommodate the needs of the users.  $\blacksquare$ 





# Teaching WIT Members From Afar

In 2014, the Women In Trucking Association (WIT) introduced its first webinar series. The series offers the trucking industry an educational resource with a variety of topics delivered by industry experts. Some of the webinar topics last year were:

- Accelerating Impact and Income
- Avoid Being Defined as Company X
- Combating Human Trafficking Through
   the Trucking Industry
- Conflict Management in the Workplace
- How to Beat the IRS, Legally!
- How to Become a Certified Woman Owned Company
- Let NO ONE Confuse Your Kindness as
   Weakness
- Saving Lives & Families, One Driver at a Time
- Self Confidence
- Self Defense

These webinars brought over 200 people together to grow as individuals and a community. "I have attended several WIT webinars and have been thoroughly impressed by their value," says Sarah Schimpff, Apex Capital Corp. "There is something for everyone in the variety of topics."

On average, each session has about 26 registrants. However, some of the webinars have exceeded 40. As the series has taken shape, we have seen an increase in the registrants each month. We look forward to this trend continuing and offering valuable information to the industry.

Each webinar event lasts approximately 60 minutes with an opportunity for discussion, along with questions and answers. We understand it can be difficult to find time in your busy schedules to attend, especially for drivers. Therefore, each webinar is recorded during the live presentation. They are placed on the WIT website under "Resources" – "Secrets to Success" – "WIT Webinar Series." The recordings are accessible by anyone, regardless of membership status.

We believe our member base has a wealth of knowledge to offer each other and the industry. The opportunity to be a presenter is an added benefit to our corporate members. "As a presenter, the webinar series gave me and my business exposure to the WIT membership in a more intimate manner," says Nadine Haupt, CEO and founder of FAST Women in Business. "I enjoyed the opportunity to speak directly to members on how to accelerate their impact and income in their careers and businesses." The online webinar events are offered monthly and are free to attend. Upcoming webinars are announced in the WIT e-News and on Facebook, LinkedIn and Twitter.

If you have an idea for a webinar topic or would like to be a presenter, please contact lana@womenintrucking.org.





A holiday auction, the first put on by the Women in Trucking (WIT) Foundation, was completed on December 15, 2014. The online auction, which opened December 1, raised \$2,785. Proceeds will support the foundation's mission to provide



800-253-5105 www.jostinternational.com scholarships to advance educational pursuits related to the trucking industry. This was a public auction with 20 items from 14 different companies. Items consisted of trucking industry related products and services. The top seller was a Superior Sport Captain Seat donated by Seat Specialists, valued at \$1,999.

The auction also had an assortment of collectible model trucks, clothing, services and an autographed guitar.

"The foundation is a non-profit 501(c)3 charitable organization. We depend on fundraising activities, such as this, to support our mission," says Jan Hamblin, chairwoman of the WIT Foundation board of directors.

"Last year, we were able to award four scholarships to students entering the trucking industry. We would like to award twice as many scholarships in 2015," says Hamblin.

To donate to the foundation, please visit www.womenintruckingfoundation.org.





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# Upcoming Events 2015

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

### MARCH

# March 24-25

5<sup>th</sup> National Forum on Defending and Managing Trucking Litigation Chicago, IL

#### March 26-28

Mid-America Trucking Show Louisville, KY

#### March 28

Salute to Women Behind the Wheel Louisville, KY

# APRIL

#### April 15-18

TIA 2015 Capital Ideas Conference & Exhibition Orlando, FL

## April 15

Duluth-Superior Transportation Association Superior, WI

## APRIL (CONTINUED)

**April 20-22** IMTA Spring Transportation Summit Indianapolis, IN

#### **April 26-28** National Private Truck Council Cincinnati, OH

## MAY

**May 4-7** Women in ACT Summit Dallas, TX

## JUNE

**June 22-24** Connection 2015 San Diego, CA

# JULY

**July 24-25** Expedite Expo Wilmington, OH

## AUGUST

## August 27-29

Great American Trucking Show Dallas, TX

## SEPTEMBER

### September 17-20

Richard Crane Memorial Truck Show St. Ignace, MI

## September 20-22

Accelerate! Conference & Expo Dallas, TX

 Women In Trucking radio segments on Road Dog Truckin' Radio on SiriusXM Satellite Radio channel 146.
 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) Roaddog for comments or questions. Replayed weeknights, 10:00 p.m. Eastern.

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