

Redefining *the* Road

Summer 2011

The official magazine of the Women In Trucking Association

Women In Trucking's
Ellen Voie and Char Pingel



WIT
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inside redefining the road

summer 2011

Redefining the Road

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Messages

7 Greetings from the President of Women In Trucking—Ellen Voie

Special Section

9 Women In Trucking at the Great American Trucking Show 2011

Feature Stories

- 12 Truck Stops—Safe, Clean and Innovative
- 16 New Technology for a Safer Drive
- 21 Ergonomics and the Female Professional Driver
- 23 Hair Testing
- 27 U.S. Xpress
- 29 Who Are These People and Why are They Telling Me What to Do?
- 30 What Does Your Recruiting Ad Message Say About Your Company?



News

- 31 Upcoming Events 2011
- 32 WIT's Corporate Members
- 33 Buyer's Guide

On the Cover: Women In Trucking Association Staff, Ellen Voie, President/CEO and Char Pingel, Membership Director. Photo credit: Melissa Mocadlo, Amherst, WI.

CRST[®]

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

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



Greetings from the President of Women In Trucking

Ellen Voie



WOMEN IN TRUCKING (WIT) Association was created to represent you. Whether you drive, sell, design, or maintain tractor-trailers, work in the terminal, or have any role within the trucking industry, we are here to support you.

In the four short years since we were formed, we have accomplished a great deal. We are proud of these achievements and want you to be aware of what we have done and what our plans are for the future.

Crisis line:

We are working on obtaining a toll free crisis line staffed by crisis center professionals for the trucking industry. We were honored to be invited to meet with Lynn Rosenthal, White House Adviser on Violence Against Women, and Susan Carbon, Director of the Office on Violence Against Women in the Department of Justice, at the White House on June 1.

Ellen Voie and WIT board member Jan Hamblin of J. J. Keller & Associates, Inc., along with FMCSA Administrator, Anne Ferro and Marlise Steitmatter, who serves on the White House Council on Women and Girls, discussed ways to address harassment and violence against women in the trucking industry. We hope to make this a reality for all drivers whose safety is compromised, regardless of who is the perpetrator and where the harassment occurs.

We were thrilled when J. J. Keller & Associates, Inc. agreed to write an anti-harassment employment guide for carriers who have driver trainers and/or teams. The employment guide is offered at no charge to WIT corporate members to educate company personnel and help them identify and address the issue of harassment affecting all drivers.

Networking event:

You may be aware of other groups that represent women in non-traditional careers such as Women In Construction, Women In Mining, Women In Concrete and others. In an effort to learn from these groups and to initiate ways to address common challenges, the Department of Transportation (DOT) hosted an event in Washington, D.C.

Secretary LaHood addressed the group and encouraged them to work together to invite more women into careers that are typically pursued by men. This event was only the beginning and further discussions will be taking place as the groups work together, along with the government agencies that support them, continue to address these issues.

Legislative and regulatory influence:

Since Women In Trucking Association represents both drivers and carriers, many legislative issues are not addressed due to conflicting points of view. Instead, the association meets with legislators and regulators to share concerns that affect all of our members. Ellen Voie was invited to participate in the National Transportation Safety Board's Truck and Bus Safety Forum held in Washington, D.C. Safety is important to everyone in trucking and is a value shared by all of us.

The Driver Advisory Committee had the opportunity to share their safety concerns in a meeting with NTSB Chairman Deborah Hersman at the Mid-America Trucking Show in March. She was impressed with the level of professionalism exhibited by our members and the lessons she learned will help influence decisions made by this agency.

Secretary Ray LaHood invited Ellen Voie to meet with him to share concerns and issues relating to women in the trucking industry. Ellen outlined some goals and the secretary offered his support in helping reach some of these goals. This prompted the networking event held June 3rd at the DOT office. The secretary has been helpful in providing resources to support our efforts and we look forward to more partnerships with the Department of Transportation.

Celebrating success:

The Women In Trucking Association represents all levels of employment in the trucking industry, and to show our appreciation for those in leadership areas, we launched the "Influential Woman of the Year" award together with Navistar. This year's recipient is Rochelle Gorman, CEO of CalArk International. Nominations for next year will be accepted later this year and will be announced in an upcoming newsletter.

If you missed the second annual, "Salute to Women Behind the Wheel" this year, mark your calendar for March 24, 2012. We are currently working on securing a speaker and will announce our plans soon. For updates, visit www.Salute2women.com.

These are only a few of the accomplishments we have made in the past year. Our goal is to represent you, our members. Please stay connected to us and let us know how we can better serve you. 🚛

"The Women In Trucking Association represents all levels of employment in the trucking industry, and to show our appreciation for those in leadership areas, we launched the 'Influential Woman of the Year' award together with Navistar."

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Ask the Expert at GATS

Visit the Women In Trucking Association booth #20159 at the Great American Trucking Show (GATS, www.gatsonline.com). Experts will present mini-seminars followed by questions and answers on these topics:

1. Weight Loss • Nutrition
2. Exercise • Fitness
3. Self Defense
4. CSA • Safety • Logbooks
5. Freight Brokering • Motor Carrier Business Start Up
6. Women Business Enterprise (WBE) Certification

The seminar schedule will be available at our booth.

Self Defense Expert: Rex Akin, Senior Trooper with the Texas Department of Public Safety, Highway Patrol

Rex is a 36-year veteran with the Texas Highway Patrol. He has instructed self defense at the Department of Public Safety Academy and to numerous police agency SWAT teams and patrol officers. He also instructs various women's groups and one-on-one instruction to individuals. Rex was the personal body guard for the president of the country of East Timor while he trained the local police officers in personal protection for the president.

About Janet Harris-Lange:

Janet Harris-Lange is national President of the National Women Business Owners Corporation. She received her Bachelor's and Master's degrees from Florida Atlantic University and has been a small business owner since 1972. She is President of Agenda Dynamics, Inc., a meeting, event and association management company located in West Palm Beach, Florida and a certified woman business enterprise with NWBOC and the State of Florida. Janet is a past national President of the National Association of Women Business Owners, served on the Small Business Advisory Council for the Federal Reserve Bank of Atlanta, served as delegate in 1986 and co-chaired the Florida Delegation in 1995 for the White House Conference on Small Business.



Women Business Enterprise (WBE)

Certification Expert: Janet Harris-Lange
About National Women Business Owners Corporation (NWBOC):

NWBOC (NWBOC.org) was established in 1995 for the purpose of increasing competition for corporate and government contracts through implementation of a pioneering economic development strategy for women business owners. NWBOC is a national 501(c)(3) not-for-profit corporation, and is the first third-party, national certifier providing WBE Certification. NWBOC has also been approved by the U.S. Small Business Administration as a third party certifier for their WOSB/EDWOSB contracting program.

Weight Loss/Nutrition Expert: Ann Marie Coppen, PhD, FNP, Director of Research & Clinic Services, Lindora Clinic

Ann Marie Coppen is a family nurse practitioner and holds a doctorate of Health Sciences. Her number-one concern is treating and educating patients on weight management and obesity. She conducts clinical research including disease risk management, new product development/testing, medications, and new clinical test procedures. Coppen serves as the medical advisor to Lindora's Lean for Life® On-the-Road trucking program and writes a monthly column, On the Road to Health with Ann Marie, for various trucking magazines.



About Lindora:

Lindora Clinic, America's leading medical weight management provider, has 40 years of experience as an expert in understanding and fighting obesity. Lindora's innovative weight loss program, Lean for Life® On-the-Road, is designed to achieve an average weight loss of 10 percent of your body weight, or more, in just 10 weeks. We help people lose weight rapidly, safely and without surgery—and learn to keep it off. For more information visit: www.Lindora.com/lflontheroad.



Freight Brokering and Motor Carrier Business Start Up Expert:

James P. Lamb is a former New York Department of Transportation Motor Carrier Investigator. Lamb is a transportation practitioner authorized to appear and represent client companies before various federal and state regulatory agencies in licensing, tariff and adjudicatory (violation) matters. He holds an MA Degree and specializes in Interstate Authority (ICC Authority) application filings for motor carriers and freight brokers, U.S.DOT Number registrations and various trucking permits. Lamb's business experience in the industry includes operating as a licensed property and household goods broker. He is the founder of the Association of Independent Property Brokers and Agents (AIPBA). He has been published online

and in business trade magazines. He regularly speaks at major trade shows across America and has been interviewed numerous times as an industry expert by national trucking radio personalities. He is scheduled to release two new books: The Secret to Starting and Operating a Freight Brokerage in 2011 and The Secret to Making Big Money in Trucking in 2012. Lamb is a motivational speaker who conducts professional development business workshops and webinars, covering such topics as 'how to find freight' and 'how to set freight rates' bi-weekly across the United States.

About DOTAuthority.com:

DOTAuthority.com is a New York based, business-to-business transportation management consulting firm that assists start-up motor carriers, freight brokers and freight forwarders in obtaining their federal and/or state business licenses (operating authority).



Exercise/Fitness Expert: Drive Strong™ with Bob Perry, President, Rolling Strong

Recognized as the Trucker Trainer™ by professional drivers across the nation and Chair of the American Trucking Associations' Safety Management Council's Health & Wellness Working Group, Bob Perry is on a mission to educate drivers and share life-changing products and services to help them while on the road. He launched the first driver health challenge with the Women In Trucking organization and continues to lead drivers in Health Walks at each of the major trucking shows. For more information, visit www.thetruckertrainer.com.

About Rolling Strong:

Rolling Strong provides transportation companies and their drivers as well as owner operators with in-terminal and on the road wellness programs to help drivers stay on the road to better health. Personalized wellness programs include Rolling Strong driver checks at client terminals, access to The Little Clinic's health clinics for bio screening and discounted acute care, DOT compliance, driver fitness programs, wellness kits and telephonic health coaching. The Rolling Strong website, www.rollingstrong.com, provides tools including a personalized wellness tracker for drivers and their families to receive health information and access personal health statistics at all times.



Safety Compliance Expert: Jeana Hysell, MS, CDS

Jeana Hysell was an owner and operator with two million accident free driving miles when she changed her office chair from sitting behind the windshield traveling across the country to sitting with motor carriers and drivers leading them into compliance under the DOT/FMCSA regulations across many states. She has been in the transportation industry since 1979 and has received numerous awards including 2008 Ohio Safety Professional of the Year, has lead several companies to Safest Fleet of the Year, as well as lead drivers to become Drivers of the Quarter and Year in the states Ohio and Arizona.

About Safety Compliance Professionals LLC:

Safety Compliance Professionals LLC (www.safetycompro.com) provides services to administer, supervise, or perform work involved in promoting or enforcing compliance with DOT that encompasses the federal laws, standards, and regulations related to the safe operation of commercial motor vehicles on the public highways. Included are positions concerned with promoting safe operating practices and enforcing compliance by training in or with shippers of hazardous materials, motor carrier accident investigation and prevention, developing regulations and standards, and providing technical assistance to the industry and other jurisdictions involved in motor carrier safety.

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Tired of The Change?

The Impact of Sleep During Menopause

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

Common complaints

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

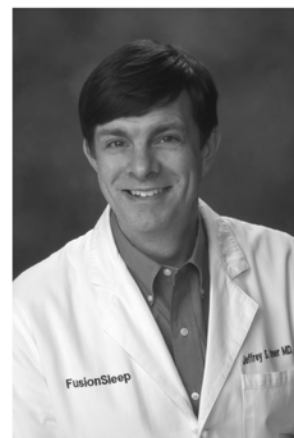
- Create nervousness, depressed mood, bad temper, memory problems, and confusion
- Impact your concentration and reduce awareness of your surroundings
- Slow your judgment and ability to react in an unexpected driving situation

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

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

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

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



Truck Stops

Safe, Clean and Innovative

Truck stops are where professional drivers experience a break from the road to get refreshed, fed and fueled up. The importance of these centers in alleviating stress and providing support to professional drivers is crucial to a driver's state of mind on and off the road. Pilot Flying J Travel Centers and TA/Petro Travel Centers of America are ensuring drivers have a safe and clean experience at each one of their locations and are doing it by going above and beyond their call of duty.



Pilot Flying J

Pilot Flying J knows the importance of safety and cleanliness for female drivers, and all professional drivers, that use their centers as a stop for food, showers and a place to rest.

Running a travel center can be a challenge—a travel center operates 24 hours a day, seven days a week and Pilot Flying J's main focus is to provide a fast, friendly, clean environment for their customers no matter what time of day they stop at their locations.

Pilot Flying J is headquartered in Knoxville, Tennessee, and has more than 550 locations in North America. The company employs approximately 20,000 people and is the largest operator of travel centers in North America.

Senior National Account Marketing Manager for Pilot Flying J, Wendy Hamilton, says, "Over the years, Pilot Flying J has found that the most important services we can offer professional drivers are safe, well lit, large travel centers with clean and private shower facilities. We have also found that speed of service and offering programs such as TransFlo Express (this system allows cashiers at truck stops to scan a driver's trip documents and send them directly to their corporate office for immediate processing) are very important to professional driver customers."

In May 2011, Pilot Flying J announced that they will be improving the shower experience for these customers. Their research has shown that professional drivers want good water pressure and temperature, modern shower fixtures, large thick towels, and a sense of security in the showers. And most importantly, they value cleanliness.

According to Pilot Flying J, the company has implemented an "Own a Shower" program through which every shower in the company is assigned to an individual team member and general manager. Those individuals are responsible for a specific shower and are rewarded for outstanding results on professional driver feedback and internal inspections.

Pilot Flying J also announced that from Memorial Day through Labor Day, professional drivers stopping at Pilot Flying J locations may participate in the "Best Shower on the Interstate Contest." Through this contest, drivers will be allowed to vote every three days on the best shower they have experienced in a Pilot Flying J facility. They will be asked to use a five-star system to rate cleanliness, temperature, water pressure, and other shower amenities. Every time they cast a vote at a convenient on-site kiosk, professional drivers will be automatically entered in a contest to win free Pilot Flying J coffee for a year.

Pilot Flying J's capital investment will go to renovate and upgrade showers with new tile, fixtures, lighting and hotel quality shower heads. The company also recently upgraded to large new towels and will offer other amenities to improve the shower experience.

According to Hamilton, the company has received great feedback from the female professional drivers that use their facilities, "Some of the positive comments we have received through social media and our customer service lines include that our travel centers are well lit, have no vacant lots, and private shower rooms with extra locks. Our teams put an emphasis on our coffee and deli

offering area and our ladies' restrooms are given an extra dose of TLC to ensure they are accommodating for our female customers."

Safety is very important to female professional drivers and Pilot Flying J makes that a focus every day. One of the reasons Pilot Flying J joined Women In Trucking was so they could better accommodate this important customer group. Hamilton encourages all members to visit them on Facebook and Twitter as well as their website to offer comments on how they can better take care of female drivers.

"Pilot Flying J is excited to be a member of Women In Trucking," says Hamilton. "We've worked tirelessly to meet the unique needs and desires of professional drivers, both men and women, for more than 30 years. As the industry continues to evolve, we're looking forward to growing and enhancing our products and services to best serve our customers at each of our travel centers. As always, our number one priority is to provide each person with an excellent customer experience. You'll see that passion at every Pilot and Flying J location."

TravelCenters of America and Petro Stopping Centers (TA/Petro)

TA/Petro is undergoing some major changes. While they have always been committed to the professional drivers that use their facilities, new initiatives are being put in place to make sure professional drivers have a safe and clean place to stop and rest.

TA/Petro operates and franchises 233 travel centers in 41 states of the U.S. and in Canada. Vice President, Marketing and Public Relations for TA/Petro, Tom Liutkus, believes running a truck stop is a lot like being a part of an airport or small city.

"We need to be experts at fixing a truck, making great food, keeping up with facility maintenance, providing clean showers and much much more," says Liutkus.

TA/Petro is experiencing success in all of these areas. According to Liutkus, an exciting new initiative is creating pet areas at many of their locations. They know many drivers are pet lovers and "really appreciate having their four-legged companion with them on the road." The pet areas will be a great way to get exercise for both driver and pet.

Liutkus says they are also making improvements to their StayFit program. "We've added another 10-12 fitness rooms to the StayFit program. Fitness rooms will be installed in July and early August for locations across I-80 and up and down I-5. So we will now have over 20 fitness rooms and another 120 walking trail locations to support driver health."

StaySafe is another program that is constantly being improved and expanded. StaySafe is a neighborhood watch program, with a truck stop twist. "We are upgrading harder-to-manage sites in tougher areas of the country with new fencing, better lighting, security services and cameras, depending on the specific needs of that location," says Liutkus. "For all locations, our managers must meet with local law enforcement officials to explain what we are trying to achieve, and then ask permission to put their direct dispatch line on StaySafe parking lot signs."

These signs, says Liutkus, request if you witness illegal activity, you can call that number. TA/Petro feel very strongly about safety and TA/Petro, drivers and local law enforcement need to team up as a community of caring individuals to keep parking lots a place where no one feels intimidated.

In September of 2010, TA/Petro's president and CEO, Tom O'Brien and his top executive staff met with the Women In Trucking Driver Advisory Committee to discuss business experiences expressed by female professional drivers. The drivers discussed many key areas including: safety in parking areas, quality of rest rooms and showers, healthier menu options, consistent standards of cleanliness and service and much more. The driver advisory committee was impressed with the changes TA/Petro has implemented and the new initiatives to come.

"I think what we accommodate female professional drivers with are the same

things we strive for all drivers," says Liutkus. "We work hard at providing clean facilities with great showers, great food including the StayFit items, and a wide variety of amenities and services. The extra attention being paid to our shower programs, our StayFit program and StaySafe program may resonate more with female professional drivers because these issues are so important to them, and rightly so."

TA/Petro really embraces their association with Women In Trucking. "Ellen Voie and her team are doing wonderful things to promote this great profession for women," says Liutkus. "We now have one of our most dedicated managers, Sandra Sanford, on WIT's Foundation Board of Directors and she is delighted to be part of the mission. We will continue to offer more than any other chain and do not intend to stop. Our legacy is trucking. If any reader has not stopped at a Petro or TA in a while, please do so. You'll notice the difference." 🚚



Con-way
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Why I Stay True to Blue.

My name is Lydia Briggs-Agee and I've been driving with Con-way Truckload for six years. In that time I've found that they're the best company for drivers. I currently drive a regional route into Canada — traveling between Ontario and Quebec. When I'm on the road, my truck has all the comforts of home. It's not exactly like being home, but it's pretty close.

Home time is never an issue because I'm off every weekend. I see my children and grandchildren probably a couple of times a month. For drivers who work a region like I do, they're home once a week.

Con-way Truckload goes above and beyond. I love how they support their drivers and work with them. Whenever I've needed someone to step up and do what's right, they always seem to be ready and willing.

Con-way Truckload is hiring company drivers for regional and long-haul routes. Visit www.true2blue.com/wit or call 866-815-8468 to apply today and find out what it means to be true to blue.



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New Technology for a

Redefining the Road took an in-depth look at new technology in the trucking industry that is making a driver's job safer, easier and more efficient.

Eaton Corporation

Eaton Corporation prides itself on being the leader in drive train technologies and has developed products that address driver safety, fuel performance and driver comfort. All these things are critical for an industry where the driving will never change but the technology must.

Adriana Swartzendruber is the Southeast Region Manager for Roadranger Marketing, which is a marketing partnership between Eaton Corporation and Dana Holding Corporation. She knows what it takes to make driving easier for all professional drivers but especially female professional drivers.

"Our Automated Mechanical Transmission or AMTs have been a huge benefit to women in the trucking industry," she says. "While it's definitely not unheard of to see a woman climb into a truck and shift a manual 10-speed, 13-speed or even an 18-speed, it can be challenging depending on the number of shifts one has to make in a day's work."

Swartzendruber believes that automation has opened

the door for many women to join the trucking industry and they expect to see a rise in female drivers or more husband and wife teams. "The technology truly opens the door for women in this industry," she says. "Fleets have also noted that they're seeing a reduction in workers' compensation claims as many drivers have complained of shoulder and knee issues due to constant shifting of their manual transmission."

In addition to reducing the physical demands of the job, Eaton's UltraShift *PLUS* automated transmissions help the driver to focus on the road ahead and not the next shift, which greatly enhances safety.

"Another safety feature of the UltraShift *PLUS* is an enhanced feature called Hill Start Aid," notes Swartzendruber. "If a truck is at a stop and the transmission ECU reads that the truck is in an incline of three percent or more, the hill hold feature automatically activates."

This technology uses the ABS system to hold the truck for

three seconds giving the driver enough time to transfer from brake to the acceleration pedal. This technology, according to Swartzendruber, will virtually eliminate roll-back situations and has truly been a break-through in improving safety of the trucks on the road.

Another benefit of AMT is increased fuel performance. "Any fleet will have a number of seasoned drivers that truly understand the mechanics of a transmission and know how to drive it in the most efficient manner," says Swartzendruber. "However, there are drivers that may not be as efficient as expected by running the RPMs up to a higher level than required for a shift change. Such habits will burn more fuel making that truck less efficient than a driver that shifts at the optimum points."

This is where AMT takes out the guess work completely because the electronics will dictate the most efficient time to make the next shift. In addition, with the UltraShift *PLUS*, the transmission will skip shift if conditions require it. While a fleet may have a number of excellent drivers, Eaton believes that for a fleet average, there should be improved fuel performance with AMT products.

Eaton Corp. knows very well the importance of new technology in the trucking industry. The driver pool is changing—it is not the same as 20 or 30 years ago. Swartzendruber says our population has changed significantly over the years, seeing more women enter the workforce requiring fleets to recruit from a population that doesn't mirror the typical employee of the past.

"Offering technologies like the AMT provides fleets with a greater opportunity to recruit from this evolving workforce due to the simple fact that it is easier to drive than a mechanical transmission," she says.



The UltraShift PLUS by Eaton Corp.

Safer Drive

Patriot Lift Co.

Patriot Lift Co. is an all-American company devoted to improving safety for professional drivers with innovative technology. Dave Rivers, CEO of Patriot Lift Co., acquired the patented technology from his brother who was the inventor of pneumatic landing gear automation. His brother was in poor health and Rivers was looking for a product that could be manufactured and distributed worldwide. They improved the product from a performance and reliability aspect and Patriot Lift Co. was born. Today they are the market leader for patented pneumatic landing gear automation and rear stabilizer automation—a revolutionary innovation for tractor trailers.

Patriot Lift Co.'s On-Lift system has a number of key features which all make for a potential revenue increase of \$100,000 per year or greater per 10 trailers, while greatly improving the safety of raising and lowering the landing gear. It significantly reduces equipment damage, improves employee hiring and retention, improves parking efficiency, reduces workers' compensation costs and has virtually no maintenance.

"There has been virtually no innovative technology on trailers in the transportation industry to improve safety and reduce the manual effort for drivers since trailers were put into practice in the early 20th century," says Rivers. "Now that drivers are aging and more females are getting into the profession, the need to eliminate the archaic operation of manual landing gear operation is definitely upon us."

This new technology has solved many critical problems. It has eliminated the physical demand and safety issues, provides a safe work environment for all workers, regardless of age, gender or physical handicaps, reduces insurance costs, significantly reduces parking space requirements (parks five trailers



CEO of Women in Trucking, Ellen Voie, demonstrates the ease of raising and lowering landing gear utilizing Patriot Lift innovative automation.



The On-Lift system by Patriot Lift Co.

in a space meant for four), significantly reduces the timing of the operation from 10 minutes to less than 10 seconds and reduces equipment damage.

The air power is delivered from the emergency brake system so that no other auxiliary power is required. The motors have been tested to over 30,000 cycles under load with no failures—that is equivalent to 20 years usage with significant drops and hooks per day. The units will also operate well in severe weather conditions at both high and low temperatures.

"Only a few drops of oil added every two to three months keeps the On-Lift unit performing trouble free in all weather conditions," says Rivers. "The On-Lift system is also easy to install and easier to maintain. The small nine-pound unit uses a pneumatic air motor designed and built by Ingersoll-Rand and the Patriot team.

The On-Lift system definitely benefits female as well as older professional drivers. Rivers says that the manual operation for raising and lowering the landing gear requires a torque of 50 to 100 pounds with at least 50 repetitions which is tough task for even a young male.

The physical demand of the manual landing gear also increases the risk of muscular skeletal injuries for all drivers but injuries are more prone to older

drivers as well as female drivers. Rivers hopes that the Occupational Safety and Health Administration (OSHA) and the Equal Employment Opportunity Commission (EEOC) will step up to the plate to ensure all trailers have landing gear automation due to several reported deaths due to spring-back on the landing gear torque.

"I believe this safety technology should be brought to a higher level," says Rivers. "It is a travesty for all drivers to keep this technology that significantly reduces injuries a secret in the transportation industry."

Although legislation is moving slowly, it is moving, and Rivers says the potential to reduce the escalating number of workers' compensation costs is evident.

"Our feeling is the time is right for fleets to start investing in our innovative automation technology in the trucking industry. Once the economy starts to turn, I believe those fleets that jump on operational improvement will be the long-term winners," Rivers says. "They will want to run lean on employees and this technology enables the fleets to get more output per employee and trailer and significantly improves safety of the work environment without adding additional employees."

You can get more information on the Onlift system at www.patriotlift.com. 🚛

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Ergonomics and the *Female Professional Driver*

As a truck driver, your life is spent on the road. Making this travelling home comfortable is key and Navistar knows from the data they've collected that men and women need different things.

Navistar Inc. has over 1,000 retail outlets worldwide that provide their customers with convenient access to products, parts and service. They know trucks and they know them well, especially when it comes to the ergonomics of the driver cockpit. Men and women are physically very different and Navistar has studied these differences in order to make sure every driver is comfortable on the road.

Lenora Hardee is the Chief Technical Specialist, Ergonomics and Driver Accommodation for Navistar. When she started at Navistar in 1998, she learned that the current industry standards used for designing driver cockpits of heavy trucks were based on anthropometric (measurements of human body dimensions) data that were already almost 20 years old and there were no anthropometric data for North American school bus drivers (who are mostly female). Hardee says that given it was already known then that North Americans had become significantly heavier, it was clear that Navistar needed to get updated anthropometric data for North American drivers.

"We started by measuring almost 1,500 school bus drivers in North America—almost 900 of whom were women. Over the next 10 years, we've measured both male and female heavy truck drivers at International customer sites, as a member of the collaborative research project with The National Institute for Occupational Safety and Health (NIOSH), and in conjunction with Women In Trucking and two different Mid-America Trucking Shows," says Hardee. "In total, we have collected anthropometric data for more than 400 female truck drivers."

Although Hardee can't provide information about specific results since the data is proprietary to Navistar, she can say that it is clear from the data that North American female truck drivers are, like their male counterparts, heavier than the population

at large. Hardee says this is not surprising given that the job of driving a truck is sedentary with long hours. The nature of the job makes it extremely difficult for drivers to make healthy choices concerning diet and exercise.

The study has helped Navistar better accommodate female professional drivers, as well as their male counterparts, by refining the models they use for laying out the components of the driver cockpit.

"We use this information to guide our decisions in how to position the seat, steering wheel and pedals, and where to locate hand controls that must be reached and used," says Hardee. "We also take into account user stature and reach when we locate shelves and storage compartments in the sleeper, and when we locate steps and grab handles outside the cab or in the sleeper berth. Also, understanding where the user's eyes are located is important when we're trying to position mirrors, gauges and displays."

According to Hardee, the most important thing they've learned from measuring female truck drivers and comparing them to male drivers is that they need to provide a greater range of adjustability in components to ensure drivers of all sizes can find a good fit in a truck cab. This could mean providing more vertical and fore/aft seat adjustment or more steering tilt/telescope range to allow smaller females to position themselves better relative to the pedals and mirrors.

Navistar's vehicle lines span the range from light to heavy duty commercial vehicles and they know the importance of being comfortable on the road. While they understand the importance of focusing on the needs of women in the industry, it can sometimes be difficult to make the case for modifying vehicle design to accommodate such a small fraction of users. But, Hardee says, OEMs who take females into account in their designs will find they are improving



the usability of the vehicle for males as well, since there is significant overlap between males and females in terms of their physical dimensions.

"Accounting for female's smaller dimensions in cab design also positions truck manufacturers to meet the usability needs of growing immigrant populations in the U.S., such as Hispanics, who are on average, smaller than current North American truck drivers," says Hardee. "And given that all truck manufacturers today must compete in the global market to survive, creating vehicles that exhibit a more 'universal' design can be an advantage when you are trying to sell trucks around the world."

Hardee continues that, in short, taking female drivers into account will allow a truck manufacturer to create a better product for *all* drivers.

continued on page 22

Custom Sleepers for Men and Women

Indiana Custom Trucks (ICT) is a “have-it-your-way” store. The company has been providing the trucking industry and its drivers with a comprehensive line of services and products since 1990, specializing in conversion of OEM bunks and custom built sleepers.

These sleepers can be built to fulfill your wildest dreams or simply to provide you with the simple comforts you need while on the road. John Wood, aka Woody, is the general manager of ICT and has seen some wild sleepers in his time. The biggest sleeper they’ve ever built was 230 inches with three rooms and a full technological paradise called the ‘man cave’ built into the back room. ICT has also designed a sleeper for a driver with a love for ferrets. They built travel tunnels through the walls and cabinets so the driver’s ferrets could roam freely.

So whether you want a custom mirrored ceiling, oak cabinetry, a satellite system, a fireplace or large tub, ICT can make this happen, fully customized to your needs.

Comfort is important on the road and female professional drivers sometimes have a different idea of what this should look like compared to their fellow male drivers. Although ICT has never built a custom sleeper specifically for a woman, they do have a lot of husband and wife team drivers coming in seeking style and comfort at an affordable price.

“Most husband and wife teams come in and the man will choose the layout, lights etc., and the woman will focus on the interior. Amenities such as kitchen and bathroom storage, cupboard space, convection microwave vs. a regular microwave and cooktop stoves are what most of the women are looking at and the men are just happy that she’s happy,” says Woody.

Female professional drivers, as well as male drivers, can experience a lot of challenges on the road and ICT’s goal is to turn these challenges into everyday comforts. The ability to shower and cook without walking across a parking lot is just one of the many benefits. This increases safety and takes away the inconvenience of doing these things, especially at 2:00 a.m. in the morning.

“Custom sleepers can also save you a lot of money,” says Woody. “You’ll be able to cook healthier in a custom sleeper and it also beats eating out every day. You can take the \$59 per diem and use it as part of your groceries which will last you a lot longer. It also ensures that, if you’re driving team, you don’t have to stop driving, making you money and saving you time.”

Check out www.trucksleeper.com to see all the services and products that Indiana Custom Trucks can provide for you. 🚛



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Hair Testing

According to many drug policy advocates, public safety is being compromised by drug users who slip through HHS approved urine tests and gain employment in safety-sensitive positions. Read ahead for proven facts on the benefits of hair testing and how it can save lives and increase safety on our roads.

Hair testing is a process in which hair specimens are analyzed for the use of illegal drugs. It has been proven that this method of drug testing, compared to urine testing, is far more effective at detecting a job candidate's chronic drug usage. This, in turn, holds professional drivers accountable and helps make our roads safer.

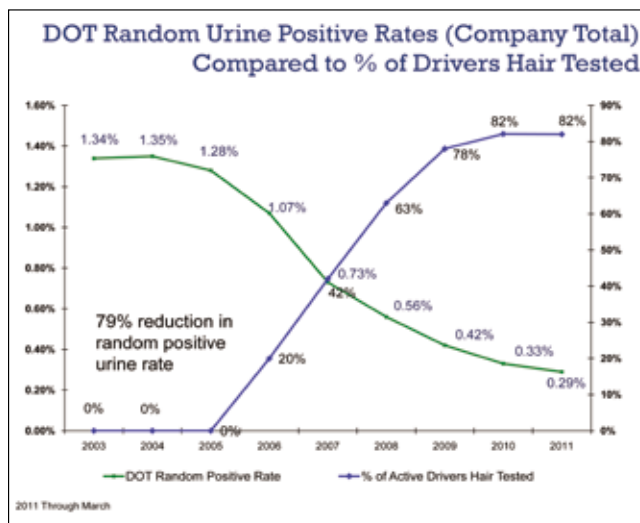
Omega Laboratories is a leading drug testing laboratory located in Mogadore, OH. They have been operating for over 10 years and perform accurate, fair, cost-effective hair testing. At the request of their clients and concerned organizations, Omega Laboratories is currently involved in the grassroots effort of getting the U.S. Department of Health & Human Services (HHS) to add hair specimen testing to the Mandatory Guidelines for Federal Workplace Drug Testing Programs. They are working together with regulated and non-regulated industries, professional industry associations, and other laboratories towards this goal because federally regulated industries want and need a choice in the type of drug testing they are able to perform. The data they have collected shows clearly that hair testing is tried and true.

Lindsay Cammel, regulatory affairs for Omega Laboratories, says, "We feel each drug testing matrix has its place in the overall scope of a drug testing program but we would like HHS to add this useful tool in order to save lives and create a safer workforce."

When compared to other forms of testing (urine, blood, oral fluids), hair samples can detect a longer period of drug use. When a drug is ingested, it enters the blood stream and is broken down into specific metabolites. When a hair sample is screened, both the parent drug and the metabolite are isolated. Any samples that screen as potentially positive are confirmed using state-of-the-art technology. In order for a hair sample to test positive, the metabolite of the drug will be detected if the donor has physically ingested the drug. Laboratories use detection levels that follow government recommendations.

Hair testing is so effective because it offers the longest window of detection (90 days), compared to urine testing, which can only detect most drugs within two to three days of use. After this period, a donor will be free of the drug, test negative and slip through the urine screening process.

"Right now, compared to urine testing, the positive result rate for hair testing in the trucking industry is at least four percent higher, and in some cases, exceeds 10 percent. These percentages reveal that a lot of drug users are able to slip through the urine testing process," says Cammel. "The likelihood of an injury or fatality is a lot higher when chronic drug users gain employment performing safety sensitive functions. Companies that have implemented a



Analysis of 49,659 Driver Paired Hair and Urine Test Results (May 2006 – March 2011)

46,429	Negative on Both Tests	93.5%
428	Positive/Refuse on Both Tests	0.86%
78	Positive/Refuse on Urine Only	0.16%
2,724	Positive/Refuse on Hair Only	5.49%

Positive Hair Only		Positive Urine Only	
Cocaine	1,509	Marijuana	57
Marijuana	516	Refusal	8
Opiates	225	Amphetamine	6
Amphetamine	178	Cocaine	5
Cocaine, Marijuana	107	Opiates	2
REFUSAL	72		
Cocaine, Opiates	27		
Amphetamine, Cocaine	21		
Amphetamine, Marijuana	10		
Cocaine, Heroin	10		
Marijuana, Opiates	10		
Heroin	7		
Amphetamine, Opiates	5		
MDMA	5		
Opiates, Heroin	5		
Cocaine, Marijuana, Opiates	4		
Cocaine, Opiates, Heroin	4		
Marijuana, PCP	2		
PCP	2		
Amphetamine, Cocaine, Marijuana	1		
Cocaine, MDMA	1		
MDMA, Cocaine, Marijuana	1		
MDMA, Opiates	1		
PCP, Opiates	1		
	2,724		78

hair testing program like J.B. Hunt, C.R. England and Schneider National have seen big changes in their positive result rates and have kept more drug users off the road because of their company's hair testing policy. If you give companies the tools, they can create a safer workforce."

Drug Detection Times in Urine

<http://www.drugdetectionwindow.com/>

Drug / Drug Group

Amphetamines	1 to 4 days
Barbiturates Short-acting:	1 to 3 days
Long-acting (Barbital, Phenobarbital):	1 to 3 weeks
Benzodiazepines Short-term:	1 to 3 days
Benzodiazepines Long-term / Chronic Use:	1 to 3 weeks
Cocaine benzoylecgonine metabolite	1 to 5 days
LSD	1 to 2 days
Marijuana (THC) Casual Use:	1 to 7 days
Marijuana (THC) Long-Term / Chronic Use:	1 to 4 weeks
<i>Note: THC, marijuana's primary active ingredient, is stored by the body in fatty lipid tissue. From there, it is slowly released into the bloodstream for up to several weeks - depending on the amount and frequency of use and the user's level of physical activity. In chronic and physically inactive users, THC may accumulate in fatty tissues faster than it can be eliminated. This accumulation leads to longer detection periods for these individuals. Also, users with a high percentage of body fat in relation to total body mass are prone to longer drug detection periods for marijuana.</i>	
MDMA (Ecstasy)	1 to 4 days
Methadone	1 to 4 days
Methamphetamines	1 to 4 days
Opiates	1 to 5 days
Oxycodone (includes Percocet, hydrocodone)	1 to 4 days

Hair testing is effective because specimens cannot be adulterated or substituted. According to Cammel, applicants know how to beat urine testing because it is so easy to adulterate. People can use a masking agent or take a detox product. If they do so, this will invalidate the test and they can then go back after a couple of days, retest and be declared drug free.

Another challenge with urine testing is that for most drugs, the urine specimen has a short detection timeframe, limiting the ability to gage an individual's past drug use. Hair testing allows an employer to see much further into a person's past. Cammel compared hair testing to the growth rings in a tree, with a person's most recent drug usage growing out from the scalp. Each half inch section of hair equals an approximate one month history. Urine testing has a timeframe of two to three days for most drugs, whereas a standard hair test has a timeframe of 90 days, using an inch and a half of hair. A hair testing collector will snip the hair from the head or other parts of the body, like the leg or arm, if the person is bald. Hair samples do not deteriorate during transit. It is safe and simple because there is no handling of hazardous bodily fluids and it is also valid and admissible in court.

HHS was very close to approving hair testing in 2006, and had even proposed federal guidelines for using hair specimens. According to Cammel, it seems that some people involved in creating the regulations have a bias against hair testing and are engrained in the current urine testing

method. It's a matter of fighting misinformation with the fact that over the past 20 years, hair testing has evolved, and is trusted and used by corporate, government, and court-based clients everyday.

"Most regulated and unregulated industries accept hair testing right now, it's just that HHS and the Department of Transportation's (DOT) Office of Drug and Alcohol Policy and Compliance are putting a hold on it," says Cammel. "It's hard to say when they will come around. We will continue rallying for hair testing, and continue to collect as much data as possible to share with these agencies. I hope they won't be able to ignore that."

"As evidence of the effectiveness of hair testing, J.B. Hunt's DOT random urine test positive rate has declined by 79 percent since implementation of pre-employment hair testing."

Companies like J.B. Hunt Transport Services, Inc., one of the largest transportation logistics companies in North America, is hoping for this as well. J.B. Hunt has been performing hair testing on drivers since 2006 and it was one of the first major companies to do so.

Senior Vice President of Safety and Security for J.B. Hunt, Greer Woodruff, says the company felt it was a superior way of identifying potential employees who have a lifestyle of drug abuse.

"In an effort to ensure reduced probability of drug users getting behind the wheel, we felt we needed to move toward a more sophisticated type of drug test," says Woodruff. "We continue to do urine testing as per DOT requirements, but we voluntarily and through company policy also do hair testing because we get a better result."

The results are astounding. J.B. Hunt performed a study from May 2006 to September 2010 that analyzed 45,970 drivers who took both a urine and hair test. The results showed that 93 percent of the drivers passed both tests, while 5.6 percent passed the urine test and failed the hair test; that is a total of 2,572 drivers who are most likely driving a truck for a different carrier. As evidence of the effectiveness of hair testing, J.B. Hunt's DOT random urine test positive rate has declined by 79 percent since implementation of pre-employment hair testing.

J.B. Hunt makes sure there is a common ground when it comes to hair testing. "When we first implemented hair testing, the entire management team was subjected to it. We did hair testing on drivers, our safety crews, administration...all of us did it to show solidarity. It gives you a common ground with the drivers," says Woodruff. "The process of collecting is very simple and not invasive. Collectors lift up the hair, cut a discreet line straight across so there are no gaps of hair missing and it goes to the lab. It is also a great help if we have a driver that has a medical condition and cannot supply a urine test."

According to Woodruff, they need HHS to develop proper protocols for hair testing that can be relied upon by the DOT. For one, it is a significant expense for the company. A hair test is generally about twice as expensive as a urine test and they still have to perform urine tests as per DOT regulations.

"That is money invested," says Woodruff. "If we could have the alternative to do hair testing, it would free up dollars that could be spent on advancing safety programs and other expenses."

Woodruff fears that if hair testing isn't accepted by HHS and adopted by the DOT, there could be problems. "There is a clear cost deterrent for many companies to voluntarily submit to hair testing," he

Hair Testing Facts

- There are hundreds of manuscripts, articles and studies that have been published over the last 20 years that state the advancement, acceptance, accuracy and benefits of hair testing. The support for hair testing includes studies from FBI laboratories and the U.S. Department of Defense.
- Thousands of hair tests are performed daily for companies worldwide that have successfully implemented hair testing programs.
- Currently, hair laboratories can receive a wide variety of accreditations through the Clinical Laboratory Improvement Amendments, New York State Department of Health, ISO/IEC 17025 Laboratory Accreditation programs and College of American Pathologists which now has a hair specific accreditation.

says. "As a result, there are drivers out on the road who, if they can abstain long enough from drug use, are passing federal urine tests. You then have a drug user behind the wheel. This poses a great risk to the public."

According to Woodruff, hair testing has been well received by professional truck drivers. They have had very few concerns or objections voiced over the last five years they have been doing it.

"Most drivers are true professionals who do not use drugs or alcohol and operate a commercial motor vehicle," he says. "It is used to identify a small percentage of the population that is not professional and gives the rest a bad reputation. We need to keep those people out of the industry or require them to change their behavior to make it in the industry." 🚛



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Paving the Way

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



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

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

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

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

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

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

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

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

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

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Advertorial

U.S. Xpress

U.S. Xpress has three times the national average of women on its driving force.

Here's why.

Angela Jordan and Debbie Hogan are two very unique women who share the same passion—trucking. Both are drivers at U.S. Xpress, a company where 18 percent of the drivers are female. U.S. Xpress understands the value of female professional drivers and is committed to ensuring this portion of the population continues to grow in an incredibly rewarding field.

Angela Jordan grew up in a trucking family. It's in her blood. Growing up in the country also made it easier for Jordan to hone her driving skills, even at a young age. In her last year of high school, she started driving a school bus and when she turned 22, she enrolled in truck driving school.

In April 2011, U.S. Xpress, a leading provider of transportation services throughout North America, had the honor of participating in a special event with the Women In Trucking organization and the National Transportation Safety Board (NTSB). As part of its activities at the Mid-America Trucking Show, Women In Trucking organized a special ride-along event involving five different carriers that brought NTSB Chairman Deborah Hersman from Washington, DC to the truck show in Louisville, KY.

Jordan, the youngest woman to be inducted in the U.S. Xpress Million Mile Safe Driving Club, welcomed Chairman Hersman aboard her truck in Milton, WV, taking a 144-mile route along I-64 East and I-75 South to a Walmart in Lexington, KY.

"It was very exciting," says Jordan. "The ride went

pretty smooth. She (Hersman) got to see firsthand what we go through on the road, especially in regards to traffic. It was funny watching her face as we drove into Walmart, with everyone honking their horns!"

Jordan joined U.S. Xpress in 1998 and can't imagine working for a better company. Greg Thompson, public relations manager for U.S. Xpress, has worked alongside Jordan for most of her 13 years with the company.

"We try as much as we can to tailor the job to the needs of all our individual truck drivers," says Thompson. "Angela is a



NTSB Chairman Deborah Hersman with U.S. Xpress driver Angela Jordan on the WIT ride-along event.



U.S. Xpress driver Debbie Hogan.

choir director at her church so we get her back to North Carolina every weekend so she can handle those responsibilities. If you work with us long enough, we can find a job and/or routes that will fit your life. We have some drivers that like to be home every weekend and some drivers like to stay out on the road for six or seven weeks at a time. Angela has found a good balance between doing her job and being a valuable part of her community.”

This is just one of the many perks of working for U.S. Xpress and Jordan agrees that it is one of the reasons she loves her job so much. “When I first started working here, I saw a sign on the wall that said ‘Happy drivers make happy driving.’ This is so true. If drivers aren’t happy, are weighed down, can’t get home to see family, they tend not to concentrate on the job so much. Going home on the weekends has definitely helped me take the stress off,” says Jordan. “It’s great to work for a company that gets you home. Other companies aren’t quite so accommodating.”

U.S. Xpress offers many other benefits such as competitive pay, a benefits package that includes medical, dental, short-term and long-term disability as well as a 401 (k) plan. Additionally, its drivers are being seated in the most industry-leading and technologically advanced equipment in North America.

U.S. Xpress is the nation’s second largest privately owned truckload carrier with 8,500 trucks, 22,000 trailers and annual revenues that exceed \$1.5 billion. Its total employment currently approaches 10,000 people. Over 90 percent of those associates are drivers. Meanwhile, the percentage of women in their fleet, as stated before, is 18 percent. Ten to 12 years

ago, when the fleet was nearly half the size it is today, the percentage of women in its driving force was as high as 25 percent.

“Women behind the wheel have always been a key to the success of U.S. Xpress,” says Thompson. “In the earliest days of our company, U.S. Xpress found that a number of our solo drivers’ wives were travelling aboard the truck. We talked to them about joining their husbands and forming teams. Many wives went through driving school, got their CDLs and were trained to become drivers in our team operation. That helped to start the tradition of bringing more women into our driving community.”

Debbie Hogan knows firsthand the challenges and benefits of driving team with her husband, Austin. The Hogan team started driving for U.S. Xpress 15 years ago after they both retired from the military.

Hogan made her way up to first sergeant before she retired in 1996 in Minot, ND. Right before they retired, her husband went on a tour to Korea. They were apart for almost a year. When he came back, they were both ready to move on.

“Austin had always wanted to drive a truck so I told him if someone could teach me how to drive, I’d do it. U.S. Xpress set us up to go to driving school and by some miracle taught me how to drive. So here I am,” Hogan laughs.

They found U.S. Xpress at a trucking show. Hogan and her husband were looking around at the different companies, trying to decide which one would be the best. Then they saw the set up for U.S. Xpress.

“They were so organized and had an amazing booth set up with films showing their trucks and what their company is all about. They told us that if we wanted to work for them, they could put us in school and get us on the road. Their equipment is top notch and we’ve never had a bad truck. They focus on safety with blind spot cameras and anti-rollover and stability systems. They also have automatic trucks which make it feel like you’re driving a car. It’s great,” says Hogan.

U.S. Xpress fully equipped the entire company fleet with auto transmissions in 1998. The new transmissions took away the stick and made the vehicle much easier to drive and enhanced safety as well. Thompson says this change helped the company reach out to a younger demographic and the ease of use, along with the other cab comforts on U.S. Xpress trucks, made driving jobs more appealing to a wider demographic.

In regards to the challenges that come with driving team, Hogan laughs as she says she could write a book. For any couple, working, eating and sleeping together day in day out would be a test on their relationship but for the most part, it is a wonderful opportunity for both people. Hogan and her husband also drive with their dog, Blade.

“If anything bad happens, I know he’s here and whatever is broken he can fix,” says Hogan. “He can back into anywhere, go anywhere. He calls me the back-up queen since I try to avoid backing up when at all possible. He’s very mechanical so if something is wrong with the truck, he knows how to repair it.”

Hogan loves driving because of the amazing sights they see along the way, plus, she says, the money is pretty good. Hogan, like Jordan, cannot imagine driving for any other company. “I would not drive for any other company,” she says. “If something happened where I had to leave U.S. Xpress, I would just quit trucking.” 🚚

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Who Are These People and Why are They Telling Me What to Do?

When you enter any industry you will be overwhelmed by numerous acronyms and the trucking industry is no different. In addition to MPG, EOBR, GOAL and others, your carrier will add to the list of letters that will become significant to your job.

Add to these alphabet mixtures a list of governing bodies that have even more influence over your job, DOT, FMCSA, NHTSA, NTSB and your head will start to hurt trying to remember which group has authority over what parts of your daily duties.

It's to your benefit to understand each of these organizations so you can be better informed and prepared in knowing what to expect from each one. Some have regulatory authority and some do not. Some make recommendations and some do not. Knowing the parameters of each group and what control (if any) they have over the trucking industry should be important to you.

You are probably the most familiar with the United States Department of Transportation (U.S. DOT) led by Secretary Ray LaHood. This is a government entity that was established by an act of Congress in 1966. The DOT is a large organization and oversees eleven administrations, which include the Federal Highway Administration (FHWA), Federal Motor Carrier Safety Administration (FMCSA) and National Highway Traffic Safety Administration (NHTSA).

Regardless of your role in the trucking industry, each of these agencies has some influence in your occupation. You can blame the railroads for the enactment of interstate regulation, as the Interstate Commerce Act of 1887 was intended to give the government control over the rail industry. In 1995 the Interstate Commerce Commission (ICC) was terminated and its functions were relegated to the Federal Highway Administration under the U.S. DOT.

The ICC lost much of its effect during the passage of the Motor Carrier Regulatory Reform and Modernization Act of 1980 under President Carter and "deregulated" the trucking industry. One of the roles of the ICC was to issue motor carrier numbers to interstate carriers and the Department of Transportation now assumed this duty; the designation was referred to as DOT numbers.

"It's to your benefit to understand each of these organizations so you can be better informed and prepared in knowing what to expect from each one."

The other regulatory bodies under the DOT that directly affect the trucking industry include the Federal Highway Administration (FHWA) which works with states to ensure the safety of our nation's highways. Administrator Victor Mendez currently leads this agency. The mission of the FHWA is to "improve mobility on our nation's highways through national leadership, innovation, and program delivery."

The Federal Motor Carrier Safety Administration (FMCSA), under the leadership of Administrator Anne Ferro, was established in 1999 to prevent commercial motor vehicle related fatalities and injuries. This agency's focus is on safety and has the authority to enforce safety regulations, strengthen commercial motor vehicle equipment and operating standards, and to increase safety awareness. Current initiatives include hours of service review, CSA (Compliance, Safety, Accountability) implementation, and EOBR (electronic on-board recorder) implementation.

Another agency under the DOT's authority is the National Highway Traffic Safety Administration (NHTSA), which appears to have similar goals to FMCSA, but is also concerned with four-wheelers and other motor vehicles. NHTSA, under the leadership of David Strickland, focuses on distracted driving, impairment, seat belt use, and child safety restraint use.

One additional organization under the DOT umbrella is the Surface Transportation Safety Board (STB), which is an economic regulatory agency led by Daniel Elliott III, its current Chairman. This agency focuses on the railroad industry and was created as a successor to the ICC.

In addition to these agencies, the National Transportation Safety Board (NTSB) was created as an independent agency to promote safety and assist victims of transportation related accidents and to investigate accidents to determine probable cause. Currently, Deborah A. P. Hersman chairs the board that was originally placed under the DOT in 1967, but was changed to a separate entity in 1974. The agency has no authority to regulate, fund, or be involved in the operation of any mode of transportation and is directed only to investigate and recommend corrective actions from an objective viewpoint.

You may have wondered why so many government agencies had an interest in the trucking industry, but now you understand that some are concerned about safety, some focus on commercial vehicles and others are charged with investigating accidents. The one common thread for all these groups is a focus on safer and more efficient transportation.

The next time someone complains about the government's involvement in transportation, you'll be better educated on each agency's role. 🚚

What Does Your Recruiting Ad Message Say About Your Company?

Before you create an ad campaign, you must first determine whom you want to recruit. Sure, you want drivers, but are you targeting owner-operators or company drivers, regional or long haul, flat-bed or dry van, men or women?

Men or women? Why should your ad consider the reader's gender, aren't all drivers looking for the same thing... pay, home time, equipment, etc.? Not necessarily, if you truly want to recruit women you might consider changing your message and your graphic to be more inclusive.

If your ads depict scantily clad women spread across the grill of a truck, you aren't going to attract female drivers. It's offensive to them. What about the wording in your ads? "Take your wife to the big island" claims one ad. Wife? A simple solution would be to change "wife" to "spouse," but then you've excluded all the single drivers.

At Women In Trucking (WIT), we're concerned about the way our industry reaches out to potential female drivers, and recruiting ads are part of the challenge. The message and the image often excludes our target audience.

In an effort to better understand the driver's perspective, we teamed with Dr. Jeanette Kersten, EdD, assistant professor in the Department of Operations and Management at the University of Wisconsin-Stout. Graduate students Anyradha Nigam, Martha Vang, and Tracy Abrahamson designed a recruiting ad project to better understand the female driver perception.

Nigam began the project with a survey and handed it off to Abrahamson and Vang who took it to the next level with additional research and a final report. Some of their findings were surprising.

Sixty-eight CDL holders completed the survey, which depicted three ads from WIT member companies. The respondents were asked for their

opinions on the ads. The questions asked whether the ads were believable, relevant, persuasive, and clear, in addition to other criteria. The drivers were able to provide additional input in a comments section.

One of the ads featured a professional driver; the other two were stock photos (models). The respondents questioned the ads' honesty with comments such as "lies," "dishonest," or "biased." One even remarked that the teeth were too "white" for a professional driver! The ad with a couple (team) was criticized for not using "real drivers."

When asked, "If you were to create a recruiting advertisement, what would you include?" 80 percent wanted information on "home time" and "benefits" to be included. "Experience requirements" scored 75 percent and "wages" was listed as the fourth most important item to include in a recruiting ad. The type of equipment was important to 67 percent of the respondents, and "miles run" was next with 64 percent. The routes (or lanes) were important to 61 percent of the drivers, "perks" followed with 57 percent.

One notable finding was that 52 percent of the drivers wanted to know about the company's pet policy! Women are often more apt to want to bring a pet with them for security reasons or just for companionship. The carriers that allow a dog or cat in the cab should be sure to include that in their recruiting ads.

The survey included a few open-ended questions. When asked what should be included in an a recruitment ad, the comments included things such as the turnover rate, CSA score, background

requirements, bonus information, and special benefits such as gym memberships, satellite radios, and group discount programs.

One driver felt the ads should reveal the "attitude of dispatchers!" Another respondent wanted to know the dispatch policies (forced or choice). A number of the comments asked for the type of freight the company hauls.

The purpose of this research is to create a "Best Recruiting Ad" contest for Women In Trucking members. We will use the findings to identify the criteria for advertisements that reflect the mission of the association and appeal to female professional drivers.

Our goal is to encourage companies to take a hard look at their recruiting ads and consider whether or not they appeal to women. Models in short skirts in front of a truck need not apply. 🚚



Upcoming Events 2011

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

AUGUST

August 12-13

Waupun Truck-N-Show
Waupun, WI

August 19-21

Eau Claire Big Rig Truck Show
Eau Claire, WI

August 20

Women In Trucking Night with the Minnesota Lynx Basketball
Minneapolis, MN

August 25-27

Great American Trucking Show
Dallas, TX. Booth 20159

August 31

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

SEPTEMBER

September 16-18

16th Annual Big Rig Truck Show
St. Ignace, MI

September 18-21

TransForum 2011
Dallas, TX. Booth 108.

September 28

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

OCTOBER

October 15-18

ATA Management Conference & Exhibition
Grapevine, TX

October 26

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

October 26-27

Wisconsin Truck Expo
Madison, WI

NOVEMBER

November 30

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

DECEMBER

December 28

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

*Marge Bailey & Ellen Voie with Meredith Ochs and Chris T. on Freewheelin', a radio show on Sirius XM Road Dog Truckin' Radio—Channel 106. 1 pm - 2 pm ET (replayed weeknights 10 pm-11 pm ET). Women In Trucking segment airs live the last Wednesday of every month. We welcome your call! Dial 1-888-Roaddog for comments or questions.



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 Interstate Distributor Co.
 J.B. Hunt Transport, Inc.
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 LinkAmerica
 MacKinnon Transport Inc.
 Marten Transport Ltd.
 MegaCorp Logistics
 MegatruX, Inc.
 Midwest Specialized Transportation, Inc.
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 TruckCharity Inc.
 Truckercise
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 TrueNorth Companies LLC
 Wisconsin Motor Carriers Association
 Wyoming Trucking Association, Inc.

ASSET MANAGEMENT

Cold Iron Companies 11

CUSTOM SLEEPER MANUFACTURER

Indiana Custom Trucks 25

FULL SERVICE TRUCK STOPS

Travel Centers of America / Petro Stopping Centers..... 18, 19

LANDING GEAR

Patriot Lift Co. 31

SLEEP DISORDERS

Fusion Sleep..... 11

TRANSPORT COMPANIES

CalArk 4

Con-way Truck Ltd. 14, 15

CR England Inc. 34 & inside back cover

CRST International Inc. 6

Davis Express Inc. 22

Navistar Inc. 20

Pitt Ohio 25

Walmart outside back cover

Canada Cartage System LP 33

Schneider National 33

TRIMAC 8

TRUCK DRIVING SCHOOL

Iowa Central Community College..... 28

TRUCK STOP TRAVEL CENTERS

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Steve Branch

As Director of Recruiting & Advertising for C.R. England, I am pleased to see the rising number of women truck drivers. I believe they add a level of quality to the company that could not be achieved through any other means. They are realizing more and more that they can succeed as a truck driver. Whether they choose company, lease, divisional, dedicated or intermodal, C.R. England is dedicated to helping our women drivers thrive in the trucking industry. We are pleased to be a premier member of Women in Trucking and will continue to support them.



Shaun Goss & Tonya Parker

“ My name is Shaun Goss. I have been driving as a team for 5 ½ years now, and I love every minute of it. I am a woman that has worked in male dominated professions since I was 18 years old and from my personal experience, I would say that trucking has been the best. C.R. England has given me every opportunity to be successful and I have flourished.

My name is Tonya Parker. I am happier than I have been at any other job. I make excellent pay and have flexible home time and a company that works with me to be both successful and happy in my personal life. They go above and beyond to help me take care of any business that I need, both personal and professional. I am a mother of two and a grandmother of four, and I say, “Come on ladies, let the mother truckers roll! Silly boys, trucks are for girls!” ”

As school manager in Salt Lake City UT, I am seeing an increase in women migrating into this occupation. When some women enter our facility to begin their schooling with C.R. England, they are somewhat timid, and a little overwhelmed. Surrounded by men, these women have to find their strength and by the end of their experience they beam with confidence, clutching their CDL in their hand! Some of the safest drivers we produce are women. It is exciting for me to work and be a part of an industry that is training some of the best in the business. It's time women realize they have a place in the trucking industry!



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