

Summer 2012

Redefining *the* Road





The official magazine of the Women In Trucking Association



*Happy 5th
Birthday,*

Women In Trucking!

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-  Resources on the Road
-  Trucker Therapy
-  Wanting to Take Out the Trash
-  And More!





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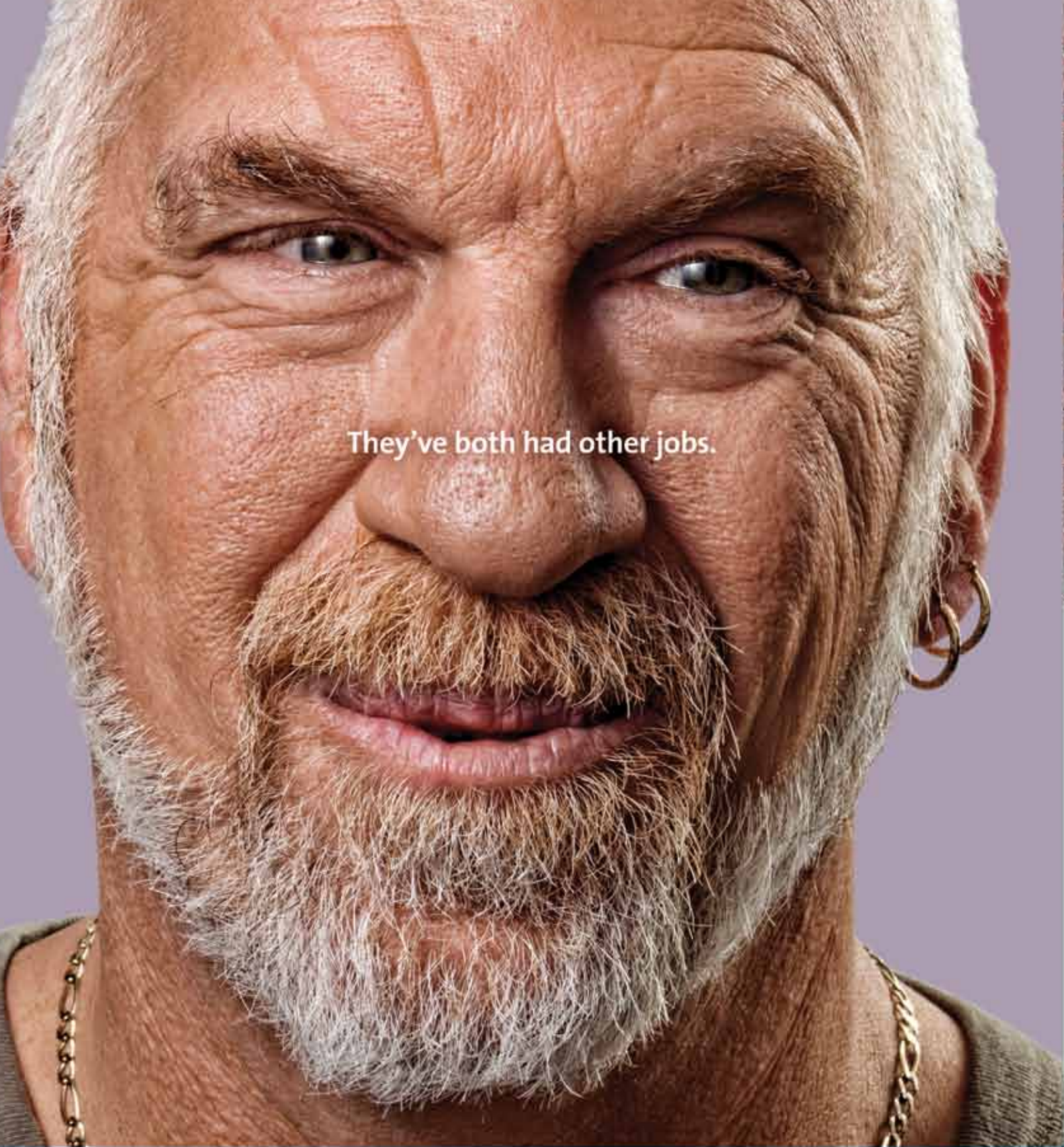
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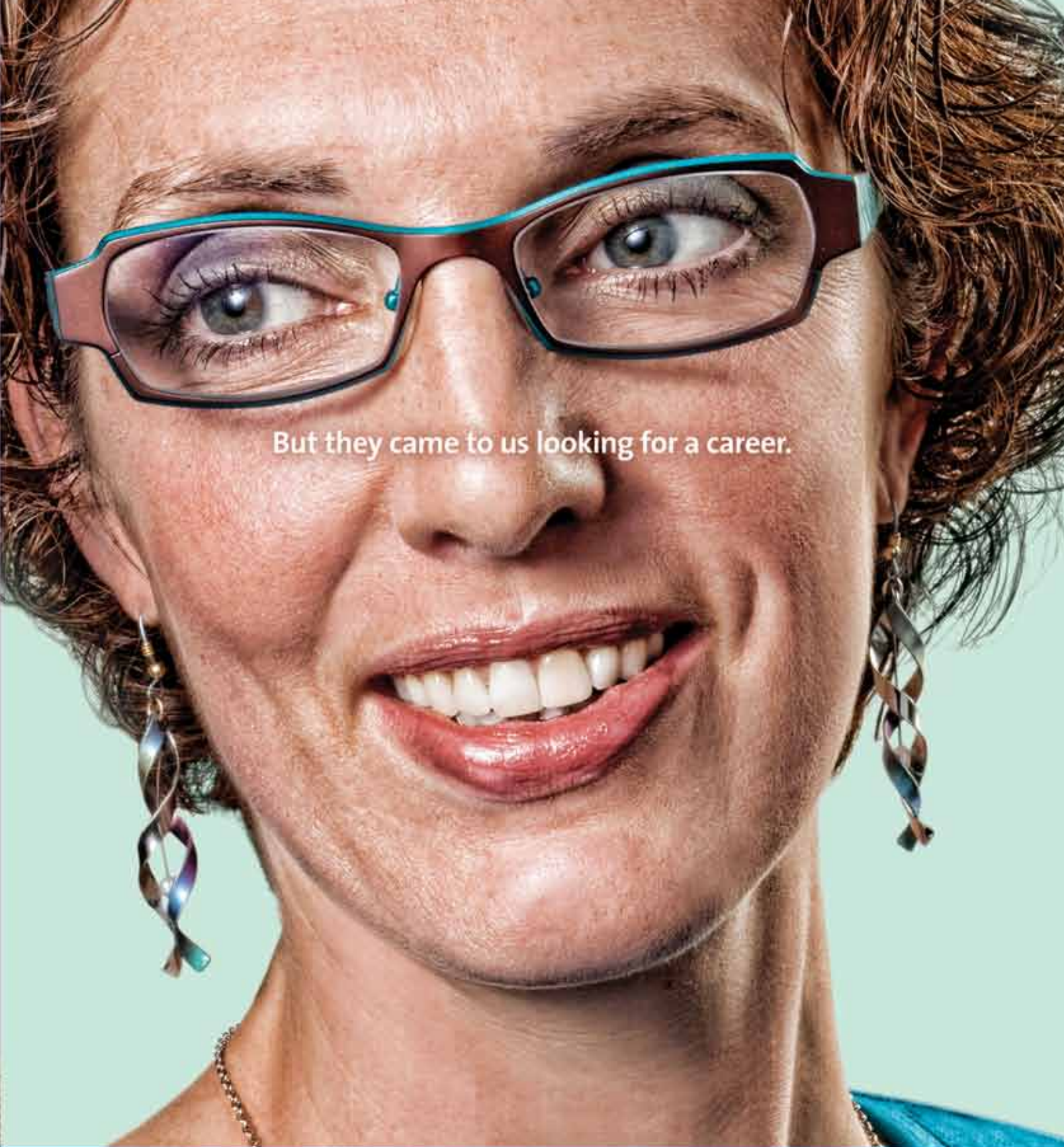
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They've both had other jobs.

We're looking for drivers like Tim and Karen. They both wanted to see the country instead of the inside of a cubicle. But the biggest reason they came to work for us was to be part of a company that felt like home. Everyone says, "we treat our drivers like family," but for us it's more than just talk. We mean it. It's how we've earned one of the highest driver retention rates in the industry. Sound good to you? This may be the start of a new career.



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Greetings from the President of
Women In Trucking

Ellen Voie

We've Come a Long Way, Baby!



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

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

IN MARCH OF 2007, the Women In Trucking Association held its first meeting in Las Vegas with 13 women who each had varied backgrounds comprising the board of directors. Since then, the board has transformed (and includes men!), and our growth has been phenomenal, but our mission has never changed.

We are still driven to change the trucking industry and make it a more positive environment for women. This is where we focus our efforts:

Mission: Women In Trucking was established to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry.

Why should you support the Women In Trucking Association? To understand why you should become a member, it helps to understand what being a part of an association means. An association is a group of people who find strength in numbers, while sharing common interests. Associations are founded upon the principles of democracy, volunteerism and common interests that are the heart of the experience. By definition, associations exist for the mutual enrichment and advancement of their members.

By joining Women In Trucking and paying your dues, you are supporting our efforts.

Everything we do at Women In Trucking promotes our mission. This is why we are successful. We have a vision of what we would like to accomplish and our activities support that ideal. Your dues, partnerships, or sponsorships are used for this purpose.

The following are some of the accomplishments we have achieved, thanks to your support.

Membership

Beginning with our first member in 2007, we have expanded our member base considerably each year. We recently passed the 2,000 member mark and will move on to greater goals for drivers, carriers, vendors, and truck driving schools. In the first half of

this year alone, we have added over 200 corporate and individual members in the United States, Canada, Australia, England and the Virgin Islands. Sixteen percent of our members are men who support our mission!

Financial

Our budget has increased along with our membership. In spite of economic challenges in the past few years, we have met and exceeded our annual budget income projections. For the first half of 2012, we have already passed our budget income goals and are now 60 percent ahead of last year in dues and corporate partnership income.

Everything we do at Women In Trucking promotes our mission. This is why we are successful. We have a vision of what we would like to accomplish and our activities support that ideal. Your dues, partnerships, or sponsorships are used for this purpose.

Highlights of the past year

- Gold Level Partnerships: Daimler Trucks NA/ Freightliner, Great Dane Trailers, Hyundai Translead, and Bendix have joined Walmart and Frito-Lay NA as Gold Level Partners. C. H. Robinson Worldwide became our first Silver Level Partner.
- The Women In Trucking Foundation was formed as a separate legal entity with its own board of directors and website (www.womenintrucking-foundation.org). This organization will provide scholarships to members who pursue training in one of four areas: safety, technical skill, leadership, or truck driving.

Continued on page 12



Women In Trucking is celebrating its 5th birthday and is still driven to change the trucking industry and make it a more positive environment for women.



Joyce Brenny, with Women In Trucking President & CEO Ellen Voie (left) and Navistar Parts Leader Phyllis Cochran, receives the 2nd annual Influential Woman in Trucking award.



Seven drivers were honored at the 3rd annual Salute to Women Behind the Wheel held in Louisville, KY in March for safely driving four million miles.



The 2012 Salute to Women Behind the Wheel honored the professional female drivers who have entered the very male-dominated environment of the trucking industry.

- The 3rd annual Salute to Women Behind the Wheel held in Louisville, KY in March attracted over 200 professional female drivers. Seven drivers were honored for safely driving four million miles.
- The 2nd annual Influential Woman in Trucking award, sponsored by Navistar, was won by Joyce Brenny, who owns Brenny Transportation, Inc. in St. Cloud, MN and is the current president of the Minnesota Trucking Association.
- The Truckers Road to Health audio magazine includes a section on women's health based on input from the WIT Driver Advisory Committee.

Exposure accomplishments

- The Women In Trucking commercial was aired on ESPN during the Famous Potato Bowl in Boise, ID.
- Women In Trucking has expanded its online presence to include YouTube, Facebook, Twitter, and LinkedIn, with thousands of followers receiving tweets and postings on a daily basis. We also have a monthly blog at BigTruckTV.com. We have a monthly feature on SiriusXM's Freewheelin' show on the Road Dog Channel 106. More than two dozen magazines include monthly articles about our activities and press releases are sent out to announce all Women In Trucking accomplishments. We also send out an e-newsletter and publish a biannual magazine, *Redefining the Road*, which is mailed to our members and distributed at truck shows.
- Exposure to our organization has been obtained through participation at more than 20 trade shows and conferences

in the United States, Canada, and a few international shows each year.

The following are some of Women In Trucking's leadership roles, participation on panels, and invitations to meet with government officials:

- An invitation to observe President Obama sign the Transportation Bill at the White House, July 2012;
- The National Transportation Research Board conference presentation on equipment challenges for women in transportation roles;
- The Transportation Workforce Summit panel discussion on challenges for women and minorities in transportation;
- Department of Transportation (DOT) meetings with Federal Motor Carrier Safety Administration's Administrator Anne Ferro and United States DOT Secretary Ray LaHood;
- White House panel discussion with representatives from other modes to explore skills required for high school students seeking careers in transportation areas;
- White House visit to meet with Department of Justice and Vice President advisors to discuss harassment issues;
- National Association of Small Trucking Companies panel discussion and presentation;
- Transport Women Australia Conference in Melbourne, Australia, presentation and panel discussion;
- Elmia Truck Show presentation in Sweden;
- Drug testing advisory board hearing to support optional hair follicle testing for



Women In Trucking Association Board of Directors. **Sitting left to right:** Jan Hamblin, J.J. Keller & Associates, Inc.; Ellen Voie and Char Pingel, Women In Trucking Association; and Leigh Foxall, Internet Truckstop. **Standing left to right:** Phyllis Cochran, Navistar; Bob Hawkins, Hyundai Translead; Mark Rousseau, Frito-Lay North America; Jeff Hammonds, Walmart Transportation; Tom Nightingale, ModusLink; Chris Burruss, Truckload Carriers Association; and Linda Caffee, Owner-Operator, FedEx Custom Critical. **Absent:** Marge Bailey, LadyTruckDriver.com; Brandie Fuller, Great Dane Trailers; and Andreea Raaber, Bendix Commercial.

- pre-employment screening of transportation workers;
 - Participation on the Wisconsin Motor Carrier Advisory Committee; and
 - National Transportation Safety Board Truck and Bus Safety Forum.
- These are only a few of our accomplishments—some of the highlights for a small, young organization with the ability to connect with the legislators and regulators who influence the trucking industry.
- Five years from now, we hope to have accomplished even more, and here are some of the activities we're working on for the future.
- A toll-free crisis line for all drivers in the industry;

- A recruiting guide for carriers to use to attract more women as drivers;
 - A list of certified woman-owned (WBE) trucking and logistics companies for shippers with diversity requirements;
 - Recognition for the most driver-friendly carrier, travel stop, and manufacturer; and
 - Membership growth.
- Without you, we couldn't exist. We're stronger when we move toward the same vision together.
- Thank you for your part in helping us represent you these past five years.
- Happy Birthday, Women In Trucking Association!

Women In Trucking Association Attends Transportation Bill Signing

Women In Trucking Association received an invitation to attend the White House to watch President Obama sign the Transportation Bill. Mark Rousseau, who serves as the association's Vice Chairman, attended the event on Friday, July 6, 2012. He was one of a select number of individuals who represented stakeholders involved in the implementation of HR 4348, Moving Ahead for Progress in the 21st Century (MAP-21).

Rousseau, Director of Transportation and Logistics for Frito-Lay North America, watched the President sign the bill as United States Department of Transportation Secretary Ray LaHood observed. Federal Motor Carrier Safety Administration's Anne Ferro was also present, along with Rep. John Mica, (R-FL), chairman of the House Transportation and Infrastructure Committee and other legislators.

"This was an amazing opportunity and I was honored to represent Women In Trucking Association at this historic event," says Rousseau. "The Transportation Bill is something that affects all of us in the trucking community and the passage of this document will be significant for years to come."

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Meet *WIT's* Newest Board Members



**Andreea Raaber,
Vice President,
Business
Development,
Bendix Commercial
Vehicle Systems**

Andreea Raaber

I'm the Vice President, business development, for Bendix Commercial Vehicle Systems LLC (BCVS), member of the Munich, Germany-based Knorr-Bremse Group.

We develop and supply leading-edge active safety technologies, energy management solutions, air brake charging and control systems and components under the Bendix brand name for medium- and heavy-duty trucks, tractors, trailers, buses, and other commercial vehicles throughout North America. We're driven to deliver solutions for improved vehicle performance, safety, and overall operating cost.

As a forward-thinking executive with a balance of strategic and business planning and marketing experience, I joined BCVS in 1986 as a senior marketing analyst. During my 25 years at BCVS, I've held numerous roles in marketing, business planning, customer research and development, new ventures. I've held my current position as Vice President, business development, since 2007, driving both United States and global business development, including advanced engineering technology projects and mergers and acquisitions. I'm also a member of the Bendix Leadership Committee.

Over the years, I've maintained strong industry involvement, actively serving on the Automotive Market Research Council, the Motor & Equipment Manufacturers' Association, the American Trucking Association, and the Allied Committee for Trucking.

As one of the finalists for WIT's "Influential Woman of the Year" award sponsored by Navistar, Inc., I'm proud to serve on the association's Board of Directors. From driving the big rigs to driving the decisions that help shape our industry today and tomorrow, women hold an ever-increasing role in the trucking industry.



**Brandie Fuller,
Vice President,
Marketing,
Great Dane Trailers**

Brandie Fuller

As the Vice President of marketing for Great Dane Trailers, I'm responsible for the company's global marketing strategy and initiatives that include advertising, marketing, public relations, internal communications, integrated campaigns, interactive and social marketing, and community relations. I'm also the steward of the company's leading activities that serve to protect the value of the Great Dane name and image.

A native of Savannah, GA, I'm a graduate of Georgia Southern University and have a BBA in Economics with emphasis in International Business. My husband and I live in Savannah and have three children.

With more than 15 years' experience in advertising, marketing and communications, I've held various positions of increasing responsibility in the advertising and marketing department during my 15 years with the company, including director of advertising and industry relations. At the age of 31, I became the first female executive in the company's history.

I'm active in organizations both within and outside the transportation industry and am also a board member of the Savannah Speech and Hearing Center.

I'm honored to have an opportunity to serve WIT on the Board of Directors. I look forward to actively participating in an organization that supports, advocates, and cultivates self-empowered professional women.



**Kary Schaefer,
Chief Engineer,
Mechatronics,
Daimler Trucks
North America**

Kary Schaefer

As chief engineer of mechatronics engineering at Daimler Trucks North America, I lead the design and development of electrical, electronic, and pneumatic systems and components for Freightliner and Western Star. This includes active safety and driver assistance systems, instrumentation, telematics, E/E systems architecture, software integration, and vehicle diagnostics. I'm also the program manager for Daimler's strategic initiative "Vision 2020," which aims to reduce CO2 emissions by 20 percent across all product platforms by 2020.

I have a Bachelor of Science degree in Mechanical Engineering from Washington State University and prior to joining DTNA, I worked at a number of engineering firms in the Seattle area, including Pacific Testing Laboratories and the Boeing Company.

In 1995, I started my career at DTNA and have served in a number of key leadership roles in the organization. I'm active in the corporate mentorship program and in several employee resource groups including the Women's Interactive Network (WIN).

My interest in joining Women in Trucking (WIT) was triggered after speaking at the 2011 Daimler North American Women's Conference, where I recognized more role models were needed to generate interest in career opportunities for new and existing employees in the trucking industry.

As part of the WIT organization, I hope to help support and highlight contributions made by women in the industry and work together with the Board of Directors to address challenges or concerns raised by its members.



Laura Roan,
Director, National
Account Sales
Hyundai Translead

Laura Roan

I handle national accounts for the eastern United States for Hyundai Translead, a leading trailer manufacturer which is part of the Hyundai Motor Group. Hyundai Translead prides itself on being a strong diverse company; I certainly add to that diversity by being a true Southerner, having lived in the greater Atlanta area all my life.

Although you may have a stereotypical notion that all Southern women are demure, Southern belles, let me assure you I come from a long line of strong, decidedly un-demure Southern women. My grandmother bucked rivets on airplanes at the Bell Bomber Plant in Marietta, GA during the 1940s and my mother retired from 35 years in the trucking industry.

I'm proud to have raised two strong Southern women—one is a site manager for a logistics company and the other is in sales for a food distributor. I simply gave them the same thing that was always given to me—encouragement. So many women aren't encouraged to move into non-traditional roles. I got into the industry in 1989, paid my dues, grew and benefitted from some great encouragers and mentors—all men, this time!

My desire as a board member for Women In Trucking is to have as many opportunities as possible to reach out and encourage women to get into this industry. Raising awareness of the abundant and rewarding career opportunities available for other women and increasing corporate partnerships for WIT are tops on my "to do" list.

Whether our role is truck and trailer sales, operations, safety director or driving goods across the country, we're all cogs in the wheel that keeps freight—and this country—moving. Having a sales role in the transportation industry has been a very rewarding career and I wouldn't trade it for anything!



Linda Caffee,
Owner-Operator,
FedEx Custom
Critical

Linda Caffee

As a woman in a male-dominated industry, I found that it was difficult to develop a network of women friends who were interested in promoting professionalism in my chosen profession. Leadership through example is my number one goal; my husband Bob and I work on this every day that we're in our truck working away from home.

We're expediting truck owner/operators who run a very successful business. We represent the industry and carrier to which we're leased by dressing and conducting ourselves as successful business owners. When we drive onto a customer's property, our truck is clean and organized. We step out of our truck dressed in business casual clothes; I am always in a skirt or slacks and a button down shirt. All of my interactions with the shipping clerks, forklift operators, guard shacks, and other personnel are a demonstration that the capabilities of women in trucking are every bit as equal to that of the best of the men with whom they have previously encountered.

As a board member of Women In Trucking, I enjoy being a liaison between truck drivers and the Board of Directors. I envision a continued growth of women in our profession as we join together in demonstrating our capabilities and determination to succeed as professional women in trucking.



Tom Nightingale,
President, Sales &
Marketing,
ModusLink Global
Solutions

Tom Nightingale

As president of sales and marketing for ModusLink Global Solutions, I lead the company's international sales and marketing efforts with a focus on growing new and existing client relationships, increasing revenues, and solidifying the company's position as a leading solutions provider to global brands.

Among ModusLink's core values are excellence, leadership, integrity, and teamwork. Working with organizations like Women In Trucking makes it possible for us to live out those values—which we believe are critical to our success—and support the important and growing role of women in the transportation and logistics industry.

According to research published in March 2012 by Catalyst, a non-profit dedicated to expanding opportunities for women and business, women are poorly represented in the United States transportation and warehousing field. In fact, among the Fortune 500, there are no female CEOs in the industry, only 13.7 percent serve on boards and 11.8 percent are executive officers. Only 22.6 percent are part of the industry labor force, according to the Bureau of Labor Statistics.

Clearly, there is much to be done to encourage women to enter the field through education and defining a clear pathway to success.

FMCSA Administrator Anne Ferro and NTSB Chairman Deborah Hersman are paving the way for a sea of change in this industry—one that I am proud to help advance even further through my participation in Women In Trucking. Throughout my 20-year tenure in this industry, I've been proud to be a part of leading companies that work hard to attract and retain top talent. At ModusLink, I will continue to support Women In Trucking by working to remove obstacles and promoting the accomplishments of women across the global supply chain.

What is the Women In Trucking Association?

The IRS defines association as “a group of persons banded together for a specific purpose.” The American Society of Association Executives (ASAE) separates associations into two groups: trade or professional. According to the ASAE, a trade association is made up of business competitors. Businesses—not individuals—join trade associations. Associations that represent a profession are called professional societies or individual membership societies because individuals join to learn the most up-to-date information about their profession and share common problems and solutions with others.

Women In Trucking (WIT) is a hybrid of these two types of organizations, as we represent carriers, suppliers, individual professionals, and drivers. We do not “take sides” on issues that may separate carriers from drivers (speed limits, weight restrictions, hours of service, etc.).

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

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

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

Our efforts to promote accomplishments have resulted in our annual Salute to Women Behind the Wheel (salute-2women.com), where we honor female professional drivers and thank them for their service to the industry. These activities are mission driven and are funded by members who believe in our mission. With the exception of sponsorship dollars that fund activities, your dues provide the funding for the association.

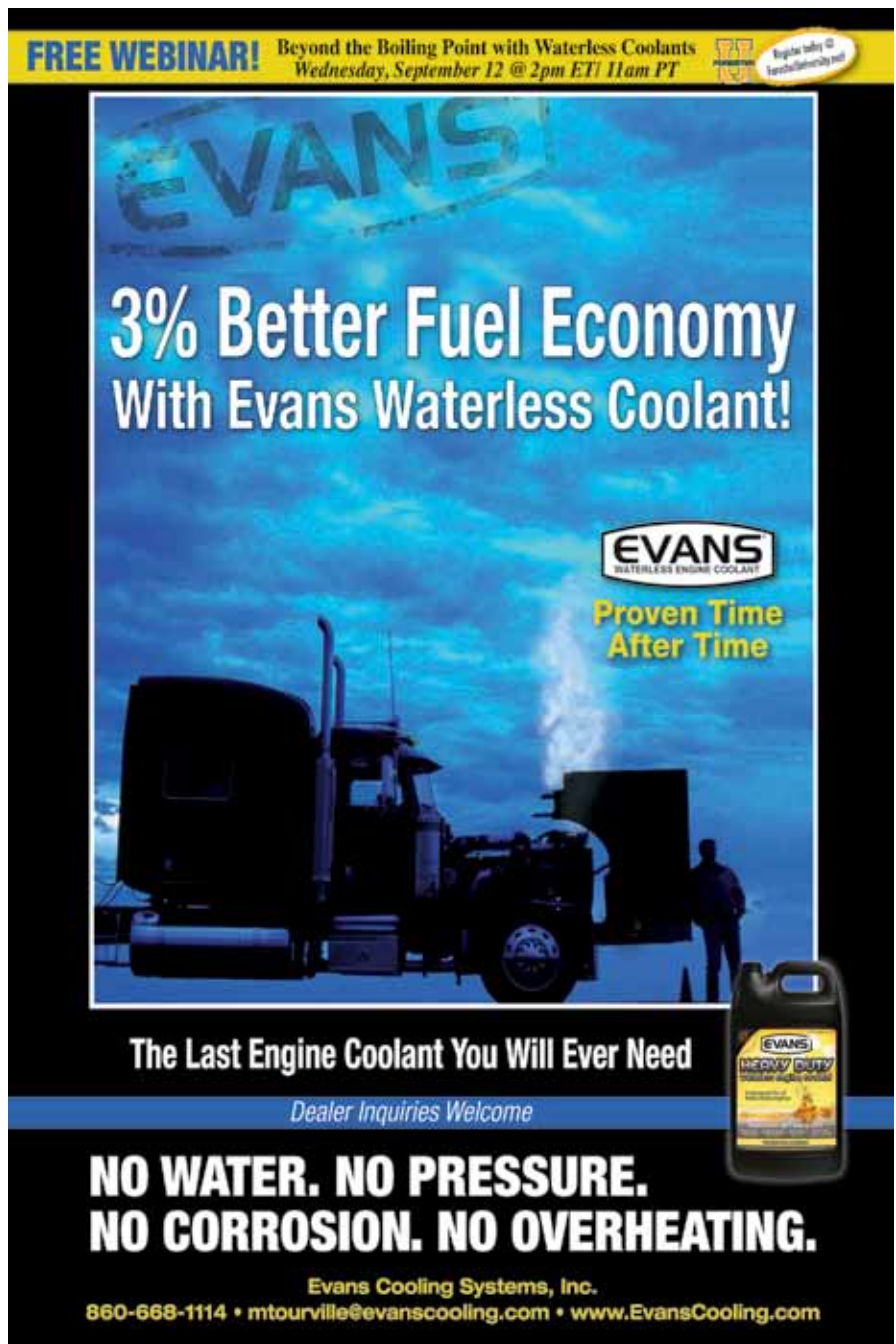
Women In Trucking Extends its Influence into Sweden

The Elmia Lastbil 2012 International Trade Fair for the transportation industry has been attracting visitors to Elmia, Jonkoping, Sweden, since 1983. This August, Women In Trucking President/CEO Ellen Voie will be giving an international perspective to attendees of the Trade Fair. Bill Rehn, CEO of the The Vocational Training and Working Environment Council invited Voie to speak.

“Our efforts to increase Sweden’s driver workforce is urgent, and our need to better understand how to attract and retain female drivers is a factor,” Rehn says. “For this reason, we have invited Ellen to speak at the event and share the challenges women face in America and the accomplishments of the Women In Trucking Association.”

Volvo, which has a large presence at the Elmia Lastbil 2012, agreed to sponsor Voie’s trip to Sweden. “Volvo is proud to sponsor Women In Trucking because of its commitment to safely improving the lives of professional female drivers on our nation’s roads,” says Magnus Koeck, Volvo Trucks North America. “As a global company, we are also honored to help broaden Women In Trucking’s mission to other parts of the world, such as Sweden, where professional women truck drivers face similar issues.”

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Resources on the Road:

The Information Highway on the Highway

By Jennifer Ryan

Calculating load weight, selecting efficient routes, predicting weather patterns: there's an app for that. The trucking industry has found itself in the midst of a rapidly evolving transformation as emerging technologies establish a niche market for their software developments.

As the demand for more deliveries—for less money and in less time—increases, trucking companies and their owner-operators have turned to the new mobile technologies being used everywhere else: from executive board rooms to gamers' pockets.

"I could not be without my computer or my phone," says Linda Caffee, a board member of Women In Trucking as well as a beta tester for GPS systems from Rand McNally, who has been on the road with her husband for 12 years, seven of those as a team driver. "We have a lot of technology on our truck."

Being on the road for eight weeks at a time means Caffee relies on technology to conduct her business, stay in touch with family, and stay connected to current affairs. "I always carry my phone with me just in case I run into a situation and I need help. The laptop helps me to stay current with the news and also rules and regulations changing in the industry. I carry a printer, scanner, and copier in the truck, and have used my mobile office often instead of going inside and paying to fax copies."

The Caffees are not unique. Truck and team drivers across the country are now driving with a mobile office.

Though outsiders may view trucking as a stable, unchanging business model, the truth is that the industry is perfectly positioned to incorporate and benefit from an influx of developing technologies. What those outsiders may view as a fairly traditional business is actually a highly technical and digital industry with a large audience of potential users. Technology firms of all sizes—from the upstarts to the



Rand McNally created the first GPS system designed specifically for trucks. The GPS system is easily used in a cab environment, featuring large screens with touch buttons and commonly-used features only two taps away.

well-established enterprises—are recognizing this potential and are now customizing their software to cater to the needs of those in the trucking industry.

From mobile surveillance to sophisticated GPS systems, using laptops, Wi-Fi, and Smartphone applications, the digital world is at truck drivers' fingertips. The information highway is now truly accessible out on the open road.

Here are just a few of the technologies providing the most important digital solutions to truckers today.

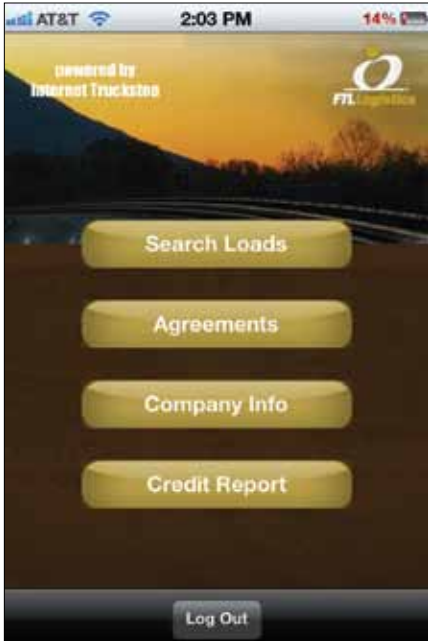
Getting social

Wright Media, the makers of Trucker Jobs, the first app for truck drivers, launched another app in July 2012 called Woman Trucker. Available for iPad and

other tablets, the iPhone, and Android devices, the app is designed to help women truck drivers communicate with one another, find jobs, and stay up-to-date on industry news.

"Social is where everything is going. Two million truck drivers have a smart device," says Kenny Wright, CEO. "After we first launched Trucker Jobs, we started developing more niche-related apps for owners and businesses. We thought, 'Let's put one together specifically for women so they can have their own community out on the road.'"

Though the app is new, Wright's goal is to have every woman truck driver using it. "We have the core features to get them jobs and help them out on the road. From there, it starts to grow organically. We see



Mobile apps like this one keep track of where drivers are going, from point A to point B, and show the date they made the trip.



The FTL BFF mobile app powered by Internet Truckstop allows truck drivers to search for exclusive FTL Logistics load postings.

how people respond to it and we introduce the useful features they ask for. The app doesn't determine the market; the market determines the app."

The social media aspect of Woman Trucker currently boasts a Facebook-like wall where users can check in when they reach a destination, pose questions

to fellow drivers, and comment on other posts. They can even choose to share all of that information on their existing Facebook or Twitter accounts.

Next on the agenda for Wright Media is a deal that will see truck stops carrying Android tablets pre-loaded with Trucker Jobs and Woman Trucker.

As the app grows, Wright says, "Having that community will push more drivers to the app and it will really spread to that niche."

Mobile surveillance

Originally offering a suite of fixed surveillance products when it started up in 2004, Eye3Data has increasingly been moving towards mobile surveillance solutions. Its customer base includes public transit, school buses, limousine services, tow trucks, and emergency services such as ambulances and police cruisers. Additionally, they focus a majority of their products on trucks.

Eye3Data has three distinct product areas. First is its "plug and play" mobile surveillance: a portable, two-camera system with built-in storage which plugs into the cigarette lighter of any vehicle and is simply

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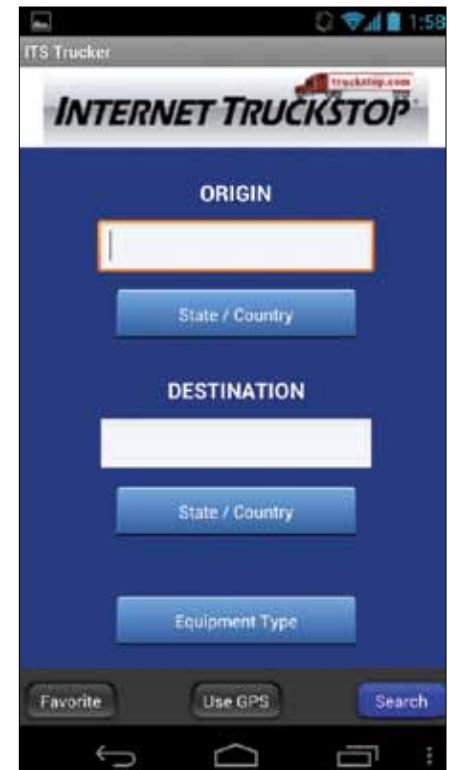
mounted within the vehicle. All recordings are stored on an internal SD card.

Second is Eye3Mobile, a suite of à la carte products designed to work with vehicle interfaces. Using eight customizable sensors, Eye3Mobile can simultaneously monitor a number of factors that affect a drive, including the number of hydraulics that are engaged at any time or environmental conditions. The cameras used in this system are analog but then digitize data to storage media of any size: from 32-megabyte SD cards to multiple terabytes, which are stored within the vehicle. The automatic download allows users to upload the data using a wireless connection to their PC or iPhone, or they have the option of in-vehicle playback, allowing them to use the mobile software to view the recording in real-time.

Though outsiders may view trucking as a stable, unchanging business model, the truth is that the industry is perfectly positioned to incorporate and benefit from an influx of developing technologies. What those outsiders may view as a fairly traditional business is actually a highly technical and digital industry with a large audience of potential users.

Finally, Eye3 Video Management System (VMS) is a highly sophisticated digital system ideal for specialized needs. Unlike the Eye3Mobile system, digitization occurs directly within the camera and is transmitted through an ethernet cable to a PC platform where it can be stored. The Eye3 VMS is a popular option for fleets because each truck can have a camera and all of the data is stored in a central server.

Systems engineer Azzorrahnovahh Livingstone explains that Eye3 VMS also



Over 80,000 shippers and freight brokers post their freight on Internet Truckstop. Truck drivers use their Smartphone app to access the lists and select a load that suits them, their truck, and their desired route.

offers a sophisticated feature called smart monitoring. To help cut down on recording unnecessary footage, he says, "The camera can decipher the difference between objects. It can tell if it's looking at a tumbleweed, another truck, or a small child and then decides if it's relevant to record."

Often, truck drivers have to make split-second decisions, and with all of that weight behind them, sometimes accidents are unavoidable. "Unfortunately, law enforcement officials show up on the scene and automatically look to the 18-wheelers," says Livingstone. "It's like blaming the big kid on the playground."

He points to the video as a type of irrefutable evidence. "Owner-operators want to keep themselves out of trouble. Their video is a way to exonerate themselves and prove they are good at what they do and doing their best out there." More than just assisting in accident situations, Livingstone adds that having video can help prevent theft—or explain theft after it inevitably occurs.

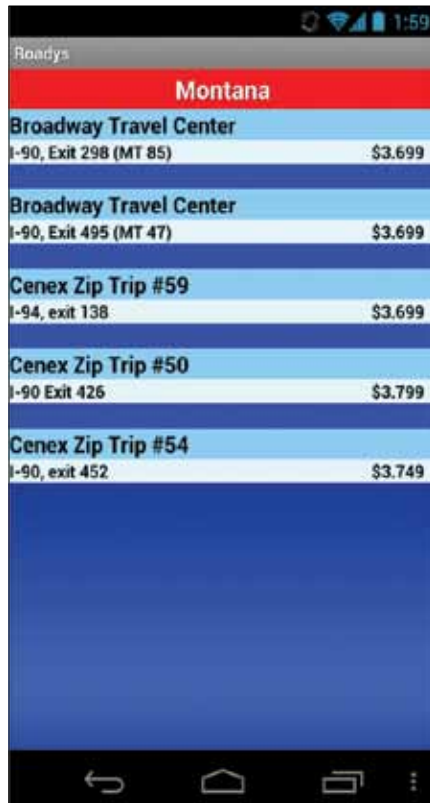
"Maintaining the load is paramount for truck drivers," he says. "The video is used not only to prevent theft, but they have a means of recourse in working with their client."

Caffee adds that the cameras in their truck, while they aren't Eye3Data, are very helpful in monitoring their freight. "If we're not allowed on the dock to watch them load our freight, I can flip through the cameras to see if anyone is lingering around the truck or hanging out behind the truck."

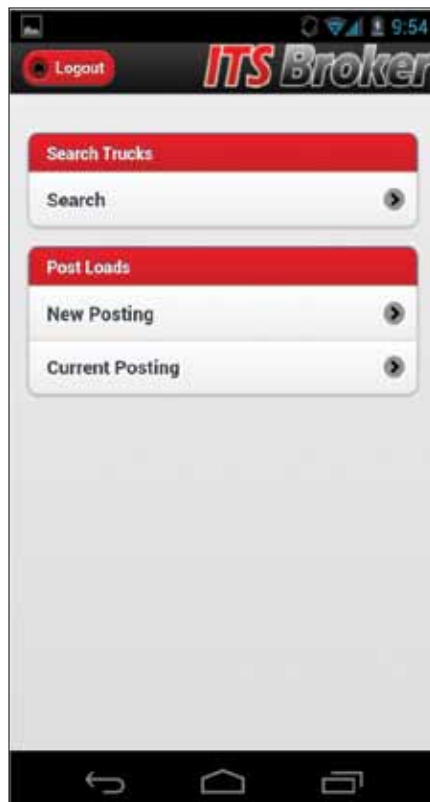
A mobile surveillance system also benefits fleet management who want to coach their drivers to become better at their jobs. The video can be used as a training tool, helping to cut down on resources, and provide a far more accurate depiction of road conditions and each driver's capabilities.

GPS for trucks

Rand McNally created the first GPS system that was designed from the ground up, specifically for trucks. "The challenges of navigating in a cab are far greater than in other vehicles," explains Amy Krouse, director of public relations for the Illinois-based company. The company has employed extensive beta testing to ensure its GPS system is easily used in a cab environment. The results are large screens with touch buttons and commonly-used features only two taps away. And though it may seem obvious, the audio system is louder. Other



With Roady's Mobile Directory, truck drivers can search the list of Roady's Truck Stops and amenity information right on their Smartphone. They can also check their Roady's Rewards balance, find service centers and fuel prices, and add favorite Roady's locations to their "My Favorite Roady's" list.



Internet Truckstop connects truck drivers with brokers for their next load quickly and efficiently.

GPS systems that were modified based on simple car systems don't always take into account the unique circumstances of driving a loud truck.

Caffee has been a beta tester for Rand McNally for two years. "I kept saying to my husband there's no way they can make this unit any better. I've been wrong each time. We haul a lot of HazMat and being able to change the routing on the GPS to guide and warn us if there is an area we are not legal to drive has really helped us to make route decisions."

Drivers can use it to find routes that are most desirable to them: if they prefer to stay on highways, or if timing is their biggest concern, the GPS can plot out the best route for them on an individual basis. One feature also includes points of interest so that drivers have an individualized route. "Our expertise is navigation but we've done a great job of considering what's important in your day-to-day business—and in emergencies," Krouse says.

She adds that women drivers find their GPS features to be particularly appealing because "as women, we're generally more concerned with personal safety." Some features include "Exits Ahead," which describes upcoming fuel cards and rest stops.

"One of my biggest fears when I started driving was a detour, as many of the detours weren't clearly marked," says Caffee. "With the Rand McNally, I no longer panic when I see a detour sign as I know that I have the unit as a guide. Another fear I had was entering a strange city in heavy traffic and not knowing which side of the interstate my next turn would be on. The GPS always lets me know in plenty of time which lane I need to be in to be prepared for the exit. The Rand McNally is one of the handiest tools I have in my arsenal of getting from point A to point B the quickest and the safest. Without the GPS, the truck pretty much stops."

Finally, their GPS system has a popular feature called "Tell Rand." This feature encourages truck drivers to share feedback on the road if they know of unexpected road closures or construction delays, wrong address locations, or errors in reporting the heights of bridges or posted speed limits. Rand receives thousands of messages and they are all investigated and updated to the database free of charge.

"Truckers respond to that," says Krouse. "They're a community that likes to talk to each other."

Freight matching services

Truck drivers like to talk to each other but they also have to connect with brokers for their next load. In comes Internet Truckstop, an online service designed to connect drivers with brokers as quickly and efficiently as possible.

Over 80,000 shippers and freight brokers post their freight on this website for truckers to peruse. Truck drivers can then use their Smartphone app to access the lists and select a load that suits them, their truck, and their desired route.

Leigh Foxall, the director of freight matching at Internet Truckstop, explains the benefits for truck drivers. "It allows them to post their truck and get a call from a shipper. They can vet the company, and it gives them the upper hand in choosing their next freight and puts them in a better position for negotiation."

Truck drivers can search for freight using the GPS function. "For example, an over-the-road driver logs into her app. She's in Dallas and wants to go to Illinois. With the click of a button, she knows what matches. She then makes the call if she wants to move that load," says Foxall.

Director of Mobile Applications Thayne Boren adds, "It's a time-saver. You already have the connectivity searching for your next load right from your handset while unloading. [Freight brokers] can post a load while having a lunch meeting. They're not tied to their desk. It's immediate gratification for everyone."

Information highway

The range of mobile technologies available to truck drivers is already diverse and it's only continuing to grow. If truck drivers are looking for a solution to their recruitment, job, surveillance, GPS, or social needs, there is a technology to help them. All of the technologies have developed in response to truckers' needs but the greatest common factor is how they work together to make a truck driver's job easier and safer, all while helping to shrink the international community of truck drivers who are out on the highways. No matter where their routes take them, they are only the push of a button away. 🚛

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Meet WIT's Newest Partners

Women In Trucking was established to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry. We would like to thank our newest partners for their continued support of our mission.

Daimler Trucks North America & Freightliner Trucks



Gold Level Partner

Daimler Trucks North America (DTNA) and Freightliner Trucks have jointly joined the Women In Trucking (WIT) Association this June as a Gold Level partner.

As a long-time corporate member, DTNA and Freightliner are increasing their support to the highest level of commitment to the organization.

"Daimler Trucks North America encourages workplace diversity and we are seeing more and more women in leadership positions within our industry," says Kary Schaefer, chief engineer mechatronics, DTNA. "By partnering with WIT, DTNA and Freightliner are showing our support

for all of the women who are helping change the face of the trucking business."

Freightliner has been a sponsor of the "Salute to Women Behind the Wheel," at which female professional drivers have been recognized for their contribution to the industry.

"A Gold Level partnership shows DTNA and Freightliner's support for our mission to create a better environment for women (and men) who pursue a career in the trucking industry," says WIT President/CEO Ellen Voie. "Their long-time support as a member and an event sponsor has shown their commitment in the past



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but they are now a top level contributor with greater influence in the future of the association."

Freightliner Trucks is a division of Daimler Trucks North America LLC, headquartered in Portland, OR and is the leading heavy-duty truck manufacturer in North America. Daimler Trucks North America produces and markets Class 4-8 trucks and is a Daimler company, the world's leading commercial vehicle manufacturer.

For more information, go to www.daimler-trucksnorthamerica.com/brands/freightliner-trucks.aspx.

C.H. Robinson Worldwide, Inc.



Silver Level Partner

C.H. Robinson Worldwide, Inc. joined the Women In Trucking (WIT) Association this May as its first Silver Level partner. This level of support extends beyond membership and shows a higher commitment to the organization's mission.

"C.H. Robinson Worldwide is the first logistics provider to step up at this level of support and we're looking forward to using their expertise and influence to help us bring a new level of service to our

members," says WIT President/CEO Ellen Voie.

Founded in 1905, C.H. Robinson is one of the world's largest third-party logistics companies. They develop global supply chain plans, offer analytics and consulting, provide door-to-door transportation, and execute freight services to meet the needs of their customers. As a global provider of freight and Managed TMS® services, logistics outsource solutions, fresh produce sourcing and payment services,

the company operates through a network of over 230 offices and approximately 8,350 employees in North America, Europe, Asia, South America, and Australia. It works with 53,000 transportation providers worldwide and their services extend to more than 37,000 customers globally, ranging from Fortune 500 companies to small businesses in a variety of industries.

"C.H. Robinson collaborates with organizations that positively influence the lives



of many in the transportation industry. As a Women In Trucking Silver Level partner, C.H. Robinson has the opportunity to directly work with an organization that shares similar goals to advance the trucking industry, as well as recognize and support the rising demographic of women in the transportation industry," says Mary Clark Brown, general manager at C.H. Robinson.

C.H. Robinson understands the importance of the growing number of women transportation professionals behind the wheel. The trucking industry is an essential part of our economy and, with the efforts of WIT, there is hope for more people to become involved. WIT provides a greater understanding of the unique challenges women can face on the road. In addition, the association works closely with the transportation industry to eliminate the barriers that might prevent women and men from entering the industry.

"Our hope is that by supporting and being directly involved with WIT, we can continue to promote the instrumental contributions that all transportation professionals are making in the transportation industry and to our country," says Brown. "As a leading third-party logistics company, C.H. Robinson communicates with thousands of transportation professionals and shippers each day. As a member of WIT, we will continue to learn their goals and share them with others to promote their advancements in the transportation industry." 🚛

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Thanks to our generous partners for their support of our mission! To find out how you can join the ranks as a partner of Women In Trucking, go to www.womenintrucking.org.



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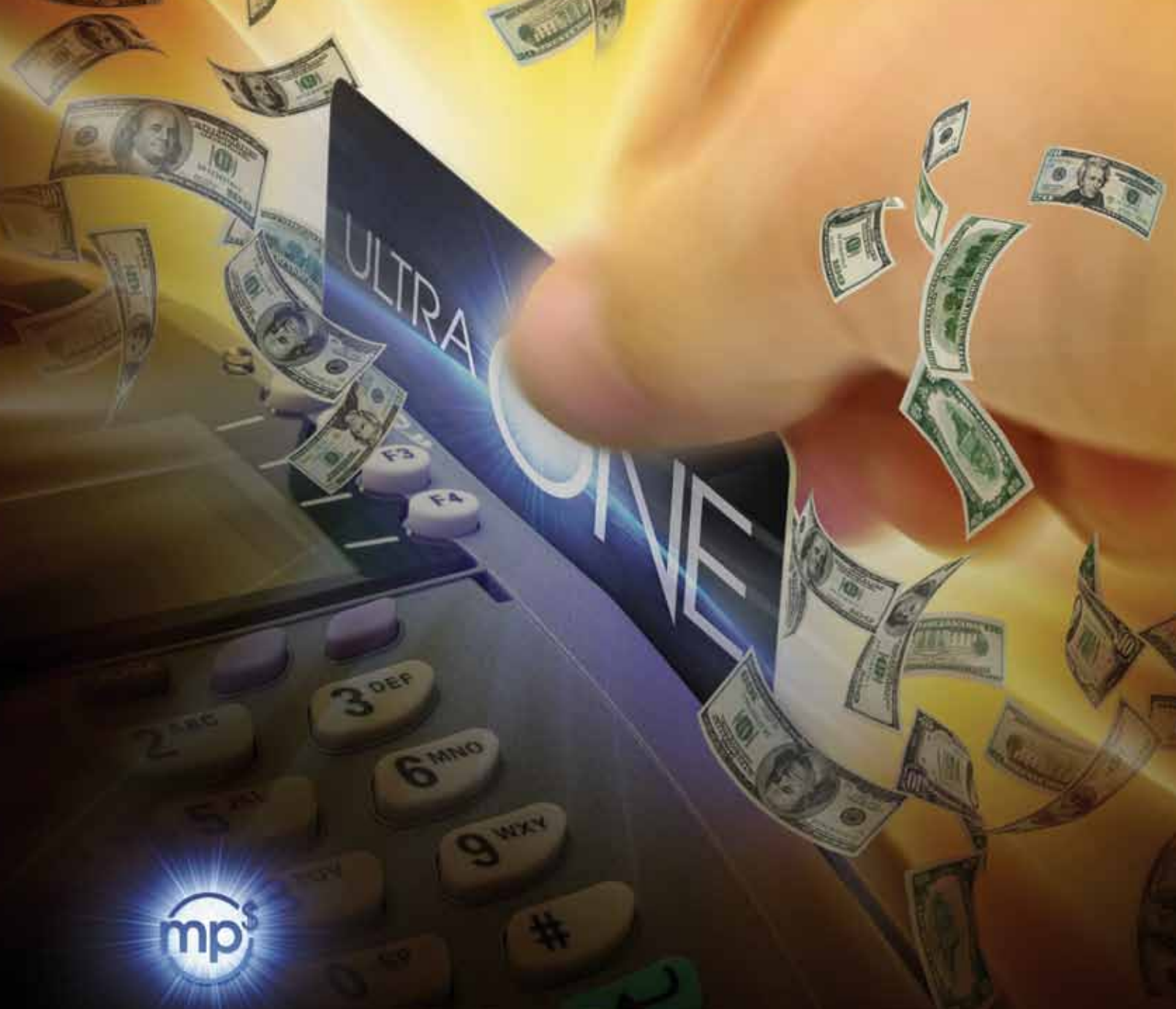
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Truck Equipment Gets a

Passing Grade

By Kirsten Mangin

When Dr. Jeanette Kersten and her University of Wisconsin-Stout (UW-Stout) graduate students were approached by Ellen Voie, president and CEO of the Women In Trucking Association (WIT), to conduct a study on the quality of trucking equipment for women in the industry, they jumped on the chance to take on the assignment.

"This isn't the first study we've done for WIT. It's a good way for a non-profit group to learn about industry challenges and needs," says Kersten.

Three students from Kersten's Organization Development course were assigned to the project as one of their course requirements. "According to Ellen, a study like this had never been done before and if it had been, it would have been done by the manufacturers themselves," explains Kersten.

The study began in February of 2012 and ended in May of 2012. Having previously done work for WIT, the format to follow for this study was easily determined. "We've found that to reach this population, surveys do well, so we developed a survey in Qualtrics™," says Kersten.

Qualtrics™ online survey software was used to determine how trucking equipment affects the female driver by analyzing the results related to ergonomics and safety. Prior to developing the survey that would include specific questions regarding

equipment challenges, the students took part in conference calls with representatives from WIT to discuss the scope of the project. The students then spent time touring two Class 8 trucks to conduct their own research. "They spent one day at a Kenworth dealership climbing around in trucks," says Kersten. "They took pictures and notes of their observations."

Based on their research, the 33-question survey was then developed, approved, and sent out for dissemination. The survey was based mainly on equipment design, safety, and the interior and exterior of Class 8 trucks. Examples of survey questions included the following:

- Do you feel safe when driving your truck?
- Are you satisfied with how your truck handles while driving?
- Which of the following components of your truck's engine accessibility are you satisfied with in terms of design?

Many questions offered options to choose from when answering, including an "other" category. In order to evaluate the drivers' opinions and recommendations, all questions were followed up on by asking drivers to specify, "What can be improved?"

The final survey was then sent out to 663 WIT members and 100 members responded. Once the completed surveys

were received, the results were analyzed and a detailed portfolio was created.

Results were separated into central themes, with issues and recommendations clearly documented. Overall, driver responses were positive, and according to Kersten, many of the recommendations followed a similar pattern. "The findings were that there were a lot of recommendations for adjustability," explains Kersten. "Adjustability was definitely the key piece."

Specific recommendations regularly brought up by drivers included seat, side mirror, step, handrail, and steering wheel issues. Improvement recommendations in regards to the adjustability of the seats included the need for seatbelts to adjust to fit all body types and the need for positioning of seats to have the ability to adjust for taller drivers. Leg room was indicated as being limited for taller drivers and additional leg room was suggested as being needed. It was also recommended that seats needed increased lumbar support and increased reaction to bumps on the road.

In addition, side mirrors were noted as not having enough adjustability and therefore limited good sight lines towards the rear of the truck. It was also requested that the side mirrors be made longer and wider to be able to view the tail of the trailer. As for truck steps, the main issues included the need to reduce gaps between steps, mainly



for shorter drivers, so their climb was less difficult. The survey also indicated a need for the top step to be wider so that all drivers can step down in a safer manner.

Recommendations for handrails included locating the handrails inside of the trucks to avoid slipperiness caused by weather conditions such as rain and snow, and an increased number of handrails located around climbing areas, which would help increase safety for the drivers. When it came to steering wheels, adjustability played a key factor. Adjustability of the height and size of the steering wheel were recommendations by drivers. Some drivers even suggested that operators should be more involved in the decision process of size and placement of the steering wheel.

Other suggestions that were highlighted included issues with pedals, lights, storage facilities, mattresses, and engine compartments. It was noted that pedals were known to be slippery and it was suggested that different materials be used to reduce this problem. Also, the reachability for shorter and taller drivers was brought up along with the spacing of the pedals, notably the clutch.

As for lights and storage facilities, there's a need for more lights in the cabin, and storage space needs to be increased and become easier to access and reach.

Mattresses were noted as not being large enough and the quality was described as poor; comfort was definitely an issue.

Specific recommendations regularly brought up by drivers included seat, side mirror, step, handrail, and steering wheel issues.

Finally, the engine compartment was generally considered to be too heavy. A decrease in the hood weight was recommended and some even suggested considering the use of hydraulic lifters to ease the opening and closing of the hood.

It's important to note that responses to the survey didn't vary between drivers that were 5'6" and shorter and even with all the recommendations listed above, the majority of the drivers that took the survey were happy with their trucks. For example, only eight percent of the surveyed population didn't feel completely safe when operating their truck and only nine percent were dissatisfied with how

their truck handled while driving. As the recommendations suggest, the majority of the concerns could be eliminated by increasing adjustability to the problem areas.

Kersten and her students concluded that the satisfied and unsatisfied results were very similar between the two groups and that most drivers had issues with either location or sizes of items on their truck. One positive that was also discovered as a result of the survey was tilt steering. Survey respondents that touched on tilt steering had positive remarks to make, which also helped conclude that flexibility and adjustability is a key cog in improving trucking equipment for female drivers.

Kersten explains that the short timeframe and inability to ask certain questions due to the nature of the survey, such as questions involving body weight, did limit the study. She admits that with more time, the study could have been expanded for more detailed results.

In the meantime, the current study has been passed along to WIT and the findings will be presented to various groups in hopes that the issues will be considered and changes can then be made in the future. In addition, Kersten and the association would eventually like to have the study published as cases in peer reviewed journals. 🚚

Trucker

Therapy

By Paul Adair



The idea of trucking across the country may appeal to the imagination but the realities found in spending your days and weeks on the open road can be sobering. The shifts are long, the labor is heavy, and the nights can be cold—especially if everybody you care for happens to live thousands of miles away.

It causes many to pause and question why they took up the driver's lifestyle in the first place.

"Women tend to get into the industry for the money and, secondly, for the adventure," says Sandy Long, 40-year veteran of the road and author of the books, *Street Smarts* and *Arriving Alive*. "Trucking is one of the few professions that you can get into where women make the same money, advancing at the same rate as the men."

However, while the money may be good, over time, the stress of being away from family and friends will take a toll on the mental well-being of the trucker—woman truckers in particular. "Women tend to close down. Isolation is a very big thing in my estimation," says Long. "This feeling of aloneness."

Long recalls a truck stop in Missouri a few years back. Taking a break with her dog, Lillian Russell, Long was approached by a fellow female driver and was asked if she could spare a moment. Asking how she could help, the other driver paused before simply answering, "I just want to talk with someone. I never really get a chance to visit with anybody."

According to Buck Black, a licensed clinical social worker, this kind of story is not uncommon. Black offers therapeutic counseling from his offices in the city of Lafayette, Indiana and online—around the world—via Skype. Working with the trucking industry, Black sees the affect the profession can have on the emotional health of women.

"I definitely think depression among truckers is very common," says Black, "largely coming from the isolation. It seems many truckers have relationship problems because of it."

Unfortunately, even today, mental health issues are largely misunderstood, especially in an industry that seems to, on the surface, prize machismo and intestinal fortitude over sentimentality.

"I have yet to find a trucking company that sees value in my service," says Black. "They simply look at the therapy as a cost and don't understand that their drivers would be more productive with good mental health."

Black is a bit of a pioneer in providing web-based counseling sessions. The use of Skype and apps such as FaceTime came about as a necessity to meet the needs of his more mobile patients and to address the difficulties in balancing the structure of therapy with the flexibility required by the trucking profession.

Prior to offering Skype sessions, Black says that to obtain counseling for emotional problems, "the trucker either had to go on vacation and not be paid or skip therapy to work. For the most part, they just didn't do therapy."

However, in the day and age of the World Wide Web, a stable WiFi connection and web-cam is all that's required to put the trucker in touch with the help they need in understanding their emotions.

This isn't to say that making the decision to seek aid in combating your

The use of Skype and apps such as FaceTime came about as a necessity to meet the needs of his more mobile patients and to address the difficulties in balancing the structure of therapy with the flexibility required by the trucking profession.

anxieties is an easy one. The issues surrounding mental health carry stigmas that are difficult for some to overcome. "Men tend to be more closed-off and don't want to admit any type of weakness," says Black. "However, women generally can see the value in therapy. They're more in touch with their feelings and willing to talk about them."

The basic rule of thumb is that if any trucker thinks they may have a problem, it's a good idea to contact a professional and seek a mental health assessment, saying, "These are my symptoms; these are my feelings. What do you think? Do I have a problem?"

From there, the therapist can develop an online session that works around a driver's needs. "Usually," says Black, "a therapy session lasts multiple visits, depending on the trucker's situation. There are some truckers I talk with on a regular basis and, every once in a while, there's a trucker I'll talk to once, maybe twice, and I'll never hear from them again."

An ounce of prevention, however, is worth several pounds of therapy. There are things a driver can do, on their own, to prevent potential stress issues down the road. Many truckers will adopt a pet to travel with them, such as the aforementioned Lillian Russell. It's important to keep communicating but it's not necessary that your companion have the ability to answer back—just that they will listen to you.

Social media can be a powerful tool in allowing a trucker to remain in contact with the rest of the world while on the road. By sharing stories through websites such as Twitter and Facebook, drivers understand that the profession as a whole shares many of the emotional issues they deal with.

Black emphasizes the benefits of maintaining a healthy body. "Exercise is a big thing we're always talking about. There's definitely something in that a little bit of exercise can improve your mood. And eating healthy; there's obviously a link between healthy eating and feeling good."

Black's final piece of advice is to "remember that you're in a long distance relationship because you're a trucker. Pick up the telephone or Skype and communicate with family, friends, and loved ones on a regular basis because that will prevent a lot of problems for you in the future." 🚛

Big Girls Don't Cry, Or Do They?

By Sandy Long

The following is an excerpt from an article about how drivers deal with stress by Sandy Long. To view the full article, go to www.womenintrucking.org/articles/Big-Girls-Don%27t-Cry.pdf.

Trucking is a stressful job. Reefers go out under a produce load, tires blow out, trucks break down, AC units quit on the hottest days, heavy traffic and bad directions all contribute to the stress we all suffer on the road; add to that home/family stress and you have a volatile situation.

Men often deal with stress by yelling, cussing and throwing things; some pick fights...some women do those things also, but mostly we either go quiet or get emotional... we sometimes cry.

Stress can kill you or someone else out on the road. It can make you distracted enough that you do stupid things that result in getting tickets, having an accident, getting lost or actual sickness. Chronic illnesses like high blood pressure, depression and diabetes can be intensified by stress.

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Wanting to Take Out the

Trash

By Andrea Danelak

Imagine a driving job that would allow you to come home every night to enjoy a home-cooked meal with your family, tuck your children into bed, and have some much-deserved relaxation time. Indeed, more drivers are turning to careers in the waste management industry for those very reasons.

“Waste Management gives you the opportunity to work on your own and be home with your family,” says Yen Hannah, diversity hiring program specialist at Waste Management, Inc., the largest environmental solutions provider in North America.

For drivers like Traci Turner, the chance to spend more time at home is one of the biggest perks of working in the industry. Like Hannah, Turner works for Waste Management, Inc., which serves nearly 20 million residential, commercial, and industrial

customers in the United States, Canada, and Puerto Rico.

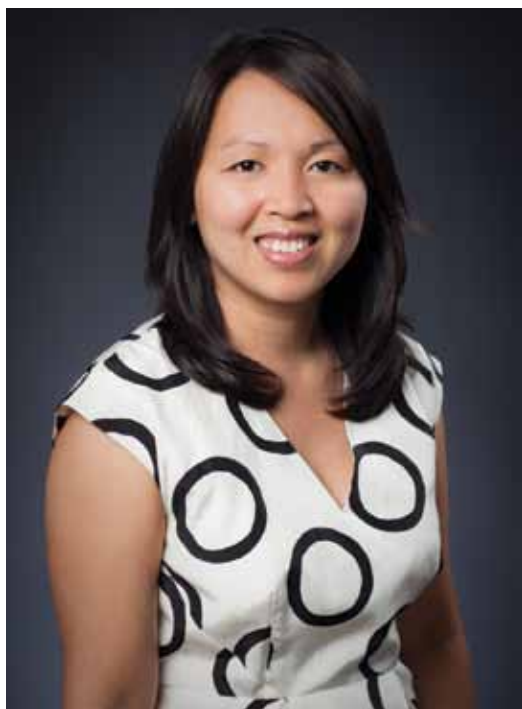
Originally working in her family’s business, Turner eventually decided to pursue other opportunities. But after submitting resumes to several companies, she had trouble finding a full-time driving position, despite her experience.

“I was putting lots of applications out and having a really hard time finding something,” says Turner, who is based out of Utah. That all changed when she noticed a female driver picking up the trash one morning. Stopping the driver, Turner asked her several questions about potential

employment and was excited to learn that the company—which turned out to be Waste Management, Inc.—was looking for drivers.

“I put my application in and was really surprised at how much easier it was and how welcome they were,” she recalls. “You’re not looked at as a woman—you’re looked at as a person and whether you’re capable of doing the job. If you’re capable of doing the job, you’ll get hired. I was really impressed with that.”

Having now worked in waste management for several years, Turner loves that she has the ability to come home every night and work on her own during the day,



Yen Hannah, diversity hiring program specialist at Waste Management, Inc.



Like many drivers in the industry, Traci Turner loves that she can come home every night and work on her own during the day.

a sentiment echoed by many drivers in the industry. "You manage your route the best way you can," says Hannah. "If you manage your time wisely, you can finish early or late. It really allows you to manage that work/life balance."

Not only is the work schedule appealing but the multifaceted safety programs and regulations at waste management companies ensure drivers head home without injury. "We value safety—it's a priority for our drivers," says Hannah. "We have a great safety program to train our drivers to ensure they go home to their families every day."

Not only is the work schedule appealing but the multifaceted safety programs and regulations at waste management companies ensure drivers head home without injury. Working in waste management also has its monetary benefits, with companies offering competitive salary and benefits packages, making jobs even more appealing to potential drivers.

Turner, for instance, takes part in a daily safety meeting, which drivers take turns leading every morning before heading out on a pre-trip to ensure their trucks are running properly. At the end of her shift, she looks over her truck once more. "Our safety program is just amazing," says Turner, who is co-chair of her safety committee. "Safety is huge around here, which is awesome."

Working in waste management also has its monetary benefits, with companies offering competitive salary and benefits packages, making jobs even more appealing to potential drivers. "Our company really supports our associates," says Hannah. "The benefits are great—for everyone from the leadership team to the drivers on payroll."

"You can make a good wage driving," says Turner. "To go and find a job in an office, the wage is so much lower. There are a lot of women who have to pay for

daycare—and eight to 10 dollars an hour just doesn't pay for it."

And there are other, more personal perks to picking up the trash. Turner, who works a residential route, says her favorite part of her job is interacting with her customers. "One blind gentleman—a very nice man—is waiting for us at the door every day so he can say thank you," she says. "I've had a chance to talk to him a bit and get to know him."

Aside from learning their routes inside and out—and essentially acting as their own bosses—drivers in waste management do face the occasional challenge. The physicality of the work can be challenging for some, though Hannah stresses that women are more than capable of meeting the demands of the job. "Women may think that it's hard in terms of being physically laborious and think that they might not be able to handle it," she says, "but we have women doing it on a daily basis and they are successful."

Companies like Waste Management, Inc. are always actively recruiting female drivers, and both Hannah and Turner have noticed more women entering the industry. "It's a career option that people are now exploring," says Hannah. "They may think, 'Oh, it's a trash company.' But the opportunities are here and we want to get the word out that we're recruiting more women."

"I've seen a lot more women in other trash companies, too," adds Turner. "It's definitely stepping up and I think it's great." Though Turner admits that she does occasionally face stereotypes because of her job, particularly because of her gender, she has never let them dissuade her. In fact, she uses it as her personal motivation to work as hard as possible.

"When I was hired, I said, 'I will come to you long before you will have to ever come to me if I can't do this job.' I made a promise to myself to give 110 percent and do better than most of the men," says Turner.

"There are a lot of men that will say I'm favored because I'm female but they don't see the numbers that I produce," she continues. "I start each day hoping to do better and better. Anybody that believes they can do it, can do the job."

For more information about careers at Waste Management, Inc., visit www.waste-management.jobs. 🚚

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Leading the Way:

Women Business Enterprises and Women In Trucking

We are frequently approached by shippers looking for a list of certified Woman Business Enterprises (WBEs) at Women In Trucking Association. It would make sense for us to be able to provide this information to shippers who have diversity vendor requirements.

In the United States, the government requires their contractors to meet vendor goals that include the use of certified WBEs as well as minority (MBE) and

disadvantaged (DBE) business owners. In addition, many large companies have their own self-imposed diversity requirements because they believe in hiring vendors that reflect their customer demographics.

Since many of our members are already WBEs, we are building a list of corporate WBE carriers and logistics companies to give to shippers. If you are WBE-certified and wish to be added to the list, please send your contact information and list of

certifications to susan@womenintruck-ing.org. If you aren't already certified as a WBE, you can learn more through the National Women Business Owners Corporation (www.nwboc.org) and/or your state Department of Economic Development office.

We believe this list will be beneficial for our members who own and operate trucking and/or logistics companies while fulfilling diversity requirements for shippers. 🚛

Important Business Development Strategy

Obtaining WBE Certification is an important business development strategy for women business owners for two primary reasons. First, most local and national government purchasing agencies track and/or have programs for doing business with women business owners. Having WBE Certification is the only way the purchasing agents have confidence that a business representing itself as woman-owned is in fact woman-owned. Second, in a similar manner many publicly-held corporations, as well as larger private corporations, also track and have programs for doing business with women-owned vendor companies. NWBOC is a national 501(c)(3) not-for-profit corporation, and is the first third-party, national certifier providing WBE Certification.

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Women Business Enterprise: All American Logistics, LLC



Since its inception in November 2006, All American Logistics has seen great success and substantial growth. In its first year, the company, which specializes in moving freight for utility companies, did over \$2M in business and landed its biggest contract, one of California's biggest companies, Pacific Gas & Electric Company (PG&E). Today, the company expects to do \$15M in business, has an on-time pick-up rate of 98 percent, has very little claims and is able to provide outstanding customer service.

"[Becoming a WBE-certified company] can be very challenging at the beginning—it's a male-dominated industry, so it's tough and you have to prove yourself to gain respect. You can't give up if you want to make it; you just have to keep at it," says Debra Silver, president of All American Logistics. "I got my foot in the door with PG&E and they gave me a lane of traffic until we could prove ourselves. They gave me more and more freight, I added to my crew, and it turned into a large contract. During that time, they kept referring us and we've picked up new clients. We now have a crew of six people and are certified with the California Public Utility Commission and the Women's Business Enterprise National Council."

Silver says the company, which is located in Stockton, CA, also does a lot of special projects that most brokers wouldn't consider,

like over-dimension moves, crane work, and pretty much whatever someone asks them to do. "We're a 24/7 company, meaning we can be called at any time for an emergency," she adds.

All American Logistics beat out 38 other nominees to win the Supplier of the Year award from PG&E in 2009. The company has been a WIT member since 2007 and values what WIT membership offers. "It's great for networking and for staying up on what's going on out there—the challenges other women go through, the successes other women have in the industry," she says. "It's always important to me to know what's going on."



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Are You In

or Are You Out?

By Nancy Dilley, BeRoadSmart



Let's get serious. Nobody wants to be the last kid picked for dodgeball in gym class. Nobody wants to be the only one empty-handed when the "cool kid" passes out invitations for his birthday party. And, certainly, nobody wants to be the one everyone is pointing at when the dust settles and the question is asked, "Who still hasn't jumped on the "go green" train yet?"

So I ask, "Are you in or are you out?"

The most incredible thing about being one of the cool kids now is that it's no longer up to somebody else. This time, it doesn't matter whether your hair is orange, your skin is purple, you wear glasses or ride a John Deere to the grocery store. This time it is up to YOU.

Female truck drivers are among the strongest, most independent and inspiring people in this country. With 3.5 million truckers on the road and 200,000 of them being women, let's face it; this job isn't for sissies. So why wouldn't this fabulous group of women be the ones behind the

wheel of this green train as it heads out of the station and all over the country?

Each year, one billion gallons of diesel fuel is consumed by idling engines causing 11 million tons of carbon dioxide and 5,000 tons of particulates to be emitted into the atmosphere. Let's back up. ONE BILLION GALLONS of diesel fuel is consumed and then emitted into our atmosphere EACH YEAR. Smartway Transport Partnership calculates that to cost an average of over \$6,000 per year, per truck. Some surveys show that trucks idle from six to eight hours per day for as many as 250 to 300 days each year.

Idling is no picnic for your engine or for the driver either. Running the engine at low speeds (idling) causes twice as much wear on internal parts compared to driving it at normal speeds. All signs point to increased engine maintenance costs and a shorter engine life due to idling.

Drivers who are behind the wheel of idling trucks also put their internal parts at risk. Without the vehicle being in motion,

there is no air flow to vent the emissions, thus creating greater health risks for the driver. To top it off, idling emissions can contribute to premature mortality, bronchitis (chronic and acute), hospital admissions, respiratory symptoms (upper and lower), asthma attacks, work loss days, and minor restricted activity days.

Ladies, it's time to be the cool kids.

There are many solutions and suggestions that address the benefits of going green in the trucking industry. When companies adopt alternatives to long-duration idling, they can save money on fuel expenses, reduce engine maintenance costs and reduce health effects from emissions and engine noise.

The most beneficial solutions may seem like a bigger investment on the front-end but end up paying themselves off in three to four months, such as the HVAC unit called the ComfortCab. This little addition is one of the only completely battery powered no-idle HVAC units in the industry. It provides heat and air conditioning comfort

for the sleeper cab for eight to 10 continuous HVAC hours with six AGM deep-cycle batteries. Who wouldn't want to have such a cozy little buddy like that along for the ride? Some solutions are as simple as investing in trailer skirts, such as the American Trailer Skirt. This skirt has happy customers dancing about the six to 10 percent fuel cost savings they experience once their trucks have been properly outfitted.

Just in case you're still thinking that you aren't ready to front the cash needed in order to make your truck green, let me tell you about a significant incentive program

that could change your mind. Through the American Recovery and Reinvestment Act, the U.S. Department of Energy is funding a project with Cascade Sierra Solutions and Shorepower Technologies to increase the number of electrified truck parking locations. This project includes over \$10 million in idle reduction equipment rebates that are up for grabs. The Shorepower Truck Electrification Project (STEP) Rebate program offers to reduce your cost by up to 20 percent of the installed equipment price.

Battery HVAC systems, like the ComfortCab, qualify for up to a \$1,600 incentive

through the STEP Rebate program. Pre-authorization is required, so be sure to check out the application before installing idle reduction equipment. You can find the application at www.csswebform.org/webform/TSE_app2.aspx.

For more information on the no-idle HVAC unit or the American Trailer Skirt, visit www.beroadsmart.com.

Bottom line, ladies: when three million trucks turn off their engines, the environment rests. So let's make a pact to do our part to save the environment, and our bottom lines, by saying count me IN! 🚚



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Driver Profile

Are Women From Venus and Men From Mars?

By Ellen Voie, President/CEO, Women In Trucking

How do female drivers differ from their male counterparts? Recently, the Women In Trucking Association asked the folks at Professional Dynametrics Programs (PDP) to help us understand the difference in the behavioral styles of female drivers. To do this, we asked our top female drivers who had driven over three million miles to take a short, 10 minute test.

Thirteen women completed the survey, which measures important issues including communication, retention, safety, and overall performance. PDP has been administered to thousands of drivers and numerous studies have been done on the relationship between their behavioral traits and their performance.

We compared the behavioral style of these 13 women with 17 of the finalists (all male) who had been recognized for national awards by the Truckload Carriers Association. All of these drivers—male and female—had highly successful careers.

One way to compare these groups is to create a composite job model of the women and separately create a composite job model of the male drivers. The comparison of these two models shows:

- Both groups had patience as their highest trait. Patience is the essential ingredient that high performing, safe

drivers possess. Patient people develop routine, repetitive, efficient ways of doing daily tasks. They also pay close attention to what's going on and aren't inclined to be distracted drivers. They "make the best of" most situations. Patience was slightly higher for the male group.

- Conformity (the need for rules and structure) was the second highest trait for both groups. In today's driver world of CSA, EOBRs, roadside inspections, and other forms of structure, conformity is an important trait.
- Extroversion for both groups was about on the midline (average). Over-the-road driving isn't a highly social vocation.
- Dominance was the lowest trait for both groups. Low dominance people are supportive, collaborative and good team players. The dominance of the women was higher than the male finalists. This correlates with slightly higher assertiveness and goal orientation.
- The female drivers were more intuitive in their decision-making style than the male drivers.
- Both groups had high energy. The men had higher energy than the female drivers.

Another way to compare the behavioral traits of these two groups is to do an in-depth analysis of the individual traits of the members of both groups. The results of this analysis showed:

- Fifteen percent of the women had dominance as their highest trait;

- Fifteen percent of the men had extroversion as their highest trait;
- Twenty percent more of the women were direct tellers—they are direct in how they communicate and use fewer words than an extrovert;
- Twenty-one percent more men were direct and/or persuasive tellers—their dominance and their extroversion were about equal and they use the style that fits best for the situation; and
- Both groups had high energy—the men had 25 percent more drivers in the very high energy groups.

We compared the behavioral style of these 13 women with 17 of the finalists (all male) who had been recognized for national awards by the Truckload Carriers Association.

The characteristics of these two high-performing groups are more similar than they are different. Both groups are high in patience and conformity.

The following are traits that are consistent with the requirements of the driving position:

- Efficient and consistent in performing daily tasks.
- Pays attention to what they're doing, which leads to safe driving and being on top of their job.
- Knows and follows the rules. The driving job has moved rapidly from the Wild West to a job like an airline pilot.

Both groups have low dominance. However, the women members had higher dominance traits than men. Is it because they are from Venus? Probably not. It's probably due to the fact it takes more assertiveness and goal orientation for a woman to take her rightful place as an equal and high-performing member of the driving profession.

The PDP behavioral tool is used successfully in the trucking industry in a number of ways, including selecting managers and drivers, improving fleet manager-driver communication, understanding people's strengths, and reducing turnover. 🚛

Created Just For You

The Women In Trucking Association has been created for you, both men and women, who are either involved in the industry, or have a career interest in being a part of one of the largest networks of professionals in North America.

Nearly one out of 14 workers are already employed in jobs that support the transportation industry, but the need for drivers and other trucking professionals continues to increase. We look forward to serving you and supporting your career in the transportation industry.

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Trucking

Down Under

By Ellen Voie, President/CEO, Women In Trucking



Have you ever wondered what it would be like to drive one of those massive big rigs like those in Australia? Some of the trucks pull as many as four trailers behind them, looking more like a train than a tractor-trailer. The Australians refer to them as “B doubles” or articulated vehicles, which can weigh as much as 62.5 metric tons (137,800 pounds).

These vehicles are equipped with large capacity fuel tanks to handle the long stretches of road in the outback. Add a “kangaroo rack” to the front to avoid any damages from hitting one of those cute marsupials, and you’ve got a huge amount of machinery that can deliver a lot of freight over great distances.

In June 2012, I visited the land down under to participate in the Transport Women Australia conference held in Melbourne. Their goals are similar to those of Women In Trucking Association (WIT) but they represent all modes of transportation, such as bus, rail, and maritime, not just women in the trucking industry.

While they were very interested in hearing about the environment for women in the United States, I was just as curious to learn about the challenges women face in a country with large, sparsely populated areas and an expanding mining industry.

Professional drivers suffer from an extremely negative image in Australia, worse than ours in the United States. When I asked if they had any activities to elevate the impression four wheelers had of their drivers, they said they didn’t. However, they were very interested in hearing about the Trucker Buddy program, Highway Angels, and America’s Road Team.

I had the opportunity to visit a new, state-of-the art truck stop near Melbourne. Oil companies, such as BP and Shell, operate the truck stops in Australia. This facility was touted as the most modern truck stop in the area but the stark white walls, limited (and very slow) meal service, and the basic shower and laundry equipment was not very inviting. There was no drivers’ lounge other than some hard plastic chairs near the small convenience store area. I didn’t see any place where drivers were given preference over the four wheelers in the truck stop.

It takes years for a driver to be qualified to operate an articulated truck (tractor-trailer) and drivers are expected to start with smaller vehicles, such as the “rigids” or what we call straight trucks. For women, this is an entry-level job but often follows a local, delivery position, or “tugs.”

I met two female drivers who worked for Toll Trucking, the largest carrier in Australia, which also has a presence in Asia as well as the United States. The carrier has numerous divisions that transport everything from parcels to truckloads. One of their female drivers delivers parts for Ford Motor Company and stays within a small area between the Toll facility and the nearby Ford plant. She wanted to move into a larger truck (rigid) but was required to learn how to operate a forklift first so that she could assist in loading and unloading the freight.

The Australians share another challenge we are experiencing in the United States—an aging workforce. Most of their drivers are over age 50 and they can’t attract younger generations to become

drivers. While they aren't under the same rules governing a driver's health as we have under FMCSA, an older work force means a decrease in fitness levels for the population.

Driving a truck in Australia is like stepping back in time. The industry is suffering from a driver shortage, an aging work force and a physically demanding career that is not well valued by the very people who it serves, the consumer. Oh, and they all drive on the wrong side of the road!

In the United States, one out of 20 drivers is a woman. Our goal at WIT is to increase that level considerably. While five percent is still dismal, the trucking industry in Australia has a long way to go to catch us. 🚚

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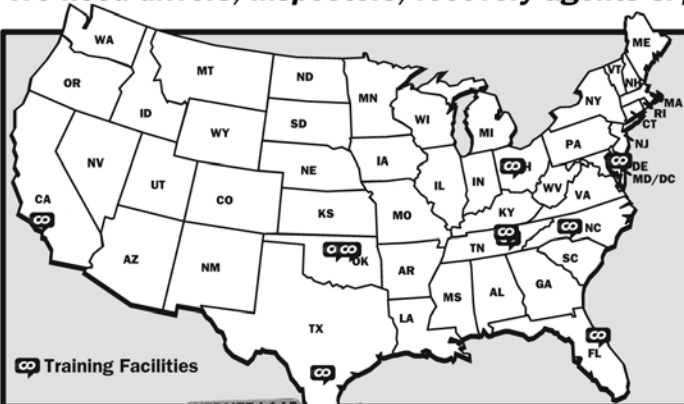
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Happy Birthday, Women In Trucking!

It's been five years since we were "born" and it's time to celebrate! Join us at our birthday party on August 24, 2012 at the Great American Trucking Show in Dallas, TX.

Come celebrate as we enjoy cake, a chocolate fountain, prizes, and fun. We look forward to seeing you there, and don't forget to wear your party hat!

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Upcoming Events 2012

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

SEPTEMBER

September 8

World's Largest Truck Convoy for Special Olympics
Kansas, USA

www.ksso.org/worlds-largest-truck-convoy

For more information, contact Jody Crouch at (620) 874-2855,
truck108@sunflowertelco.com.

September 13-15

The 17th Annual Big Rig Truck Show
St. Ignace, MI

www.nostalgia-prod.com

September 16-22

National Truck Driver Appreciation Week

September 23-26

TransForum 2012

Orlando, FL

www.tmwsystems.com/Transforum

OCTOBER

October 5-6

Charlotte Diesel Super Show

Charlotte, NC

www.dieselsupershow.com

October 7-10

ATA Management Conference & Exhibition

Las Vegas, NV

www.truckline.com/IndEvents/Lists/Calendar/DispForm.aspx?ID=21&Source=http%3A%2F%2Fwww%2Etruckline%2Ecom%2FIndEvents%2FPages%2Fdefault%2Easpx

October 13-14

Golden State Trucking Expo

Pomona, CA

www.goldenstatetruckingexpo.com

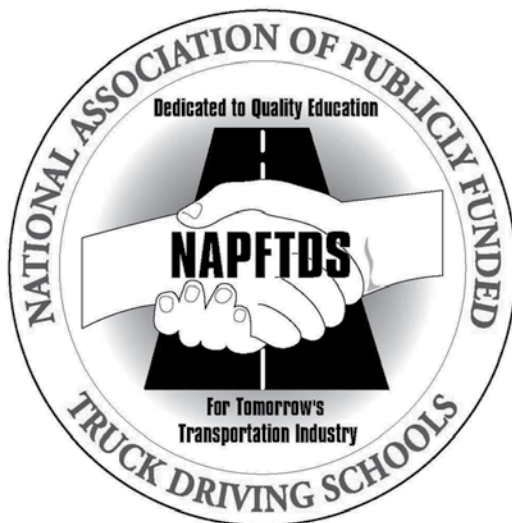
October 27

Truckers Against Cancer

Travel Centers of America, Laredo, TX

For further information or sponsorship, contact Cindy Stowe at
(903) 288-0374 or Cindy60545@yahoo.com

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



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Membership Has Its *Benefits!*

What's in it for you?

We're often asked this question by potential members, "Why should I join Women In Trucking Association?"

Our response has always been that you should join because you support our mission. As a non-profit association, we only have strength through the collective energy of our members. The larger our member base, the more influence we have in legislative and regulatory issues and the more we can push for positive change in the industry.

Instead of hearing, "What's in it for me?" I am always thrilled when someone asks, "What can I do for you?"

However, I do understand that we need to offer benefits to our members, so here are some of the advantages you have as an **individual** member of WIT:

- Membership card, welcome letter, and lapel pin;
- Newsletter (every other month) and *Redefining the Road* magazine (biannually);
- Invitations to receptions and networking events held at trade shows;

- Participation in webinars and teleconferences;
- Access to "Ask the Experts" on our website forum;
- Mentoring opportunities;
- Eligibility for the Women In Trucking Foundation Scholarship;
- Discounts on products and services available to members only; and
- Insurance programs for health, dental, vision, and life.

For our **corporate** members, we understand the need for exposure opportunities for your membership support, so in addition to the individual benefits above, you will also receive the following:

- A link on our website with three bullet points about your company;
- An announcement on Facebook and Twitter (over 6,000 exposures);
- Your company name listed in every newsletter, *Redefining the Road* magazine, and our traveling display;
- An opportunity to provide a discount on your product/service to our members;

- An article in our newsletter announcing your product/service;
- An email blast to our members about your company or offer;
- A possible article in *Team Drivers/Women In Trucking* magazine distributed in truck stops by Target Media focused on "Work Smarter, Not Harder";
- Anti-harassment policy manual for carriers;
- The option to conduct an educational webinar to our members; and
- Sponsorship opportunities.

For those of you who want to support the Women In Trucking Association by becoming more involved, we want to hear from you! There are opportunities to serve on committees and to assist at events. You can also join us on LinkedIn and Facebook or follow us on Twitter (Women In Trucking Association). We are always seeking your input and welcome all of our members.

Ellen Voie
President/CEO
Women In Trucking Association

Caution: Steep Incline Ahead

We're ready for it

Recently, the Supreme Court ruled to uphold the Patient Protection and Affordable Care Act (PPACA), including the "individual mandate," which requires that all Americans purchase health insurance or pay a tax or penalty. What does this mean for employers or individuals as they attempt to secure health insurance in this confusing market? About 12 months ago, Ellen and I were eating lunch. Knowing my experience with association benefits, she asked me the same question about WIT's members.

The proposed legislation will remove medical underwriting and will create a guaranteed coverage scenario for all

employees to purchase their own health insurance. The task before us? How can WIT help its members navigate the complexities of health insurance? Since our lunch conversation about a year ago, we have been proactively preparing for this outcome. I enlisted the help of Fred Wilmsen, general partner at Atrius Partners, LLC.

"I have worked in the health insurance business for 27 years and I have never experienced a more complex time in the industry," shares Wilmsen. "Even for those of us who have experience in health insurance, it's difficult today to know where to begin. What we do know is that members need to know

their options and have an easy way to access those options."

If employees can more easily purchase their own customized health insurance solution—similar to auto insurance—employees wouldn't be confined to an employer-designated network or a "one-size-fits-all" plan. The shift to purchase individualized health insurance has already begun. Employers are exploring solutions more closely resembling a defined contribution model, like 401(k) retirement plans.

Enter the Women In Trucking benefits portal

This month, WIT introduces the first phase of the launch: the WIT private health

insurance exchange for members. As a member, you can go to the website www.witbenefits.com, shop different options, compare prices and enroll for individual health insurance, no matter where you are. If you have questions about health insurance, Fred Wilmsen and his team of experienced advisers are ready to assist you. Although similar websites will be sprouting up across the country in one to two years, we'll have our private exchange available starting in August, using Wisconsin members as our pilot program.

As a member, you can go to the website www.witbenefits.com, shop different options, compare prices and enroll for individual health insurance, no matter where you are.

This is an exciting announcement for Women In Trucking but it's only the beginning. Watch your inbox for additional details on the entire suite of insurance benefits rolling out in the coming months exclusively designed for Women In Trucking. When you insure through Women In Trucking, you're supporting your association.

Next up? The Department of Labor just passed new fee-disclosure regulations for 401(k) plans. Employers are scrambling to make sure they're compliant. WIT will be introducing an Industry-First 401(k) plan for corporate members that have been adhering to the regulations for years before they existed. Stay tuned...

For more information on this subject, contact:

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Principal, Orchard Financial, LLC
(920) 882-1834
jason@orchard-financial.com

Fred B. Wilmsen III
General Partner, Atrius Partners, LLC
(888) 731-6159
fred.wilmsen@atriuspartners.com

Find the Membership Option That Works Best For You!

Women In Trucking has a variety of membership options available. The one-year membership fee is non-refundable and non-transferable and is renewable in the anniversary month.

WIT Membership	
(United States Dollars)	
\$10	Student Driver (First Year Dues)
\$25	Experienced Truck Driver (Male or Female)
\$50	Non-Driver Trucking Industry Professional
\$200*	Corporate Account – Truck Driving School or Non-Profit Organization
\$500*	Corporate Account – 250 Employees or Fewer
\$1,000*	Corporate Account – Over 250 Employees




**These membership levels are allowed to have multiple individual memberships for \$10 per individual.*

To become a member of WIT, go to www.womenintruck.org/join/join-1.cfm, join with your credit card, or fill out the application form, make a check or money order payable to Women In Trucking and mail it in!

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 International Trucking School, Inc.
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 Institute
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 America
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 MacKay & Company
 Magnetic Marketing
 Marcello & Kivisto, LLC
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 Menaker & Associates
 Minnesota Trucking Association
 MinuteClinic, CVS Caremark
 Movin' Out
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WATKINS

I never felt a job could be more rewarding until I hit the open road with no time card and more consistent pay. I drive nights while my husband sleeps. I choose to drive nights because I love listening to HLN on my Sirius radio. Watching the sun set and rise is always an enjoyable sight. We don't sit much, but when we do, I enjoy playing games on my Facebook while an NCIS series is playing on my flat screen mounted in my bunk. When we are in the Fontana, CA terminal it's always a good time to do laundry and take a nice shower. If we have time before our next load I find it very rewarding to break out the beach chair and enjoy the beautiful California sunshine. At the Sayreville, NJ yard It's also a great time to do laundry and take a nice shower and do a little shopping. My favorite Italian restaurant is within walking distance. The OTR lifestyle may not be for everyone. For myself, I've met some wonderful people, seen some amazing sights, and traveled places I never thought I would in my lifetime.



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Gina and She-La

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

Jackie W.

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An "Office" with a View

On the Road and Off, Rob and Catherine Tucker Make a Great Team



In their seven years driving as a team, Rob and Catherine Tucker have learned that there is nothing better than working together.

This didn't come as a complete surprise, though. By the time the couple, who just celebrated their 10th wedding anniversary, began their careers as team drivers, Catherine had already spent time traveling with Rob in his truck. For Catherine, who graduated from college expecting to be an administrative assistant, being on the road as a passenger and then working as a professional driver were completely new experiences. "I always thought I would work a 40-hour week, sitting at a desk," she said. "Now, I have the 'office' with a view. Even after seven years, it's still exciting to discover where we're going next."

For Rob, who spent his early career as a heavy-equipment engineer in the military, the path to over-the-road driving was clearer. "My father was a professional logger," he said, "so I spent a lot of time driving logging trucks and other equipment. When I left the military, finding a good-paying job was challenging, so professional driving became a logical choice for me."

A professional driver since 1999, Rob drove for three different trucking companies before joining Con-way Truckload in 2002.

While Rob and Catherine agree that the excellent salary is an important motivator, they also appreciate the quality of Con-way's equipment, the responsiveness of their dispatchers, the cleanliness and amenities at Con-way terminals, and Con-way's size, which may open the door to LTL driving opportunities if the couple decides in time that they'd like to work closer to home. In fact, these benefits are all part of their "pitch" as they try to persuade other young couples to take to the road together. "We tell all our friends that they should consider driving professionally as a team," Catherine said. "We love the independence of our life on the road and the chance to spend time together, and believe others would too. We haven't convinced anyone yet, but we're trying!"

Unlike many other trucking companies, Con-way Truckload still allows their drivers to travel with pets, and the duo, who call St. Louis home, take advantage of this benefit, bringing two important family members — Kaos, an American Stafford Terrier, and Pepper, a smaller, mixed-breed rescue dog — with them on the road.

The dogs played a key role in one of the couple's greatest adventures on the road. "It was just after daybreak, and we had stopped at a rest area in North Dakota to let the dogs stretch their legs," Catherine said. "We had just left the truck when we noticed another driver gesturing madly to get our attention. We turned and saw an enormous wild buffalo just a few feet away. We quickly got the dogs back in the truck, but the buffalo wasn't interested in us at all; he just kept lumbering through the rest area on his way to rejoin the herd. Tell me I would have seen something like that from my cubicle!"

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

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