

Summer 2013

Redefining *the* Road





The official magazine of the Women In Trucking Association



Women In Trucking:

Leading the Way

Also Inside:

-  Racking Up for Retirement
-  Landing Local Jobs
-  Convoy for a Cure
-  And More!





Hyundai Translead is Proud to support Women in Trucking.

Whether they are on the road, in the warehouse or in the office, women have been an integral part of the transportation industry for many years.

From Women Owned start-up companies to support staffing and all those in between, Hyundai Translead applauds their accomplishments made in the past and present. And look forward to all that will be achieved in the future.



HYUNDAI Translead

www.translead.com 800.251.0871

Heart of America

TRUCKING SHOW

PRESENTED BY OOIDA

**SAVE THE DATE!
CELEBRATE WITH US
OCTOBER 2013**

**OOIDA'S 40TH ANNIVERSARY EVENT
KANSAS SPEEDWAY • KANSAS CITY, KANSAS**

OCTOBER 18-19, 2013



oidatruckshow.com

**Register
now
online.**

For information on exhibiting and a prospectus, contact Alex Gates at 800-444-5791.

THE POWER YOU NEED. THE COMFORT YOU DESERVE.

WITH RISING FUEL PRICES, NO-IDLE LEGISLATION AND TOUGHER EMISSIONS REGULATIONS MAKING IDLING INEFFICIENT AND ILLEGAL, A DRIVER'S COMFORT IS IN INCREASING JEOPARDY.

THE MAXXPOWER™ BATTERY-POWERED HVAC SYSTEM IS THE ANSWER. OUR ADVANCED TECHNOLOGY HELPS KEEP DRIVERS COMFORTABLE WHILE ALSO REDUCING IDLING AND DECREASING FUEL CONSUMPTION.

Fact: Our MaxxPower Battery-Powered HVAC System is the only 12-volt system on the market that meets the Technology and Maintenance Council's stringent recommended practices for heating and air-conditioning.

With the MaxxPower Battery-Powered HVAC System, trucks can produce 6,000 BTUs/hour of cool air or 17,000 BTUs/hour of heat for 10 hours by drawing power from additional batteries. These batteries then recharge after just two hours on the road.

BUT THAT'S JUST THE BEGINNING.



SOUTHWEST
INTERNATIONAL TRUCKS

Dallas, TX
3722 Irving Blvd.
214.689.1400

Arlington, TX
2401 E. Pioneer Pkwy
817.461.2931

Dallas Used Truck Center
Dallas, TX
3335 Irving Blvd.
214.637.2011

Bridgeport, TX
3187 S. Hwy 101
940.683.8122

Southwest Ideal Lease
Dallas, TX
2959 Irving Blvd.
214.634.5400

Fort Worth, TX
617 N. Freeway
817.336.4651

McKinney, TX
2105 N. Highway 75
972.569.8181

www.SouthwestInternational.com

Women deliver.

© 2013 C.H. Robinson Worldwide, Inc. All Rights Reserved. www.chrobinson.com



Nearly 200,000 women drive trucks to help your deliveries arrive. C.H. Robinson supports the growing number of women who keep America moving when they choose to get behind the wheel and salutes the Women In Trucking Association.

Redefine the road by contacting us today.
solutions@chrobinson.com | 800.323.7587



Airtab[®]

MORE THAN A FUEL SAVER!

DRAG HOLDING YOU BACK?



AIRTAB.COM HAS THE ANSWER!

Airtabs™ are designed to work on: straight trucks, semi trailers, semi tractors, box vans, RV's & buses.

Female drivers say:

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

Gina and She-La

I have the 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.

Airtabs will:

- Add stability to your vehicle especially in crosswinds!
- Improve your mirror visibility in wet weather!
- Pay for themselves in 4-6 months just in fuel savings!



Airtab[®]

1-866-758-4100

www.airtab.com
www.buyairtab.com



inside redefining the road

Summer 2013

Redefining the Road

Published for: Women In Trucking Association

PO Box 400
Plover, WI 54467-0400
Phone: 1-888-464-9482
ellen@womenintruckng.org
www.womenintruckng.org

Printed by:

Matrix Group Publishing Inc.

5190 Neil Road, Suite 430
Reno, NV 89502
Toll-free: (866) 999-1299
Toll-free fax: (866) 244-2544
sales@matrixgroupinc.net
www.matrixgroupinc.net

President & CEO

Jack Andress

Chief Operating Officer

Jessica Potter
jpotter@matrixgroupinc.net

Publisher

Peter Schulz

Editor-in-Chief

Shannon Savory
ssavory@matrixgroupinc.net

Editor

Alexandra Walld
awalld@matrixgroupinc.net

Finance/Administration

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

Director of Marketing & Circulation

Shoshana Weinberg

Sales Manager – Winnipeg

Neil Gottfred

Sales Manager – Hamilton

Brian Davey

Matrix Group Publishing Inc.

Account Executives

Beverly Wiggert, Bonnie Petrovsky, Brian Madntyre,
Cate Motley, Christopher Smith, Colleen Bell, Crystal
Burke, David Roddie, Declan O'Donovan, Frank
Kenveres, Frank McLean, Jeff Cash, Jim Hamilton,
John Price, Mary Davis-Ramage, Matthew Keenan,
Mike Mastroianni, Miles Meagher, Rick Kuzie, Robert
Allan, Robert Choi, Ronald St. Onge

Layout & Design

Travis Bevan

Advertising Design

James Robinson

©2013 Matrix Group Publishing Inc. All rights reserved. Contents may not be reproduced by any means, in whole or in part, without the prior written permission of the publisher. The opinions expressed in this publication are not necessarily those of Matrix Group Publishing Inc. Printed in Canada.



Messages

- 9 Greetings from the President of Women In Trucking—Ellen Voie
- 12 Changes to WIT's Board of Directors
- 12 Women In Trucking Adds New Staff
- 15 An Update from the WIT Foundation

Cover Story

- 16 Leading the Way: Women in Leadership Roles

Feature Stories

- 20 Announcing the 2013 Influential Woman in Trucking Award Winner
- 23 Racking Up for Retirement
- 29 From Point A to Point B: The Evolution of Truck Stops
- 32 Landing Local Jobs
- 34 Convoy for a Cure: Thinking Pink
- 36 Women In Trucking's Salute to Women Behind the Wheel Honors Nearly 200 Female Drivers

News

- 38 Announcing WIT's Recruiting Contest
- 40 All Aboard WIT's Job Board
- 42 *Redefining the Road* Wins a TWNA Award
- 44 What's Up in Washington?
- 46 WIT's Corporate Members
- 48 Upcoming Events 2013-2014

49 Buyer's Guide

TRIBE TRANSPORTATION

"A Native American Woman Owned Business"



WWW.TRIBETRANS.COM

(877) 628-6285

- ❖ Deep Frozen
- ❖ Refrigerated
- ❖ Dry
- ❖ Expedited
- ❖ Team Service
- ❖ Power Only
- ❖ Alcohol Permitted
- ❖ Dedicated Fleet
- ❖ Fleet Management
- ❖ Canadian Authority
- ❖ Full Truckload



*"We are **TRIBE STRONG**"*



Greetings from the President of
Women In Trucking

Ellen Voie



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

Providing More Value and Benefits for Members

WELCOME TO THE summer edition of *Redefining the Road*, the official (award-winning!) publication of the Women In Trucking Association. In these pages, you will learn about your organization and what we are working on to provide value to you.

It has been a busy year so far, from truck shows to conferences to visits to the White House, we have been traveling across the nation to talk about issues concerning women in the trucking industry. We listen to our members and relay those messages to people who can positively affect your career in transportation.

In this issue, you'll read about the event to celebrate the 50th anniversary of the Equal Pay Act (go to page 44 of this magazine), and you will learn more about the new team leading the association forward (read more on page 12). We are working hard to represent you.

You should know that Women In Trucking is staffed by a very small number of people who you might come into contact with if you call or email our office. Shar'on will help you with your renewal or answer questions you might have about your membership. Char is responsible for all communication to you and our members, and edits this magazine as well as our new weekly e-newsletter (WIT E-NEWS) in addition to her other duties. Celeste has been our bookkeeper since the beginning and continues to keep our records accurate each week. The newest member of our team, Lana, is working on many of the programs you will be enjoying as a member.

We've been listening to you and we hear you loud and clear. We are excited to provide some new member benefits that you'll read about in this publication. We now have a job board for positions in the trucking industry; many of these are driving jobs, but for those of you in other positions, we want to help you find the right company. Job seekers can find available career opportunities at no cost, and

companies with jobs available will use this forum to reach out to quality candidates to fill their trucks or offices with women and men looking for a change.

Along with the job board, there will be a mentoring section for members looking for someone who has already experienced challenges in starting a business or perhaps in just managing their career. The mentoring area will give those of you who have found success a way to help others by sharing your experience with someone new to your profession. We hope to provide some great mentoring match-ups soon and we look forward to hearing about your relationships in this venue.

We've recently changed our membership database provider and you were assigned a new membership number. This will make it easier for Shar'on to keep your names and contact information current and will give us a simple way to process renewals and mailings. Soon, we will be revamping our website to make it more interactive and full of easy-to-find information that will provide more value to you, our members.

In addition, we are working on bringing you a company store where you will be able to buy Women In Trucking merchandise to not only support you in your job, but to offer products that let others know about the association. We want to offer everything from clothing to fun items you can use or give as gifts.

We've launched a recruiting ad contest (learn more on page 38 of this magazine) to recognize the best ads from carriers in the trucking industry. We'll narrow the list down and you, our drivers, will choose the winning submission. We want to know what you think is important in a recruiting ad and we are going to find out. Thanks to Arrow Truck Sales for sponsoring this contest.

As we move forward through the coming months, we hope to have exciting news about projects that support our mission. Lana is working with Board

Member Linda Caffee and former America's Road Team Captain, Maggie Peterson, to create a Women In Trucking Image Team. Once guidelines are established, we will be looking for drivers to represent women in the trucking industry at events and in the media. Watch for news about this soon.

Another important feature we will be offering is a list of Women Business Enterprises (WBEs). These are certified women-owned companies that offer trucking or logistics services. Many shippers have diversity requirements and come to Women In Trucking to provide the names of these

companies to help fulfill vendor obligations. This has been a long process—there is currently no master list of WBEs—but we will have it ready soon, and this list will give shippers a way to accommodate these needs.

Along with our “Salute to Women Behind the Wheel” and the “Influential Woman in Trucking Award” sponsored by Navistar, we are working on a “Safety Director of the Year” award to be provided by J. J. Keller & Associates, Inc. Remember, the Women In Trucking Association represents ALL women in the industry, and

safety directors are another group that will be singled out for recognition.

There are many more programs in store for you—until we have more details on each of them, we'll keep them to ourselves for now. Watch our website and our WIT E-NEWS for exciting announcements about member services and benefits that will add more value to your affiliation with us.

Remember, the Women In Trucking Association represents ALL women in the industry, and safety directors are another group that will be singled out for recognition.

Thanks for your support over the last few years. We have a very positive and bright future ahead of us, and we want you to be a part of our growth and our new programs and activities. We are here to represent you, our members. 🚛

Don't Miss Out on Future Issues of *Redefining the Road!*

If your membership has lapsed, this may be your last issue of *Redefining the Road*. Please check the address label on the front of your magazine to see when your membership expires.

Renew NOW to make sure you're up-to-date and don't miss out on future issues. You can renew your membership at www.WomenInTrucking.org or by calling (888) 464-9482.



Reason #21

MORE OPTIONS



SCHNEIDERJOBS.COM/REASON
800-44-PRIDE

Schneider is adding new auto transmission tractors to its team fleet.

If you are interested in driving a brand new auto transmission, now is the time to drive at Schneider. We also have standard transmission tractors – you decide what you want to drive. Why team at Schneider:

Average age of tractor is 8 months

Up to \$.42/mile

5,000-6,000 miles per week

Average length of haul is 1,200 miles

99% no-touch freight

Flexible work schedule options

Team drivers are among the highest compensated in Schneider's fleet, with many earning over \$70,000 per year*

Drivers have 24-hour access to company facilities with free and safe parking, complimentary Wi-Fi and showers, laundry facilities and cafeteria services

\$6,000 tuition reimbursement available to recent truck driving school graduates

Priority dispatch and maintenance

Paid vacation

70% drop-and-hook

Paid orientation/training

Flexible scheduling options

Medical, dental and vision insurance

401(k) savings plan with company match

The Weathershedder Shield™

www.theweathershedder.com

Currently available sizes fit most WEST COAST STYLE MIRRORS ON:

10T Straight Commercial*
 15T Straight Commercial*
 3T Straight Commercial*
 5T Straight Commercial*
 Ashok Leyland*
 Blue Bird Corporation*
 Blue Bird Coach*
 Bova*
 BusCar*
 Cassiamali*
 CAIO*
 Castroua*
 Collins Bus Corporation*
 DAF Trucks*
 Designline*
 De Simon*
 Encava*
 EvoBus*
 Ford Cub Vans*
 Freightliner Cascadia Series
 Freightliner HeavyDuty Class
 Freightliner Specialized Class
 Freightliner Columbia Series
 Freightliner Highway Class
 Freightliner Business Class
 Freightliner Century Series
 Freightliner Coronado Series
 GMC Cub Vans*
 Goshen Coach*
 HESS*
 Hino*
 Ikarus*
 Imeca*
 International TerraStar*
 International PayStar*
 International TransStar*
 International ProStar* ***
 International 9000 Series**
 International Coach Class*
 International DuraStar* ***
 International LoneStar* ***
 Itzlar*
 Isuzu Coach*
 Iveco*
 Kenworth C Series
 Kenworth Heavy Duties Classes
 Kenworth W Series
 Kenworth T Series*
 Kutzemits*
 Lahden Autokori*
 Liberty Bus*
 Mack's Heavy Duty Class
 Mack's Highway
 MAN*
 NABI*
 Neoplan*
 New Flyer Coach*
 Newell Coach*
 Peterbilt Highway Classes
 Peterbilt 300 Series**
 Prevost Car Inc.*
 Scania*
 Sitar*
 Skoda Coach*
 Temsa*
 Thomas Built Buses
 Van Hool*
 VDL
 Volvo VN Class***
 Volvo VNB Class***
 Western Star All Classes**

*MAY TAKE THE 12" OR 18" CURVE.

**MAY HAVE ROTO MIRRORS.

More sizes planned for Winter of 2013!

available now... order by phone or email for FedEx delivery

theweathershedder@live.ca

Tel: 1-613-918-0829

Available in Western Canada:
 1-866-821-8180

In Eastern Canada :
 1-416-747-8509

And heard on....

LESCO
 DISTRIBUTORS INC.

WHITE LINE
 DISTRIBUTORS INC

ROAD DOG
 TRUCKING RADIO



#4 CAUSE OF BIG TRUCK DRIVER DEATHS: WEATHER AND MIRROR VISIBILITY ISSUES— THIS IS THE POSITIVE ANSWER TO A KILLER PROBLEM!

- All patents/ trademarks held by a transport truck driver! See website.
- Made in North America.
- Delivered world-wide.
- ABS safety deflector shield.
- Can be trimmed.
- Soon in a truck stop on your route.
- 18" + 12" black available now.
- August 2013 in chrome and curved models 18" models.
- Sold as a set: 1 passenger/1 driver.
- Removable/ replaceable with 3-M VHB double-sided 1/2" foam tape.
- 100% product Guarantee. Return purchased product & receipt for product refund to The Weathershedder Shield™.



Large Vehicle Mirror Protection

Changes to WIT's Board of Directors

As a nonprofit association, Women In Trucking is led by a board of directors that is legally responsible for the overall direction of the organization. The WIT by-laws limit board member's terms to three two-year involvements. This means a board member can no longer serve in the position after six years to ensure a change in leadership that affirms new ideas and new energy from those on top.

Leigh Foxall served as WIT's first elected Chairwoman and was on the board when Women In Trucking was formed in 2007. She has now become the immediate past chair of the association and, according to the by-laws, will continue to serve in that capacity until the next change in leadership occurs.

Phyllis Cochran was confirmed as the new Chairwoman of the board at the annual meeting this year. Phyllis is working into her

new role and accepting the duties of this top position. She will lead the board for her Chairwoman's one-year term but can be reconfirmed each year as determined by the board.

Although the board Chairwoman has changed, the other members of the executive committee continue in their elected positions:

- Mark Rousseau, Frito-lay NA, Vice-Chairman;
- Jan Hamblin, J. J. Keller & Associates, Inc., Secretary; and
- Jeff Hammonds, Walmart Private Fleet, Treasurer.

Our new director this year is Jan Allman of Navistar, Inc. You can view the board members' biographies and photos on the Women In Trucking website, www.WomenInTrucking.org, under the "Who We Are" tab. 🚛

Jan Allman



JAN ALLMAN was named Navistar's vice-president of manufacturing operations in May 2012. She is responsible for all of Navistar's vehicle and engine manufacturing plants across North America. Allman began her career at Ford at the Lima, OH engine plant at 19. She spent 26 years at Ford in numerous vehicle and powertrain manufacturing roles, with career assignments including engineering and production both in the United States and Europe.

In her last position at Ford as Chicago Assembly plant manager, Allman was responsible for the plant's overall operation, the safety of its 2,500+ workforce, a \$335M annual budget and more than \$8B in annual revenue. Allman holds a Bachelor of Science degree in manufacturing engineering from GMI Engineering and Management Institute in Flint, MI.

"Women In Trucking provides a support network for women in the industry and assists them in becoming effective leaders. In my new role as a director of the board, I am excited about being an advocate and a mentor for women in trucking. In my 27 years in manufacturing operations, my mentoring experiences have been among the most valuable," says Allman. "Encouraging more women to enter and stay in our industry is critical because it promotes diverse opinions which can lead to better decisions. Through WIT, I'm looking forward to sharing knowledge, promoting successes and learning from women in our industry."

Women In Trucking Adds New Staff

Celeste Sandall



CELESTE SANDALL has been with Women In Trucking since 2008 as the bookkeeper. She enters and tracks financial information, providing reports to WIT decision makers. In 2010, Celeste graduated from the University of Wisconsin-Oshkosh with her Bachelor's degree in Business Administration, majoring in Accounting and Finance. She currently resides in Atlanta, GA, and works as a staff accountant at Business Accounting Services, a CPA firm. Celeste enjoys hiking in the mountains, kayaking, and enjoying life with her pup and fiancé.

Lana Nichols



LANA NICHOLS is the project manager for Women In Trucking Association, Inc. She is responsible for accomplishing project objectives set forth by the WIT Board of Directors. Prior to her position with WIT, Lana spent nearly five years with Internet Truckstop in New Plymouth, ID, where she held the position of product manager and technology department manager.

During her tenure, she managed employees who consisted of software engineers, database administrators, quality assurance and product development coordinator. She was also a member of the implementation team that successfully adopted the scrum methodology into the tech group. Her experience with project management, along with her implementation record, will make a positive contribution to the WIT organization. Lana received her MBA from Eastern Illinois University. She was raised in southern Illinois and currently lives in Idaho with her husband, Marcus, and daughter, Charleigh.

Shar'on K. Barclay



SHAR'ON K. BARCLAY works with the Women In Trucking Association membership, adding new members, renewing current members and keeping their records up-to-date. She also answers the WIT telephone. As a business consultant, her expertise in developing and implementing processes and procedures has helped clients run more efficient and effective operations. In addition, she has managed professional meetings of all sizes and has coordinated several annual conferences with over 2,500 participants in attendance. Most importantly, she has helped organizations grow their membership through success recruitment/retention campaigns and bridge the gap between chapters.

Shar'on takes pride in her work and believes the client's satisfaction is the number-one priority. She approaches each project with a "make it happen" attitude and completes the tasks at hand in an effective and efficient manner.

Driving was in Casey's blood.
Stephanie was just named to America's Road Team.

Con-way put them on the road to success.

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



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

Con-way
TRUCKLOAD



GREAT DANE PROUDLY SUPPORTS
WOMEN IN TRUCKING



Great Dane

DRIVE AWAY WITH MORE

greatdanetrailers.com

GREAT DANE IS A WOMEN IN TRUCKING GOLD-LEVEL PARTNER

Great Dane and the oval are registered trademarks of Great Dane Limited Partnership.

An *Update* from the WIT Foundation

Last year, the Women In Trucking Association formed a separate, charitable organization: the Women In Trucking Association Foundation. The goal of this 501(c)(3) non-profit is to provide funds to members seeking training in areas important to the trucking industry. The Foundation Board has been working on obtaining funds to provide these training grants to members and is now in the process of awarding these scholarships.

The \$500 scholarships are being awarded in four categories: leadership, safety professional, technical skill and professional driver. Applicants must be a dues-paying member of the Women In Trucking Association to be considered for a grant.


Scholarship applications were accepted through the end of July. Winners will be announced and notified in August. A press release will be issued at that time. Funds will be sent to the educational facility on behalf of the grant recipient.

The foundation is a separate legal entity led by a board of directors headed by Jan Hamblin of J. J. Keller & Associates, Inc. Other directors include Joyce Brenny,

“Financial aid for education isn’t always easy to find. Our scholarships may make a difference in a recipient taking or not taking that course or getting that certificate or degree.”

Brenny Specialized, Inc. and Brenny Transportation, Inc.; Don Hess, DLH Associates, Inc.; Jason Henderson, Orchard Financial; Jeana Hysell, Safety Compliance Professionals LLC; Sonya Kivisto, Marcello & Kivisto, LLC Law Firm; Les Rozander, Trimac Transportation; Sandra Sanford, TravelCenters of America, LLC; and Kreigh Spahr, Cuyahoga Community College.

“Financial aid for education isn’t always easy to find,” says Hamblin. “Our scholarships may make a difference in a recipient taking or not taking that course or getting that certificate or degree.”

The foundation supports the mission of Women In Trucking Association to encourage women to consider careers in trucking and the scholarship grants will assist members in this way. Donations are always being solicited to continue to offer educational funding in the future. To make a donation or get more information, go to www.WomenInTruckingFoundation.org. 

Patriot Lift is the Global Market Leader in Landing Gear Automation, a Revolutionary Innovation for Tractor Trailers, Eliminating Hand Cranking



Significantly Improve Safety, Productivity and Equipment Damage. Achieve Equal Employment Opportunity. Employee Morale Improvement is PRICELESS

\$100 DISCOUNT GOOD THRU NOVEMBER 30, 2013
Refer to promotion code **SAFETY-4** when ordering



Observe Video and Presentation on our website

Tel: (340) 772-5438

www.patriotlift.com

info@onlift.com

Leading the Way:

Women in Leadership Roles

By Holli Moncrieff



More and more women are taking control of the wheel as they step into leadership roles in the trucking industry. Sandra Ambrose-Clark, president of ESJ Carrier Corporation in Ohio, has been involved in the trucking industry all her life.

"My father was a transport manager. I went to work with him as a little girl and absolutely loved it," she recalls. "I have diesel running through my veins. I love what I do."

Ambrose-Clark's father started ESJ Carrier 28 years ago but suffered a fatal heart attack one year later. Determined not to let her father's dream die with him, Ambrose-Clark took over the business. Over the years, ESJ Carrier has expanded to include a diesel garage and a landstar agency, as well as the original trucking company. She employs 17 office workers, 30 drivers and 18 mechanics.

As a female in the industry, especially one who has never been a driver,

Ambrose-Clark struggled with being taken seriously. She opened her diesel garage partly because of necessity.

"In the beginning, we had another garage servicing the trucks. We only had three trucks at that time, so we really needed the trucks on the road," she says. "Our truck had been at the garage for three weeks and it was a small job, so I went to see when it would be finished. The owner yelled across the garage, in



Sandra Ambrose-Clark. Photo by Dusty Chrome.

front of everyone, ‘The woman who doesn’t know anything about trucks wants to know why her truck isn’t fixed!’ I said to him, ‘You never know when this woman who doesn’t know anything about trucks will be your competition.’”

Her bold statement turned out to be true. ESJ Carrier is now a direct competitor with the largest independent diesel garage in the city.

“I thought, ‘This industry is broken and I can fix it.’ This country is made of small trucking companies. A truck sitting costs hundreds of dollars a day,” she explains. “We try to get everybody up and on the road by the next day. It’s not going to happen with large issues like an engine rebuild, but that’s our goal. Treat them better and they’ll always come back.”

Ambrose-Clark quickly learned that she couldn’t let stereotypes or hurtful remarks get under her skin.

“It used to make me mad but I got over that. There are going to be stereotypes out there, but I have an opportunity to help change that,” she says. “I laugh it off. Once we have some levity and let it go, it’s always funny. My actions defend so I don’t have to.”

Because she will do anything that needs doing, including answering the

phone, Ambrose-Clark is often mistaken for the receptionist.

“I had one fellow say, ‘I can tell just from talking to you on the phone—you’re so happy-go-lucky, you’re probably not the person who makes decisions.’ It probably happens at least once a month,” she says. “Because I’m laughing and having a good time, I can’t be the person who makes decisions. It’s an awkward moment when they realize you own the company. He was thoroughly embarrassed—as red as red can be.”

Ambrose-Clark has dedicated herself to giving back to other women in the industry. She provides a safe haven and rest stop that is well-lit and clean for women on the road.

“Because of great organizations like Women In Trucking, there’s been an effort to recognize and promote women in the industry. There are all kinds of positions for women and a plethora of opportunities for them, but safety is still a big challenge. Women still need a safe place to stay where they don’t have to worry,” she says. “Women don’t want to talk about it, but a lot are afraid to go to truck stops. We need amenities. We’re not men—we need a restroom we can go to.”

She also acts as a mentor to several women each year. Ambrose-Clark recommends Women In Trucking or small

trucking organizations as great places to find mentors.

“I love talking to women about their career paths in the industry. I have been blessed to have at least six or seven women come to me in the last year, and I love being able to help someone else. I love giving back to other women,” she says. “There are so many wonderful women in different executive roles, and every one of us has our own story. It’s nice to see so many other wonderful women out there.”

“Treat your career like it’s a business. Invest in yourself, understand your brand and know how you’re perceived.”

Always strive for more

Another inspiring example is Phyllis Cochran. Now retired, Cochran held several leadership roles at various points of her career at Navistar, including president and CEO for Navistar Financial Corporation, president of the parts group for Navistar Inc. and vice-president of operations for Navistar Financial Corporation. Cochran began her 34-year career at Navistar as an accountant but soon found she wanted more.

“There were not many women in the company outside of the accounting group and not a lot of women in leadership roles. I felt very fortunate to have a job when I started,” she says. “As a woman going into a very male-dominated industry, I figured out how to make it work. You’re not going to change the culture overnight.”

She took on projects from her controller that would allow her to showcase her

“I have diesel running through my veins. I love what I do.”



Phyllis Cochran.

abilities. When new opportunities came up within the company, she applied.

“I took jobs no one else wanted to do that gave me visibility in the company. I took projects no one else wanted. It really opened doors for me. It showed courage and that I was willing to take risks,” says Cochran. “I always tell women to raise their hands for projects. You really have to demonstrate what you can do and that you can deliver results.”

When Cochran applied for the position of vice-president of operations, she was told she had to expand her capabilities and learn more about the company. When an opportunity came up to move to corporate planning, she took it, followed by a move to the dealer operations group.

“Dealer operations was really outside the typical accounting/financial role. I learned so much and I kept doing a great job,” she says. “Be persistent with your personal development with your boss. Get a

plan together of what you’re going to work on for the year.”

The next time Cochran applied for the vice-president position, she got the job. When she was president of the parts group at Navistar for eight years, she doubled sales to \$2.8 billion and profits grew 250 percent. She managed 1,000 employees and nine parts distribution centers. She transformed the export parts business to a global business model and launched a military parts business to United States’ Defense that reached \$800-million at its peak.

“I can’t say I was always included in the group that went out on weekends because I wasn’t, but it was rare that I felt I wasn’t accepted,” she says. “You’ve got to find some common ground, some common interests. I like sports. I can play golf with most of the business men.”

Passion and commitment were key to Cochran’s success in the industry. She took a lot of pride in how important the trucking

industry is to so many people’s day-to-day lives.

“Treat your career like it’s a business. Invest in yourself, understand your brand and know how you’re perceived. Be broad in your abilities and skills, and when you get into a management role, surround yourself with great people,” she says. “If you aspire to be the CEO, think hard about what it’s going to take to get there. If you don’t have a passion for it, you better find something else to do.”

Stand by me

A strong support network made all the difference to Ambrose-Clark, who managed to raise four kids while building her business. Her youngest child is now 13 years old.

“You have to surround yourself with wonderful people. I have a wonderfully supportive mother and husband,” she says. “Mom was very supportive. She knew I was a daddy’s girl and that he would be very proud. She still helps out to this day. She says my dad would be smiling. This is my way to honor his memory and give back.”

A support system is crucial for what can often be a job that never quits.

“If my drivers have an issue, we share the burden. You never know if you’re going to have to work long hours, nights or weekends. This business is 24/7,” says Ambrose-Clark. “But I enjoy seeing an issue and being able to resolve it. I love the fast pace of this business. It’s never the same, always something different. If you’re not a crisis manager when you get into the trucking industry, you soon will be.”

The best way to succeed as a woman in the industry is simply not to give up, she adds.

“You need to have tough skin. As long as you have the desire and willingness to get it done, you will succeed. You are going to get a lot of rejection—and the worst before you get the best,” she says. “I just won’t quit. I’ll do what it takes to get the job done. When the going gets tough, I try to get tougher.”

Cochran believes that as more women enter the trucking industry, it will get easier for all women to succeed and advance.

“It’s a matter of shifting awareness—we need more women in the industry to promote women in the industry,” she says.

“This is not an industry that attracts a lot of women, but diversity adds value to any enterprise.” 🚚

Great Leadership Begins with Encouragement

The DOT's Women's Internship program encourages young women to pursue careers in transportation. The program has expanded as part of a broader effort led by the White House to ensure federal programs and policies take into account the distinct needs and concerns of women and girls.

The DOT's Women and Girls in Transportation Initiative's goals are to increase the participation of women in the transportation industry and prepare young women to become our nation's future leaders. The program will:

- Identify challenges for women participating in the transportation infrastructure industry, address those challenges, and seek to improve the status quo;
- Educate WITI (Women and Girls in Transportation Initiative) participants on opportunities in the industry and inspire them to enter the science, engineering, and technology fields;
- Attract WITI participants into transportation-related fields through the internship program and internships provided by partner organizations;
- Retain female WITI participants in transportation fields; and
- Serve as a resource for transportation-related fields to WITI participants.



Transport for Christ, International
1525 River Road
Marietta, PA 17547

- Full time ministry serving professional drivers and the trucking industry
- National ministry network.
- Permanent Chapels at major travel plazas in the US and Canada.
- Chaplains available at companies and terminals
- Trained staff and volunteer chaplains.
- 24/7 prayer line.
- Over 10 new locations in development.

Contact Information:
International Office: 717-426-9977
TFCIO@transportforchrist.org
www.transportforchrist.org
www.driverswellness.org

NOW IS THE TIME FOR SOMETHING DIFFERENT

The more you know, the more you'll see the difference!

NEW CENTURY TRANSPORTATION, INC.®

SIGN-ON BONUS FOR COMPANY DRIVER SOLOS & TEAMS AND INDEPENDENT CONTRACTORS.

COMPANY DRIVER

- LTL Solo & Team Opportunities
- Competitive Pay
- Solo Regional Lanes – Home Weekly
- Solo OTR Lanes – Home Every 10-14 Days
- Team Long Haul Lanes – Out 3-6 weeks, depending on location
- CDL-A with 1 year verifiable OTR safe driving experience & Hazmat required
- Willingness to acquire Tanker Endorsement within 30 days

INDEPENDENT CONTRACTORS

- Competitive Mileage Rates + Paid Loaded & Empty Miles
- Long Haul Lanes & Coast to Coast
- 100% Paid Fuel Surcharge
- Hazmat Load Incentive
- Fuel Card/Discounts in Network
- CDL-A with 2 years verifiable OTR safe driving experience & Hazmat required
- Willingness to acquire Tanker Endorsement within 30 days

Get the free mobile app at <http://gettag.mobi>

CALL TODAY!
866-923-3211
www.drivenctrans.com

“LIKE” US ON FACEBOOK

Announcing the 2013 Influential *Woman in Trucking Award Winner*

By Andrea Danelak

For the third consecutive year, the Women In Trucking Association (WIT), with the support of Navistar, Inc., has recognized the achievements of a female pioneer in the trucking industry.

The Influential Woman in Trucking award seeks to honor women who make or influence key decisions, have a proven record of responsibility, and mentor and serve as a role model to other women. “Three years ago, Navistar came to WIT and noted that the automotive industry honors influential women, so why couldn’t we?” says Ellen Voie, president and CEO of WIT. Navistar, a manufacturer of commercial trucks, buses, defense vehicles and engines, helped WIT with creating the nomination criteria and shaping the award itself.

In March, the two groups presented Rebecca Brewster with the third Influential Woman in Trucking award after a panel discussion at the Truckload Carriers Association’s annual meeting. A team of three judges selected Brewster, the president and CEO of the American Transportation Research Institute (ATRI), out of four finalists and more than 100 nominations.

“I was surprised and very thrilled to be recognized among a group of women who are all very successful in their own right,” says Brewster. “Any one of them could be recognized as an influential leader in the industry.” Now living in Marietta, GA, Brewster has a lengthy history in the transportation industry. Prior to joining ATRI, she was the public and governmental affairs

director for the Cary, NC Chamber of Commerce and a fleet analyst with Moen, Inc. In 1993, she started work at ATRI—then known as the ATA Foundation—as a public policy analyst, then moved through the ranks to become vice-president and eventually president and COO, a position she has held since 2002.

“I first entered the industry because of the opportunity to make a real difference in how the economy moves—since freight is so central to our economy—and, in this position, to make a real difference in safety on the roadway,” she says. “I want to change the way in which people view safety and the metrics they use, with an eye on improving safety, reducing crashes and making the road safer for all.”

A non-profit research organization, ATRI conducts comprehensive transportation research, with an emphasis on the trucking industry’s essential role in providing a safe, efficient and viable transportation system. ATRI works under the direction of a research advisory committee—comprised of motor carriers, industry suppliers, driver groups, government and law enforcement—that identifies the top priority areas for research.

“Our mission is to conduct research to improve the trucking industry’s safety and productivity and determine how we can make this industry even better,” says Brewster. “I have been fortunate to have worked with a lot of very bright and dedicated individuals through the research advisory committee, the ATRI board and the Institute staff—all of whom have long recognized the value of sound science to improving the industry.”



Ellen Voie, Rebecca Brewster and Jan Allman (Navistar).

As president and COO, Brewster oversees all of the organization's research, which, at any given time, includes approximately 30 studies. Under her guidance, ATRI has conducted research that has provided insight into nearly every aspect of the trucking and transportation industries.

"ATRI has actually been challenging some of the data that people assume is correct. It is conducting research in areas that might be a little surprising, and its research is opening eyes to some of the positive aspects of the trucking industry," says Voie. "I think what they're doing is very beneficial to the industry, and Rebecca has been a lot more visible in the past year, giving speeches and talking to industry players."

Indeed, in addition to overseeing ATRI's research endeavors, Brewster also acts as the organization's spokesperson, sharing its research findings and connecting with groups across the country at speaking engagements, which she cites as one of her favorite parts of her job.

"I spend quite a bit of time going out and speaking to different industry audiences, which allows us to distribute our findings to as many people as possible," she says. "I enjoy sharing our research and findings with other interested individuals, showing them how to put the research to use in a hands-on way to make our roads safer. I love that opportunity to share our work with numerous industry groups."

Further to her speaking engagements, Brewster is often sought out for her expertise and opinion on a host of industry topics. In addition to her role at ATRI, she is also an ex-officio member of the Transportation Research Board Executive Committee and sits on the advisory board of the Mack Blackwell Rural Transportation Center. Her leadership has influenced industry leaders and policymakers on numerous topics, including safety, driver retention and driver health—an issue she is particularly passionate about.

"Driver health and wellness has always been a top issue for me," she says. "From



Ellen Voie, Lana Batts (finalist), Sandra Ambrose-Clark (finalist), Rebecca Brewster and Jan Allman (Navistar).

development of a driver training course on health and wellness, to more recent work in the area of fatigue management, we are really focusing on how we can empower commercial drivers to take better care of themselves."

Brewster strives to create awareness to attract more women to the trucking industry, whether it is as drivers or in a different capacity. "At the end of the day, we need to figure out how to attract new individuals to the industry—because that is so critical—and also what we can do to successfully keep them in the industry," she says. She stresses that many career choices are available in trucking.

"Do your homework and know what you're entering into and where your specific skill set might be best applied. I think it's safe to say that many women don't think of transportation as a go-to career choice," she continues. "We need to build awareness of the opportunities for women to really rise to the top of a field that has long been dominated by men."

As for the future, Brewster looks forward to continuing her role as head of ATRI and to the opportunity to continue identifying new research topics to which the organization can bring its expertise.

"I love how central this industry is to what makes America successful," she says. "Every product and every good that touches our lives comes, at some point, on a truck. We're at the heart of that in terms of being invested, on a day-to-day basis, in making that industry better."

It's that passion that has kept Brewster in the industry for a quarter of a century and garnered her this year's award. "The Influential Woman in Trucking Award isn't just about female drivers," says Voie. "We are very much interested in the women running things behind the scenes." 🚛

Do You Know an Influential Woman in Trucking?

The "Influential Woman in Trucking" award seeks to recognize women in the trucking industry who make or influence key decisions, who have a proven record of responsibility, and who mentor and serve as a role model to other women.

"We want to call attention to the contributions women have made to the trucking industry," says Jan Allman, vice-president, manufacturing operations, Navistar. "It's not easy to play and win in what has traditionally been a male-dominated world, and women like Rebecca [winner of the 2013 award] demonstrate it can be done."

Information on nominations for the 2014 Influential Woman in Trucking award will be posted at www.WomenIn-Trucking.org as it becomes available.

"We need to build awareness of the opportunities for women to really rise to the top of a field that has long been dominated by men."



Committed to Providing Opportunities For **WOMEN** in Trucking



Professional Opportunities for Owner Operators, Company Drivers
and Administrative Staff Across North America

What we offer:

- ✓ Above Average Pay Packages
- ✓ Minimal Start Up Cost for Owner Operators
- ✓ Good Traffic Lanes
- ✓ Good Home Time
- ✓ Professional Environment
- ✓ Development Training

Owner Operators & Company Driver Requirements:

- × CDL-A
- × Good MVR & PSP
- × Tank & Hazmat Preferred - Will Train
- × 1 yr. Tractor Trailer Experience or Graduate from a Trimac approved School

To discuss opportunities, please call:
USA **888-409-2890** or Canada **866-487-4622**
or apply online **www.trimac.com**



Racking Up For Retirement: *What's Your Plan?*

By Paul Adair



Nobody chooses to work forever, but an increasingly large number of Americans are kept awake at night stressing they'll have to. Employment into the golden years is slowly becoming the new reality for many reaching the age of retirement. The dream of "Freedom 55" is evolving to just that—a dream—and our nation is learning to come to terms with an ever-nearing-retirement crisis.

There are many reasons for this, from increased employment instability, to stagnant middle-class wages. All can result in the perception there is never enough monthly income to save toward retirement. Unfortunately, this perception can lead to a "passing of the buck" from year-to-year, until many feel it is too late to start planning for retirement, which may not be the case at all.

"Is it ever too late to start planning for retirement," asks Jason Henderson at Orchard Financial, LCC. "No. It's arguably

never too late as every change you do today will increase the chance of success when you're ready to retire. It may be more challenging to build up a nest egg in your later years but it can be accomplished. What you need is a well-designed plan and the desire to see it through."

However, the simple act of having a plan is not enough; you will need to educate yourself to help ensure its success. Only then can you make informed changes to your retirement portfolio as the economy heaves and flexes.


"People need to know there are ways to take pressure off of their portfolios, which can increase the success rate of their retirement," says Henderson. "Too often, I meet people in their mid-50s or early 60s, who are aggressively invested outside their comfort level because they feel this is the only solution to catch up from market losses."

While it's true that everybody should be thinking about retirement, women in particular—truckers included—run the risk of placing themselves in a vulnerable financial situation by not having a retirement plan.

"Whether a woman gets divorced, widowed or simply remains single, 90 percent of women will be alone at some point of their lives, totally responsible for their own financial welfare," says Henderson. "Women simply live longer than men and women in the trucking industry are no exception."


When retirement planning, it can be helpful to ask your employer what opportunities you may be missing. In many ways, the trucking industry is no different than others, with most companies actively offering some kind of retirement plan through an employee benefit package.

"At an absolute minimum, take advantage of your company's match, to



It's about safety

"Our equipment is always taken care of."



Brenda Jones
Driver since 1990,
Tyson Team Member
since 2004

**Wear the badge.
Get the benefits.
Make a difference.**

With Tyson Foods,
you'll be eligible for a
great benefits package:

- Health, life, vision, dental, and prescription coverage
- \$56,000 average driver salary
- 401(k) and Stock Purchase Plan
- Paid holidays and vacations
- Quarterly safety bonuses

Call 1-800-933-6442.
Apply at drive.tyson.com.
Ask one of our drivers today!

An Equal Opportunity Employer, M/F/D/V
© 2013 Tyson Foods, Inc. Tyson is a registered trademark of Tyson Foods, Inc. 60140857-0007

the fullest extent," says Henderson. "For instance, if your company matches 25 percent of every dollar you put in, up to six percent, that's a 25 percent rate of return on your six percent of income on day one! For those that have dollar-to-dollar matches, that's a 100 percent rate of return. This is free money. It is really hard to imagine a scenario where turning down free money makes sense."

A trucker should also examine what taxation benefits are available through the diversification of tax treatment—something that is often overlooked or ignored completely.

"The trucking industry has some of the most complicated tax rules out there," says Henderson. "Tax treatment of your assets can impact you greatly in retirement and needs to be addressed. If your 401(k) has a Roth component, be sure to take advantage of it."

To guide workers in appreciating the importance of saving for retirement, some proactive companies have gone so far as to contract-out financial advice from third-party advisors.

"There are some older, very well-established, education-based companies that an employer may engage to give sound
continued on page 25



Six Essential Steps to Saving for Retirement

By Jason Henderson, Orchard Financial, LCC

www.Orchard-Financial.com

Jason@Orchard-Financial.com

(920) 882-1834

1. Put your retirement vision and retirement concerns on paper. List what your expected lifestyle will look like and what retirement issues concern you. Share this with your financial professional.
2. Don't put all your eggs in one basket. It's extremely important to look at your financial picture from a "macro" perspective and incorporate different asset classes—both traditional and non-traditional. If your financial professional only focuses on the assets he or she manages, your plan will suffer. You need to manage your entire financial picture and be sure all the gears work together.
3. Guarantees aren't what they used to be. If you look at guaranteed products, make sure they are easy to understand and are backed by iron-clad companies. Be wary of complicated products promising the world and paying high commissions.
4. Remember, if you work with a professional, you are paying for advice and expertise, not a product. If they instantly start referring to products and give you brochures, they are selling, not advising.
5. If your adviser doesn't love their job, fire them. I mean it. I tell every client that if I ever stop loving what I do, they should fire me. Your adviser should always be passionate about your plan because it will help you when you need the motivation.
6. Just do it. Retirement is possible; simply start and keep watch over it. It can even be fun.

advice,” says Henderson. “I’ve seen participation in 401(k) plans skyrocket when someone who is neither the employer nor the 401(k) provider tells the participant why they should put money in the company’s retirement plan.”

You should also know that the Social Security program will be there at the time of your retirement and will provide a monthly income for life; however, Social Security alone will not be enough to provide for a comfortable standard of living and is simply a tool to help support retirement. The program is not designed to be your retirement.

“Decades from now, Social Security may not be at the same level as today but it will still be there,” says Henderson. “We will most likely see higher full-retirement ages and other factors contributing to its new form. To some extent, we are at the hands of our politicians in this.”

When planning for retirement, be sure to live by the old adage, “If it looks too

good to be true, it probably is.” There are unscrupulous “planners” out there looking to take advantage of people concerned over their financial futures, and you can save yourself some hardship by taking the time to locate a reputable retirement planner instead of taking a chance on a system promising more than it can possibly deliver.

“Some of these ‘systems’ will actually contain factual errors, and I would advise people to stay away from them,” says Henderson. “I haven’t found a person yet who has correct information and sells their financial system on TV. And how can you tell? Simply lay out some of the strategies in an Excel worksheet and let the math speak for itself.”

It can be scary to think about life after retirement, especially if you haven’t given much thought to your financial strategy. However, it is never too late to plan for your future and there is no better time to start planning than right now. 🚚

Taxes & Retirement: True or False?

Income taxes go away when you’re retired.

False. At retirement, when you withdraw pre-tax money you contributed to your retirement plan, you pay income taxes.

Social Security benefits are not sheltered from taxes.

True. A portion of your Social Security benefits is included in your taxable income if, for example, in 2011, you have taxable income and Social Security benefits of more than \$25,000 for a single person and \$32,000 for a couple.

There are no tax consequences if you don’t start to withdraw pre-tax savings at age 70½.

False. There is a 50 percent tax penalty on amounts the IRS requires to be taken out after age 70½ and that are not withdrawn when required. These are called “minimum required distributions.”

Source: www.dol.gov/ebsa/publications/nearretirement.html



Royal's Truck & Diesel Repair Inc.

DIESEL & GAS ENGINE REPAIR
PICKUPS • 4 x 4's • FARM EQUIPMENT
AUTO'S • TRUCKS & SEMI'S

2280 NW 11th Street • Ontario OR • Exit 374
541-889-7002 • 800-391-6671 • Fax: 541-889-6507

AN APP FOR LONG HAUL & LOCAL TRUCKERS

Drivewyze™ PreClear

A new way to bypass inspection sites

No contracts, no hardware.
Run it on your smartphone.
Drive more. Wait less.



www.drivewyze.com or call 1-888-988-1590



Great Pay & Home Every 7 Days

Pay starting at 39-42¢/mile

- \$1000 Orientation Pay (Lump Sum)
- Safety Bonus & Seniority Pay
- Excellent CSA Scores – If safety is important to you, we want you on our team!
- Excellent, comfortable APU-installed equipment

Qualifications in the last 7 years:

Company drivers: 2 years tractor/trailer experience w/1 year OTR	Training program: 1 year tractor/trailer experience
--	---

Now hiring in AL, FL, GA, SC, & select areas of NC and TN.



800-874-4270
www.drivedavisexpress.com

TRUCKERS PUT AMERICA ON THEIR BACKS. IT'S TIME WE GIVE TRUCKERS THEIR DUE.



WE NEED YOU TO HELP US RECOGNIZE THE BEST DRIVERS ON THE ROAD.



★ CITIZEN ★ DRIVER AWARD

We at TA and Petro believe drivers deserve nothing but the utmost respect, care and comfort and a good pat on the back. That's why we're proud to announce the Citizen Driver Award program. This award recognizes professional drivers who earn public respect for our industry through good citizenship, safety, community involvement, health and wellness, and leadership. We're asking you to help

us find our best Citizen Drivers. Anyone can nominate a driver—fleet owners, employees, husbands, wives, sons, daughters, trucking organization members, trucking industry suppliers. Nominations are being accepted until November 30, 2013. A panel of distinguished trucking professionals will review the nominees and serve as judges. In 2014, at the Mid-America Truck Show, we will announce our Citizen Driver winners. Among other honors, winners will have a TA or Petro location named for them. We look forward to meeting your nominees, and honoring the professionals who drive our livelihoods. And our country.

Nominate a driver at

TA-PETRO.COM/CITIZENDRIVERAWARD



When You Treat Drivers With Respect, THEY RETURN THE FAVOR.



Fleet owners and independent truck drivers want to maximize their efficiency. And all drivers want a truck stop company that treats them and their profession with respect. Once again, TA and Petro have been recognized as the truck stop chains that give drivers and fleets more of what they want and need in the annual Driver Survey of Overdrive readers.

We know what keeps truckers happy – fast, friendly service, clean showers, big parking lots and great food. And we know what keeps fleets and independent drivers rolling – fast fueling, expert maintenance and time-saving amenities. It's all part of the full-service advantage.



Thank You For Voting Us Best.

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Best Overall Truck Stop
Preferred 4 to 1 over competition | <input checked="" type="checkbox"/> Best Breakfast
Preferred 4 to 1 over competition | <input checked="" type="checkbox"/> Best Driver Lounges
Preferred 3 to 1 over competition |
| <input checked="" type="checkbox"/> Most Comprehensive Services
Preferred 3 to 1 over competition | <input checked="" type="checkbox"/> Best Restaurant Coffee
Preferred 2 to 1 over competition | <input checked="" type="checkbox"/> Best Maintenance Shops
Preferred 4 to 1 over competition |
| <input checked="" type="checkbox"/> Best Employees
Preferred 3 to 1 over competition | <input checked="" type="checkbox"/> Best Buffets
Preferred 5 to 1 over competition | <input checked="" type="checkbox"/> Most Complete Shops
Preferred 8 to 1 over competition |
| <input checked="" type="checkbox"/> Employees Understand Truckers
Preferred 5 to 1 over competition | <input checked="" type="checkbox"/> Best Overall Restaurant Food
Preferred 6 to 1 over competition | <input checked="" type="checkbox"/> Best Lubrication
Preferred 2 to 1 over competition |
| <input checked="" type="checkbox"/> Quickest Fueling Time
Preferred 3 to 1 over competition | <input checked="" type="checkbox"/> Healthiest Menus
Preferred 5 to 1 over competition | <input checked="" type="checkbox"/> Best New Tire Source
Preferred 15 to 1 over competition |
| <input checked="" type="checkbox"/> Easiest Fueling Lanes to Maneuver
Preferred 4 to 1 over competition | <input checked="" type="checkbox"/> Friendliest Restaurant Service
Preferred 5 to 1 over competition | <input checked="" type="checkbox"/> Most Competent Technicians
Preferred 7 to 1 over competition |
| <input checked="" type="checkbox"/> Largest Parking Lots
Preferred 5 to 1 over competition | <input checked="" type="checkbox"/> Best Overall Restaurant Experience
Preferred 5 to 1 over competition | <input checked="" type="checkbox"/> Best Roadside Assistance
Preferred 3 to 1 over competition |
| <input checked="" type="checkbox"/> Easiest Parking Lots to Maneuver
Preferred 4 to 1 over competition | <input checked="" type="checkbox"/> Best Travel Store
Preferred 4 to 1 over competition | <input checked="" type="checkbox"/> Friendliest Write-Up Staff
Preferred 4 to 1 over competition |
| <input checked="" type="checkbox"/> Cleanest Showers
Preferred 3 to 1 over competition | <input checked="" type="checkbox"/> Best Trucker Merchandise
Preferred 5 to 1 over competition | <input checked="" type="checkbox"/> Most Trusted to Perform
Preferred 10 to 1 over competition |
| <input checked="" type="checkbox"/> Best Shower Amenities
Preferred 4 to 1 over competition | <input checked="" type="checkbox"/> Best Bulk Buying Program
Preferred 3 to 7 over competition | <input checked="" type="checkbox"/> Best Rewards Program
Preferred 15 to 1 over competition |
| <input checked="" type="checkbox"/> Cleanest Restrooms
Preferred 3 to 1 over competition | <input checked="" type="checkbox"/> Best Fitness Facilities
Preferred 6 to 1 over competition | <input checked="" type="checkbox"/> Best Smart Phone App
Preferred 2 to 1 over competition |
| | <input checked="" type="checkbox"/> Best Laundry Facilities
Preferred 4 to 1 over competition | |

Results based on TA/Petro independent survey of Overdrive readers.

Results depict driver preference for TA/Petro versus next closest brand.



Visit tatravelcenters.com and petrotruckstops.com or find us on





TAKE HOME MORE, BE HOME MORE

YOUR CHOICE PAY PLAN™

- Earn a pay increase every quarter up to our top rate.
- "As you go" performance pay. No more waiting for a bonus.

SUPERIOR TRAINING PROGRAM

FLEXIBLE HOMETIME OPTIONS

- National Fleets - if out 10 days, you're home 2 days. Out 11-17 days, you're home 3 days. You can earn up to 7 days off.
- Regional Fleets - typically home weekly.
- HOMEtime Plus™ Fleets offer consistent, predictable hometime - up to 26 weeks a year off!

AFFORDABLE & COMPREHENSIVE BENEFITS

AWARD WINNING SAFETY PROGRAM



IT'S YOUR CHOICE™ CHOOSE **ROEHL!**



WOMEN IN TRUCKING
redefining the road



GoRoehl.com

 /RoehlTransport

 /RoehlTransport

VAN
800-535-0274

FLATBED & SPECIALIZED
800-535-0276

REFRIGERATED
800-325-5491

DEDICATED
800-535-8413



The *Evolution* of Truck Stops

By Paul Adair

Like diesel-scented oases rising on the horizon, truck stops have become a familiar and welcome sight for travelers; providing fuel, companionship and the sometimes-needed emergency bathroom break.

The truck stop started out in the 1940s as a way to keep America's fleet of long-haulers fueled while driving the long miles in between civilization. Since then, truck stops have evolved, reflecting society's values of the time—from servicing the male-dominated trucking industry of yesteryear to meeting the needs of today's multi-diverse travel culture.

Services provided by the truck stop, now mainly referred to as travel centers, have grown far beyond the primary duties envisioned by the very first diesel depots. While customers still receive fuel, food and a place to stay, today's truck stops now offer the trucker much more, hoping to entice them through the door.

To be able to stand out in an increasingly competitive market, the modern travel center may supply a variety of healthier dining options, gym facilities, Wi-Fi connectivity, movie and television lounges, laundry facilities, gym facilities, barbers and even, in some cases, medical clinics to meet the evolving demands of their patrons. And they do this while still brewing the best coffee along the interstate.

Offering the comfort of home away from home

Headquartered in Knoxville, TN, Pilot Flying J is North America's largest operator of travel centers and travel plazas, with more than 650 locations across the United States and Canada. They are committed to making life better for America's drivers and recognize that this is first accomplished through day-to-day interactions with the customer.

"We have to keep changing because our customers are always changing. That is what pushed our company to expand and grow early on, and it's why we continue to be successful today," says Anne LeZotte, communications manager at Pilot Flying J.

"We are continually seeking feedback from drivers through face-to-face conversations in our stores, through interactions at national expo shows and conferences, through our trucking company customers and through social media. We're always looking for new ways to better serve the driver and ways to enhance our existing goods and services."

These enhancements are often achieved through the adoption of new technologies. For over 40 years, TravelCenters of America—operators of the TA and Petro Stopping Centers brands—have been taking full advantage of inventive progress without losing sight of their primary business: providing full-service amenities and services for the professional truck driver.



For almost 80 years, truck stops, like Pilot Flying J (top of page), TravelCenters of America and Petro Stopping Centers (both immediately above), have evolved to meet the needs of our nation's truckers. Photos provided by Pilot Flying J, Travel Centers of America and Petro Stopping Centers.

“Our company feels the purpose of a truck stop is to offer hospitality and service to the hard-working men and women who make up the professional truck driving industry, and these core services have always stayed the same,” says Tom Liutkus, vice-president of marketing and public relations for TravelCenters of America. “However, what has changed is the technology to deliver many of these services. It is technology that drives most of the change in our industry.”

To experience one of these technology-driven changes, the trucker needs only to look as far as the standard truck stop location directory. All trucking companies need them to find truck stop locations on the road, but the directory itself has evolved from the tattered, pocket-sized book kept in the cab, to an online, printable version, to where a driver today is able to access all of the same detailed information simply with the use of a Smartphone app. Technology is ever-improving basic services, such as fueling speed or even how quickly a hot meal can be put together in the restaurant.

Introducing a new “species”: the woman driver

While constant improvements are welcome for the trucking industry, for women drivers, it was a simple adoption in 1982 that began to really help them in the field and indicated a change in the weather for women in the industry.

“In 1982, the stops started putting in showers that women could use,” says Candy Bass, an almost 40-year veteran of the road who currently drives for Transport Designs, Inc. “Before that time, the showers were in the men’s bathroom and, to catch a shower, we would always have to get somebody to guard the door. For women who started driving after ’82...well, they wouldn’t have any idea about some of the things we had to go through.”

It would not be unfair to call Candy Bass a pioneer in the trucking industry. Starting her driving career in the early ’70s, Bass worked at a time when women truckers were few and far between. It was perhaps this scarcity of women within the business which helped foster negative attitudes at the truck

Attracting Women to the Trucking Industry

By Sandy Long

The following is part of an article by Sandy Long. To read the full article, go to www.womenintruck.org/articles/attracting-women-to-the-trucking-industry.pdf.

Lady drivers often get asked what would attract more women to the industry. Some groups say women want special areas at truck stops with special security provided just for women. Some say women are harassed on the job and should be granted special privileges.

A study from 1998 surveying women drivers shows that they are fairly satisfied with trucking as a career, but would not encourage most women to join the industry due to lack of safety at truck stops and rest areas. Women surveyed felt they were treated equally at work, were paid equally to men, and could ask for assistance; harassment came mainly from outside sources.

The main issues the survey found that would attract women to trucking would be to improve the image of trucking and improve safety at truck stops and rest areas.

stop, reflecting what was generally perceived as a men-only workplace.

"I'm not sure when the first woman driver started driving but when I started in '74, they still saw us as a novelty," says Bass. "We just weren't out there yet and I would go for months and months without ever seeing another female driver."

Being a woman, Bass found that her daily routine as a truck driver was made even tougher by truck stops that had real issues in accepting her gender in the profession.

"As a female driver, when I would go into a restaurant, my husband at the time would have to go inside first to order our food. It was only then that I could come in and sit down or else they wouldn't wait on us," says Bass.

"When I would go and try to pay for my fuel, I would have to go and physically grab somebody and tell him, 'I am a driver and I want to pay for my fuel.' Otherwise, they would just keep passing me by and wouldn't want to take my money."

Of course, for a trucker, not all truck stops are created equal and Bass recalls some more fondly than others in those early days.

"The TA truck stops and the Pilot Flying J were the only stops at that time that realized we were drivers," says Bass. "I liked them and they always treated us with respect. But to be honest," she adds, laughing, "I never really figured out why these two particular truck stops didn't have a problem with me."

Bass' words mean a lot to businesses such as Pilot Flying J and TravelCenters of America. These are companies started by people

within the trucking industry and based on the core belief of providing full services for the nation's truck driver industry, regardless of gender.

"Pilot Flying J is keenly aware of the growing emergence of women in the trucking industry and is proud to serve this key customer group," says LeZotte. "We value our customers who are women in the trucking industry, and we look forward to continuing to serve them."

Listening to driver feedback

Both companies know that improving the services they provide will rely on maintaining an open dialogue with women drivers and listening to their specific needs.

"Discussion with women drivers has heavily influenced the services we offer," says Liutkus. "It was a woman driver who told us the importance of having hair dryers available in our driver showers and that a certain type of shower fan was better than another. We made both standards within our shower offer. Another woman team driver informed us of ways to improve our laundry facilities. Within a year, all our laundry rooms were re-equipped and improved."

For almost 80 years, the truck stop has been meeting the needs of our nation's truckers. And as long as vehicles continue to travel America's highways, the truck stop will continue to open its doors to the industry, pouring the best coffee on the road and turning on the light at the end of a long day of driving. 🚛

BALCH LOGISTICS, LLC

'Your Auto & Freight Transporting Solution'



7710-T Cherry Park Drive #428
Houston, TX 77095

281-859-4400 877-859-4401

Sue@BalchLogistics.com
www.balchlogistics.com

Proud Members of WIT



Hancock & Associates Inc.
Insurance Agency
8200 Kingston Pike | Suite 21
Knoxville, TN 37919
<http://www.hancockinsagency.com>
www.contingentcargo.com

THE BEST CUSTOMER SERVICE IN THE INDUSTRY!
24 HOUR CONTACT NUMBERS! CERTIFICATES ON DEMAND!
KNOWLEDGEABLE FRIENDLY STAFF, OVER 50 YEARS
COMBINED EXPERIENCE!

THE MOST COMPETITIVE RATES IN THE NATION AVAILABLE
WITH MULTIPLE MARKETS!
WE WORK FOR YOU!

Main: 865.691.6449 / Direct: 512.406.4986 / Fax: 1.800.686.2170



Valley Queen Cheese Factory, Inc. is looking for quality Milk Haulers. If you have a CDL, 2 years of professional driving experience, and a safe driving record, we want to talk to you!

- **Great Pay and Benefits** - Earn over \$50,000 per year, health insurance, 401k, profit sharing & more!
- **No Over-the-Road Hauling** - Every shift begins and ends at our plant in Milbank, South Dakota.
- **Drive New Equipment** - Our tractors are in great condition!

Valley Queen Cheese, Inc.
200 East Railway Avenue
Milbank, South Dakota 57252
605-432-4563 www.vqcheese.com

Landing Local Jobs

By Jennifer Ryan



Dentist appointments, soccer practices, dance recitals, school concerts, parent-teacher meetings... The list could fill an appointment book—and it frequently does!

Those are just a few examples of the many commitments the average parent must fit into a busy schedule. And that's on top of the rest of the tasks that come with running a household: grocery shopping, cooking, laundry, yard work... Yes, that list goes on and on, too. Try to add a satisfying social life on top of that, and most North American families would be hard-pressed to find any time left to pursue their own hobbies or other recreational activities.

If women who choose to be stay-at-home moms are barely fitting everything

into their weekly schedule, and dual-income families working, more-or-less, traditional nine-to-five shifts are juggling priorities to make their calendars work, how are truck drivers expected to maintain a fulfilling career without sacrificing the joys of raising a family?

Despite common preconceptions about truck driving, it is, in fact, possible to have a successful and satisfying career as a truck driver and still spend time at home to raise a family.

It is a challenge, to be sure, but typically, truck drivers do not shy away from a challenge.

In fact, Rhonda Munoz, a former truck driver and current safety loss and

prevention manager for Ryder Systems, believes that women are especially well-suited for the role since moving freight requires attention to detail and an immense amount of problem solving.

“Truck drivers have to take pride in what they're doing,” Munoz says. “We're meticulous; we're perfectionists. I think women have a particular aptitude for the role.”

Dedicated drivers dictating an industry-wide shift

Trucking companies have reported that spending time at home with their families is a main concern that their drivers, particularly women, express. But there are many

trucking jobs out there that ensure a balanced work and home life.

Many in the industry refer to this coveted job as the “dedicated shift.” That is, the truck driver can reasonably assume they’ll be away from home for less than a full day.

Until recently, the dedicated shift has been filled by very experienced drivers—those who have been in the business for many years and worked their way up the ladder. In essence, they’d earned their reliable shift, enjoyed the perks that came with it, and weren’t budging.

But, as we all know, the baby boomer generation has reached retirement age, and with each passing year, more and more of them are leaving the workforce. Thus, those dedicated shifts are opening up and becoming more readily available every year.

“Years ago, truck drivers spent their whole careers working their way up to that preferred position of choosing a dedicated shift,” explains Tonja Wilhelms, manager of recruiting at Ryder Systems.

A majority of driver jobs at Ryder, which is based out of Miami, FL, are in its dedicated division. This means that instead of the majority of their drivers working overnight or on long-haul trips, many can finish the job and be home in the same day.

“It was a position of privilege they had earned. But now those workers are retiring and the industry as a whole is experiencing a shortage of experienced drivers. There is such a huge need for drivers.”

This gives young people and those who are just starting their careers a greater chance of landing a local job—one that doesn’t take them far from home for days at a time.

“More and more, there are jobs available at that entry level,” Wilhelms says.

Ryder, like an increasing number of companies in the industry, recently changed its pre-requisites for hiring new truckers. While most trucking companies across the continent require a minimum of one year of experience, Ryder will hire drivers with nine months’ experience while still ensuring a high level of safety.

“We’re shifting it to give new drivers the opportunity to land a dedicated job,” Wilhelms says.

Munoz agrees. “This is a great time for women to get a quality job that suits their lifestyle because the availability is opening up.”

Marketing to women

As the recruiting manager for Ryder, Wilhelms has the challenging role of marketing the trucking lifestyle to different population segments. Women are one of her main target markets.

“There are key advantages to the Ryder dedicated program [for a woman truck driver],” she says. “To be honest, trucking can be a dangerous industry. Our drivers—male and female—have a strong support system, but when they’re out on the road, there are dangers.”

Despite common preconceptions about truck driving, it is, in fact, possible to have a successful and satisfying career as a truck driver and still spend time at home to raise a family.

Munoz chimes in, “When I was out driving, there were some truck stops that I wouldn’t even fuel up at. Sometimes it wasn’t worth the risk.”

However, with a dedicated shift, Wilhelms explains that some of the unease can be eliminated. “Dedicated routes are familiar, consistent and make it easier to feel safe. The drivers know where they can stop, where they’ve stopped before and what to expect. Dedicated routes help facilitate safety and security.”

Munoz warns, though, that those familiar routes can make a driver complacent—something he or she must avoid, regardless of the duration of one’s route.

Of course, there are times when a truck driver may land a job that requires overnight or long-haul distance driving. Munoz suggests that this can be managed effectively when there is some consistency in the scheduling, and someone still at home to help out with the children and other duties.

“Trucking is in my blood,” she says. “Trucking is a culture.”

And that culture comes with many benefits. “There was the benefit of working extended hours, similar to a four-10s shift [working ten-hour days for four days, followed by a three-day weekend every week]. If that was regularly scheduled, or if I could work shorter shifts, I was able to book appointments for myself and for my family. I didn’t necessarily get a nine-to-five shift, but there was a structured, consistent schedule. It meant ease of planning.”

An added benefit to trucking is the chance to be a “professional tourist.”

“I was drawn to the excitement of ‘where am I going this week?’” Munoz says.

Recommendations for landing local jobs

While Munoz craved the allure of traveling to new cities across the continent, other drivers may not have the flexibility at home that she did. If driving a dedicated shift is your main goal, there is something you can do to get closer to making that dream a reality.

“Protect your license,” Munoz says. “It’s that simple.”

Wilhelms concurs. “We have such a shortage of skilled drivers that those drivers who have a clear license will be in great demand. With Ryder’s nine-month program, we’re hoping to see a lot more drivers, but they have to have the skills.”

Both Munoz and Wilhelms predict a strong shift will overtake the trucking industry. Not only are the baby boomers leaving to make room for a younger workforce to join the ranks, but more and more women will see the unique opportunities available to them.

As more women get more involved in the industry, there is likely going to be an increase in the demand for, and availability of, dedicated routes. Landing a local job may become the new norm, rather than the exception, for truck drivers. 🚛

Convoy for a Cure: *Thinking Pink*

By Holli Moncrieff

Truckers across North America are banding together to make a difference for women with cancer and their families.

Joanne Mackenzie, a driver for Highland Transport in Ontario, Canada, started Trucking for a Cure three years ago after her aunt passed away from breast cancer.

“During her third time battling cancer, she passed away. She was 76. At least she had the chance to give it a fight. Many people don’t get that chance,” says Mackenzie. “She taught me what to look for in order to detect it early. I’m a breast cancer survivor but I found it so quick thanks to her. I couldn’t ask to have found it any quicker.”

Mackenzie is now a six-year cancer survivor. After helping her aunt raise money for various events, Mackenzie decided to start her own. Trucking for a Cure is a convoy-style event that is held in October each year. This year’s event will be held on October 5, 2013.

After a complimentary breakfast and judging of the decorated trucks, the 30-minute convoy begins. Following the convoy, there is a celebratory community barbecue, a silent auction and speeches.

The drivers participating in the convoy raise money for the Canadian Breast Cancer Foundation by collecting pledges. Last year, 50 trucks raised \$56,000, making a three-year total of \$136,000 raised by the event.

“What a great way to celebrate women in the trucking industry and the men and women who are battling breast cancer,” Mackenzie says. “We’re bringing awareness to our own community and trying to recruit more drivers

and companies to become involved. We want to make sure every dime goes straight to the cause.”

The event’s Team Cure volunteers attend various trucking events throughout the year to build awareness and recruit more participants.

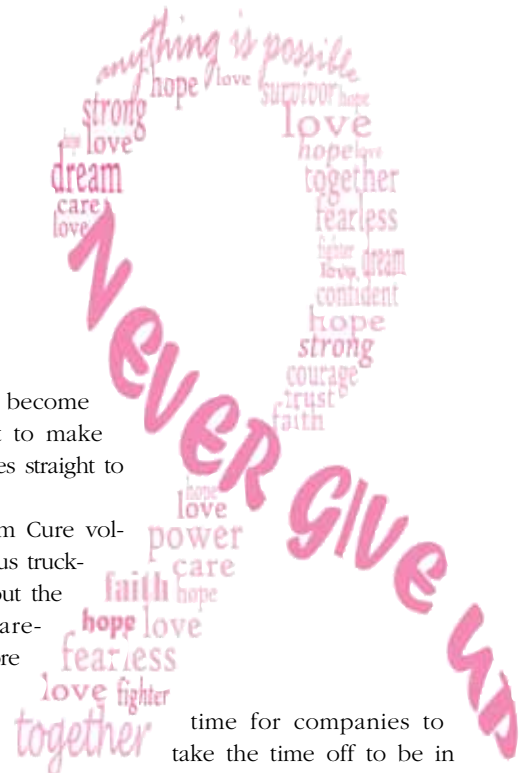
“It’s a tough time for companies to let their drivers take the time off to be in a convoy but they continue to support us. We’ve been very successful,” says Mackenzie. “The drivers are the heart and soul of our event. We couldn’t do it without them. It’s amazing what these drivers do to decorate their trucks.”

Trucking for a Cure has won the community commitment partnership award from the Canadian Breast Cancer Foundation in Ontario. Attending the awards gala was quite an experience, Mackenzie adds.

“It was almost like walking down a red carpet for us. It was really exciting,” she recalls. “Truckers are doing good things out here and we have big hearts. I don’t know a single trucker who doesn’t have a big heart. They’re amazing people.”

Participating in the event supports a good cause but also gives truckers an opportunity to change the public perception of their industry, says Mackenzie, who has been a driver for over 25 years.

“People are scared of trucks coming down the road.





These "pinked up" truckers all took part in Trucking for a Cure, which raised \$56,000 between 50 trucks last year, making for a three-year total of \$136,000 raised by the event.

They think we're pirates. For this event, we get to talk to the public as well—the public gets to understand who we are and what we're doing in the industry," she explains. "It's quite the sight, a ribbon of pink trucks going down the highway—you have these tough truck drivers pinking it up. People are waving at the truckers and tooting their horns."

Trucking for the Cure will be held at the T/A Travel Centres of America in Woodstock, ON on October 5, 2013. For more information, visit their website, www.tfalconvoy.wordpress.com.

Supporting awareness, prevention and a cure

Jeanie Silk founded The Great Lakes Convoy in 2011 with cancer survivor and friend Michelle Dunn. Fueled by their own personal experience with the disease, they are promoting a cause they feel passionate about. The Great Lakes Convoy raises money and awareness for breast, cervical, uterine and ovarian cancer.

"I'd taken part in the Convoy for the Cure in Texas and I thought, 'Why don't we do one up North?' Not everyone can take two weeks off and go to Texas but everyone likes to do something to make a difference and to help," says Silk. "It's amazing what people will do if you give them an opportunity to help."

Their signature event is a one-day, 15-mile truck convoy and auction with participation from all parts of the transportation and trucking industry. Prior to the convoy, all the drivers stand on a weigh scale, and whoever is closest to guessing the combined weight wins a prize.

Silk decided to take action when she heard the story of a co-worker whose wife had been diagnosed with cancer. The wife sat on her husband's lap and cried as he gently brushed out the hair she was losing from chemotherapy.

"Cancer doesn't just affect women. It affects the whole family and we wanted to show our support. I realized we don't do anything to emphasize anything but breast cancer," she says. "The idea of the Great Lakes Convoy is to celebrate the lives of survivors, those who have lost their battle and those who have not yet begun to fight by raising funds to support awareness, prevention and a cure for all women's cancers alike."

The event has raised \$20,000 so far, which was donated directly to local charities, including the American Cancer Society, Susan G. Komen Foundation and the Foundation for Women's Cancers. Fourteen trucks participated in the first year and 10 trucks participated in the second.

By holding the fundraising event at the Expedite Expo Trucking Show, Silk hopes to do significantly better this year.

"The goal this year is \$25,000. We are not shy," she laughs. "My goal is that my grandchildren will think of cancer the way I think of polio. I hope for a world where cancer is spoken of in the past tense."

The Great Lakes Convoy took place on Friday, July 26, 2013. Registration included a Great Lakes Convoy t-shirt and a ticket to enter in all raffle prizes. The event started at 4:00 p.m. in the parking lot at the Roberts Convention Centre in Wilmington, OH. The driver with the most money raised gets to be the lead truck in the convoy and wins a trophy, along with a driver's seat from National Seating (\$1,100 value).

"The drivers are the heart and soul of our event. We couldn't do it without them. It's amazing what these drivers do to decorate their trucks."

Registration was \$40, with a \$5 discount for C.A.R.E (cancer awareness ribbon exhibitor) trucks or early registrants. For more information about the event, visit their website, www.greatlakesconvoy.org.

John Veriha Trucking in Wisconsin has developed a C.A.R.E truck that is pink with an awareness ribbon. The project, which is still in its early stages, is known as Driving for a Cure.

"The truck is mostly for awareness right now. It drives through the 48 states year-round," explains company President Karen Smerchek. "Our intentions are to donate money for every mile driven and to use the truck for cancer awareness events."

The truck has been on the road since last October.

"We've chosen our driver because he has family members who were impacted by cancer," says Smerchek. "We have many employees struggling with cancer. I don't think there's anyone who works for us who hasn't been impacted by the disease. It's something everybody shares in. We're trying to make a difference."

John Veriha Trucking has 300 employees who are hoping to start making the event circuit this summer. For more information about the company, visit their website, www.veriha.com. 🚚

Women In Trucking's Salute to Women Behind the Wheel Honors Nearly 200 Female Drivers

Combine nearly 200 female professional drivers with chocolate fountains, red t-shirts and bags filled with gifts from sponsors and you've got the Women In Trucking "Salute to Women Behind the Wheel" celebration.

Each year, the Women In Trucking Association (WIT) hosts this annual event to honor female professional drivers for their service to the (very male-dominated) industry. This year was the group's fourth annual "Salute," which attracted

nearly 500 attendees (drivers, their families, and WIT members).

Sandra Ambrose-Clark, President of ESJ Carrier Corporation and Without a Doubt Truck & Trailer Repair in Fairfield, OH, was the keynote speaker. Ambrose-Clark was a finalist in this year's Influential Woman in Trucking award. She spoke to the group about her experience in establishing a truck and trailer repair shop and running her father's trucking company after his death.

The female drivers were then recognized for their years in the industry, with three women featured for their more than 40 years as professional drivers. Idella Hansen was noted as having the longest career for her 46 years of driving.

Every driver received a goodie bag from event sponsors who greeted them before the recognition ceremony. NASCAR driver Jennifer Jo Cobb was on-hand to sign autographs, compliments of Arrow Truck. Rebecca Brewster, this year's Influential Woman in Trucking recipient, and Stephanie Klang, driver for Con-way, Inc. and a member of America's Road Team, also greeted attendees.

The female CDL holders posed for a group photo and were thrilled when Lisa Kelly of Worldtrucker.com, who has appeared on the History Channel's Ice Road Trucker series, joined them.

The Women In Trucking Association's "Salute to Women Behind the Wheel" was made possible with the generous support of Gold Level event sponsor: Walmart Transportation; Silver Level Sponsors:



Idella Hansen has 46 years' worth of trucking miles under her boots.



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

Con-way, Inc., Frito-Lay and Volvo Trucks; Bronze Sponsors: FedEx Freight, Hyundai Translead, Rand-McNally, Republic Services, Ryder Systems and Waste Management. Copper Level sponsors include Arrow Truck Sales, J. J. Keller & Associates, Inc., PITT OHIO, Travel Centers of America/Petro Stopping Centers, Trucker Charity, Inc., UPS Freight and U.S. Xpress. Nickel sponsors were Airtab®, Brenny Transportation, Inc. and J. B. Hunt. 🚚

For those about to drive, we salute you

The Salute to Women Behind the Wheel is the largest celebration of women behind the wheel. Those who attend the Salute become a part of history as the Women In Trucking Association recognizes the outstanding safety and performance accomplishments of the nation's professional female drivers.

Details for the 2014 Salute to Women Behind the Wheel will be posted at www.salute2women.com as they become available. If you are a corporate member of WIT and would like to sponsor a future Salute, please contact Ellen Voie at ellen@womenintrucking.org for more details.



Women hold key positions at every level at CalArk — from operations managers to recruiters to drivers to CEO — and we salute all they've accomplished in our 37 years of operation.



Search for CalArk1 on:



Women In Trucking Association RECRUITING AD CONTEST



Women In Trucking Association and *Arrow Truck Sales* Launch Recruiting Ad Contest

Today, a driver shortage is prompting carriers to look for ways to attract professional drivers to their companies. The recruiting ads often look alike with home time, mileage pay and driver incentives used to gain the attention of a potential employee. How many of these ads seem to assume the driver is a male?

The Women In Trucking Association (WIT) is launching its "Recruiting Ad Contest," sponsored by Arrow Truck Sales. The contest will honor carriers whose advertisements focus on attracting women to their companies.

"Women look for different information in a recruiting ad than men," says Ellen Voie, WIT's President and CEO. Research conducted by University of Wisconsin-Stout graduate students found that women value home time and benefits above other incentives. More than half of the respondents in the study were looking for the carrier's pet policy, as pets provide greater security on the road.

Any carrier or their advertising agency can submit their best print recruiting ads for this award. The ads must have been created and printed between January 1 and December 31, 2013 and submissions must include the name and date of publication. The deadline for submission is December 31, 2013 and they can be sent to recruitingcontest@womenintrucking.org. Marketing and creative support for this contest has been provided by GROUP1201 (www.group1201.com).

A committee chosen by the Women In Trucking Association and Arrow Truck Sales will select the top three to five recruiting ads. Members of Women In Trucking will vote on the finalists. The winner will be announced at a press conference at the Mid-America Trucking Show next March in Louisville, KY.

"We are proud to support this initiative," says Lane Bartram, Arrow Truck Sales Marketing Manager. "As a supplier of pre-owned trucks, we are sensitive to the buying power women have in the trucking industry and we believe the recruiting ads should reflect these changing demographics."

For more information, visit www.WomenInTrucking.org or call (888) 464-9482.



Women In Trucking Association RECRUITING AD CONTEST



What is the contest for?

The best recruitment ad geared toward women drivers.

What are the parameters & specifications of submitting the ad?

The ad must have been created and printed between January 2013 and December 2013. Submissions must include the magazine name and issue it was printed in.

The ad must be submitted in a PDF, jpg, gif, or zip file and be less than 10 mb.

When is the deadline for submitting entries?

December 31, 2013 by midnight PST.

Who can submit the recruitment ad?

Transportation companies, or ad agency on behalf of the company.

Where do I submit the ad?

recruitingcontest@womenintrucking.org.

Who will be voting on the ads?

A task force from Women In Trucking and Arrow Truck Sales will select the top 3-5 recruitment ads. These finalists will be voted on by members of Women In Trucking.

When and where will the winner be announced?

The winner will be announced at a press conference in March at the Mid-America Trucking Show in Louisville, KY. The top finalists and how they placed will be shown at the Women In Trucking booth.

What will the winner receive?

Bragging rights, a plaque, and exposure in the Women In Trucking magazine Redefining the Road.

Sponsored by: **ARROW**
TRUCK SALES
www.arrowtruck.com

For more information, contact Char
at char@womenintrucking.org

All Aboard WIT's *Job Board*

By Paul Adair



The job board is a vital resource for those hoping to find work in today's trucking industry. Without one, a trucker would be required to have their ears to the ground at all times and in all locations to discover what jobs were available across North America; an impossible task, as it would take all of the trucker's effort just to job search and leave them with no time for the actual job.

The Women In Trucking (WIT) Association's job board, WIT Careers, is available to make the process of securing employment easier for those in the trucking industry by providing an online portal for employment opportunities. WIT Careers was created to primarily meet the needs of the WIT membership.

"We launched the week after Memorial Day in response to member requests and subsequent approval by the WIT Board of

Directors," says Laura D. Skoff, CAE and Special Projects Coordinator for WIT. "It's important that the industry association be responsive to the needs of its members. Women In Trucking has done just that with WIT Careers."

WIT Careers is made accessible to the whole of the transportation market, with WIT members and non-members, alike, encouraged to participate in the service it provides. However, being associated with WIT will garner certain benefits.

"It's an industry hub," says Skoff. "While it is not specifically geared toward women, because it is a member service of WIT, women truckers are its priority."

Additionally, as a service of WIT, WIT Careers gives those looking to hire—who are also association members—specific reasons to select its job board over others. By doing so, it is able to better

connect member employers with member employees.

"We launched WIT Careers with a member incentive offering a 25 percent discount to employers," says Skoff. "And we are sure to keep the opportunities flowing; so bookmark the site!"

WIT Careers was created with the job seeker in mind, knowing full well that a complex design or a clumsy interface would turn off the very people it wished to help. The site was built with simplicity of use in mind, requiring less steps to allow a user to become engaged with the process.

"Experience tells us that the easier you make a process, the more likely people will engage in it," says Skoff. "WIT Careers follows that model and visitors can peruse all listings at any time. To post an opening or a resume, visitors simply need to create an account, which only takes a few minutes."

While WIT Careers shares many features with other similar internet job boards, there are several that allow it to stand out when compared to online competition.

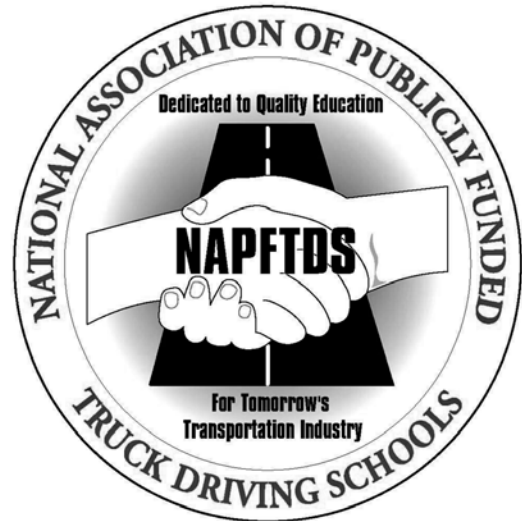
“WIT Careers gives employers and job seekers the unique opportunity to enhance their listing by upgrading their placement or formatting,” says Skoff. “In this way, they feel they have the best opportunity to succeed. The site will also send alerts to subscribers based on their account settings, keeping job searches top of mind.”

WIT Careers will also provide various tips and techniques on proper resume writing and offer career coaching to job seekers, helping ensure a successful employment application. WIT Careers gives the modern trucker everything they need in the pursuit of employment by having an insider’s knowledge of the trucking industry.

Since its inception, WIT Careers has been sensitive to the needs and wants of today’s trucking industry. It listens to the advice, criticisms and comments from users of the site, knowing it can only improve with input from its stakeholders. And, so far, the reviews have been glowing.

“We’ve received very positive feedback from our driver members and employers,” says Skoff. “They are excited about an employment hub hosted by their industry association. It’s a one-stop shop.”

As the trucking industry increasingly modernizes, WIT and the WIT Careers job board will be there to meet, head-on, the challenges in filling employment shortfalls, for both the employer and the job seeker. 🚚



Representing over 100 Truck Driver Training Schools

Across the nation—educating over 20,000 drivers annually the National Association of Publicly Funded Truck Driving Schools

Proudly supports Women in Trucking

www.napftds.org

Women Drivers Making TOP Pay!



No need for your own truck, just a CDL w/T endorsement!

Training provided nationwide, pay 2x weekly, transport new or used trucks & start earning more!

We need drivers, inspectors, and recovery agents now!



www.COLDIRONCOMPANIES.com

Redefining the Road

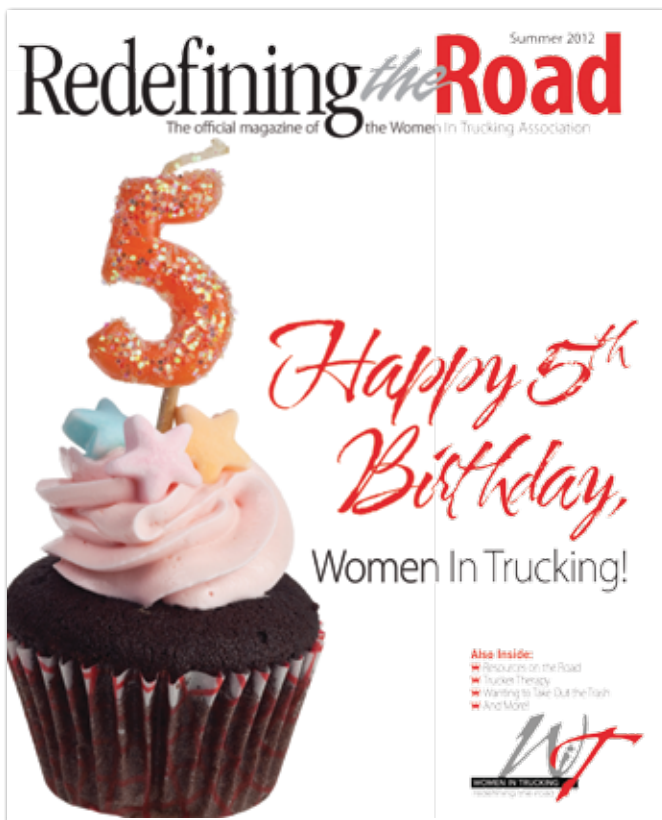
Wins a TWNA Award

Last March, the Kentucky Fair and Expo Center in Louisville, KY played host to the annual Truck Writers of North America (TWNA) Banquet in conjunction with the 2013 Mid-America Trucking show. The main attraction to this banquet was once again the TWNA Communication Awards, now in their ninth year.

The TWNA Communication Awards are given out to members of commercial vehicle-related media, recognizing excellence in trucking-based journalism and communications for the mainstream press, trade publications and by public relations professionals.

This year, the Women In Trucking Association (WIT) was thrilled to have been presented with the Silver Award for its Summer 2012 Issue of *Redefining the Road*. A Silver Award indicates that the publication was peer-judged to have a score between 92 and 96, out of a possible 100 points.

"The award reflects our efforts to provide the best publication possible to keep our members engaged with the association," says Ellen Voie, Founder, President and CEO of WIT. "To be recognized for this achievement is quite an honor."



The award-winning issue, above, was peer-judged to have a score between 92 and 96, out of a possible 100 points.

For WIT, *Redefining the Road* is a great way to provide their members the information needed to be successful in their careers, which is something the association often hears when receiving feedback from its readership.

"They have told us that they think the magazine is very impressive," says Voie. "From the quality paper, to the graphics and photos, and—most importantly—the articles. *Redefining the Road* provides a way for us to tell our members what we are doing on behalf of them and how we are representing them as a group."

The TWNA Communication Awards were an opportunity for WIT to be associated with some of the very best in truck industry journalism, driving the association to put an increased effort into upcoming issues.

"We'll be trying even harder in the future," says Voie. "And I look forward to even more pages and the best written articles accompanied by high quality visual support...and possibly a Gold Award!"

Another prestigious award handed out in Louisville was the TWNA Lifetime Achievement Award, bestowed to the one who best exhibits the highest standard of journalism or communications within the trucking industry.

This year, the Award was presented to Sandi Soendker, editor-in-chief of *Land Line Magazine* and proud member of WIT. Soendker was awarded this prize for what TWNA Executive Director Tom Kelly described as her "unparalleled" dedication to the trucking industry.

"That meant a lot to me," says Soendker. "I am a cause-oriented person. I always have to be fighting for the little dog and to shine lights in dark places. Trucking is full of wrongs, unjust rules, regs and overworked drivers. Advocacy journalism in this industry is a niche that is custom-made for a person like me and I appreciate that it is noteworthy to my peers. These are some highly accomplished journalists who know their stuff!"

A reporter and editor with more than 40 years' experience, Soendker has worked for daily newspapers, small town weeklies and horse magazines, where she was, at last, able to combine her hobby with getting paid. Then, in 1987, she started work at *Land Line*, becoming editor-in-chief last year.

Soendker sees the accomplishments of her magazine and staff to be the highlights of her career thus far, and has this advice for any journalists looking to follow in her footsteps: "I will say that to survive and thrive in this business, you have to be a Scheherazade," says Soendker, referring to the story-telling queen of the Arabian Nights.

"You tell a good story, and tomorrow, you tell another, and yet another the day after that, all just to keep the readers from



Sandi Soendker, editor-in-chief of Land Line Magazine, was awarded this year's TWNA Lifetime Achievement Award. Photo courtesy of Paul Hartley, AddMedia.

chopping off your head. And this goes on and on until they eventually fall in love with you. I call this the Scheherazade syndrome and I frequently preach it to my staff.

"I remember on my first week on the job, a trucker called Land Line Magazine a 'one-desk association rag.' In my mind, this threw down a challenge and I never came into work again where I didn't have the goal to make Land Line the best in the industry," she says.



The Women In Trucking Association was presented with the Silver Award for its Summer 2012 Issue of Redefining the Road.

"We've since taken this 'rag' to one of the top publications in trucking, where it is part of a multi-platform media division including a Sirius XM radio show, popular news web sites and a sizable social media presence," she says. "And I look at this and think, 'Wow.'" 🚚

What's Up in *Washington?*

By Ellen Voie, President and CEO, WIT



Ellen Voie speaking at a roundtable discussion at the White House to encourage more women to consider careers in transportation.

As an association, we are often asked for our insight on issues affecting our members. We are just thrilled to be included in these conversations at a national level. Remember, if you're not at the table, you're on the menu.

There have been many opportunities recently for Women In Trucking to be "at the table." Most recently, I was invited to an event at the White House to hear President Obama commemorate the 50th anniversary of the Equal Pay Act, which was signed by President John. F. Kennedy in 1963.

Attendees included those representing women's organizations such as Women In Trucking, Women in Busses, Women in Steel, Women in Construction and others. Each of these groups has helped further the advancement of women in non-traditional careers, which typically offer higher salaries than those in "pink collar" jobs.

President Obama stated that women now earn 77 cents for every dollar earned by a man, "but as long as this gap persists, we're going to have more work to do. And now is the time to keep up the work that all of those trailblazers started 50 years

ago," he added. Members of the White House Council on Women and Girls, as well as Valerie Jarrett, Presidential Advisor and Chair of the Council, accompanied President Obama on the stage.

The invitation to attend the event came from the Secretary of Transportation's office of Public Engagement during the tenure of Secretary LaHood, who has been an advocate for the inclusion of more women in transportation careers.

This April, Women In Trucking Vice-Chairman, Mark Rousseau, National Logistics Manager of Frito-Lay, NA, was invited to meet with Secretary LaHood and other leaders to discuss ways to bring more women into senior level positions in transportation careers.

They recognized a need to support more women to close the "cultural gap" but recognized that the qualifications to serve in senior level positions relate to the knowledge gained through experience related to the mode of transportation.

The group determined to find relevant data regarding women in management roles within the transportation industry and to highlight areas of opportunities and

challenges in terms of promoting additional women into higher level areas. This includes hosting discussions with women in these roles to determine best practices and recognize companies and organizations that demonstrate a commitment to this goal. They also agreed to create a



Kathleen Sebelius, United States Department of Health and Human Services.

peer-to-peer exchange program for women across all modes of transportation to identify needed skill sets and to share ideas.

Because of Secretary LaHood's commitment to bringing more women into leadership roles in the transportation industry, he participated in a Women In Transportation Forum sponsored by the Asia-Pacific Economic Cooperation (APEC). Again, Women In Trucking was invited to participate and I was honored to attend the event at the White House in April.

Valerie Jarrett welcomed the group, along with senior White House officials including Kathleen Sebelius, United States Department of Health and Human Services;

and Susan Kurland, Assistant Secretary for Aviation and International Affairs.

A panel discussion was held to develop the business case for including more women in transportation careers. Anne Ferro, FMCSA Administrator, and Deborah Hersman, NTSB Chair, participated in the group discussions that followed the panelists' remarks.

Each person was asked to sign a commitment statement and to provide a video for the DOT website highlighting women in transportation careers. We will be working on a way to submit a "Women In Trucking" video for this venue.

Each of these events is very important in promoting the mission of the Women

In Trucking Association to help us identify and address obstacles and issues that might keep women from entering the trucking industry or, perhaps, from finding the level of success she should earn.

Your support for these opportunities to have a seat at the table is crucial and your input as members is valuable. Additionally, the more people we represent, the more impact we can have at the levels we need to provide influence to those to create the rules we are all subject to adopting.

Remember, if you're not at the table (or at the White House) you could be on the menu. We are honored to be invited to participate at this level as we continue our mission to represent you. 🚚



Ellen Voie shakes hands with Secretary LaHood, an advocate for the inclusion of more women in transportation careers.



Valerie Jarrett, Presidential Advisor and Chair of the White House Council on Women and Girls.

Women In Trucking Association Reception

Join us to show our appreciation to women working in the trucking industry at the Great American Trucking Show in Dallas, Texas

Friday • August 23 • 5:00 pm • Rooms D171/173

Gold Sponsors:



Silver Sponsors:



Run Smart

Shell ROTELLA



Bronze Sponsors:



FREE Mini-Manicures & Chair Massages for WIT members at the WIT booth 17160!



Non-members may make a donation to the WIT Foundation for their Mini-Manicure or Chair Massage.

Support Our Partners & Corporate Members

Gold Partners



Silver Partner



160 Driving Academy	California Drug Testing Associates (CDTA)	Fox Valley Technical College	Logistics Quarterly
A Better Back	Celadon Trucking	Franklin & Prokopik, P.C.	Mackinnon Transport, Inc.
AAA School of Trucking, Inc.	Central Tech Transportation & Safety Education	Freighliner of Grand Rapids	Marathon Petroleum Company LP
ABF Freight System, Inc.	Century College	Freightopolis	Marcello & Kivisto, LLC
ACUITY	Clark State Community College	Georgia Tank Lines, LLC	McGriff, Seibels & Williams of Oregon
Admiral Merchants Motor Freight, Inc.	Clean-Release, LLC	Grammer Industries	McLeod Software
AIPBA	Cline Wood Customized Insurance	Great American Insurance Company	MegaCorp Logistics
Airtab®, LLC	Cobalt Transport Service, Inc.	Great Lakes Truck Driving School	Megatrx, Inc.
Alexander & Alexander, Inc.	College of Southern Maryland	Great West Casualty Company	MIAT – Transportation Dispatch Institute
ALK Technologies	Commercial Vehicle Group	Greatwide Truckload Management	Midwest Specialized Transportation, Inc.
All American Logistics, LLC	Commercial Vehicle Safety Alliance (CVSA)	Group1201	Minnesota Trucking Association
All-State Express	Con-way, Inc.	H&W Trucking, Inc.	MinuteClinic, CVS Caremark
America's Health Team	ContainerPort Group	Hagerstown Community College	ModusLink
American Defense Lawyers	Contractors Hot Line	Hahn Transportation, Inc.	Mountain Transport Institute Ltd.
American Logistics Aid Network (ALAN)	Cory 1st Choice Home Delivery	Healthy Trucking Association of America	Movin' Out
American Transportation Research Institute	Country Supply, Inc.	Hewit Technologies, Inc.	NAL Insurance
American Truck Historical Society	Covered Logistics & Transportation, LLC / Covered Transportation, LLC	Hightail Logistics, LLC / Hightail Carrier, LLC	NASSTRAC, Inc.
Apex Capital Corp.	Crop Production Services, Inc.	HNI Risk Services, Inc.	National Association of Publicly Funded Truck Driving Schools
ARCI, Inc. DBA: Truck Writers	CRST International, Inc.	Hodyon, Inc.	National Association of Small Trucking Companies (NASTC)
Arrow Truck Sales	CSA Advisors, LLC	Hotels 4 Truckers	National Bankers Trust
ASR Solutions, LLC	Cuyahoga Community College	Houg Special Services	National Fleet Services, LLC
Atrius Partners, LLC	D.C. Book Company	HUB International Transportation Services, Inc.	National Tractor Trailer School
Averitt Express	D.J. Knoll Transport Ltd.	IdleAIR	National Truck League
Badger Utility, Inc.	D&D Transportation Services, Inc.	IM-SAFE	National Women Business Owners Corp.
Baker College of Cadillac	Davis Express, Inc.	Indiana Motor Truck Association	Nationwide Transportation and Logistics Services, Inc.
Balch Logistics, LLC	DevelopMED	INGin	Nature's Transport
Barton Endeavors, Inc., DBA Barton Logistics	Dixon Insurance	International Society of Recruiting and Retention Professionals	Navistar, Inc.
Bee Trucking, LLC	DOTAuthority.com, Inc.	International Trucking School, Inc.	National Defense Transportation Association (NDTA)
Bennett International Group	DPF Cleaning Specialists Ltd.	Internet Truckstop	New Age Transportation
Bestway Express, Inc.	DriveCam - RAIR Technologies	Interstate Distributor Co.	Newport Business Media
Big G Express	Driver iQ	Interstate Truck Driving School	Normandin Transportation Services, Inc.
BNSF Logistics, LLC	DriverSource, Inc.	Inview Media	Northampton Community College
Bolt Express	DriveWyze, Inc.	J. J. Keller & Associates, Inc.	NuSet Lock
Bose Corp.	Driving Ambition, Inc.	J.B. Hunt Transport, Inc.	Ohio Trucking Association
BRAVO for Women Trucking Driving School	DTX	JBS Carriers, Inc.	Olin Chlor Alkali
Brenny Transportation, Inc. / Brenny Specialized, Inc.	DuPont	John Veriha Trucking, Inc.	Olive-Harvey College
C. Hayne Hemdon & Co., Inc.	Eaton	John Wood Community College	Ontario Truck Training Academy
C.A.T. Canadian American Transport	ESJ Carrier Corp.	K-Limited Carrier, Ltd.	Orange Commercial Credit
C.R. England	Espar, Inc.	Kansas Motor Carrier Association	Orchard Financial, LLC
Cajunland Logistics	EsparParts.com	KEE Human Resources	Over The Road-Canada
CalArk Trucking Company	Eye3Data	Kenan Advantage Group	Owner Operator DIRECT
Canadian Trucking Human Resources Council	Fairway Transit, Inc.	Kingsway Transportation Services	Owner-Operator's Business Association of Canada (OBAC)
CareersInGear.com	FedEx Custom Critical	Kraft Foods	P&S Investment Company, Inc.
Carrier Performance Check	FedEx Freight	KRTS Transportation Specialists, Inc.	Packard Logistics, Inc.
CarriersEdge	Fikes Truck Line, LLC	LadyTruckDriver.com	Paramount Freight Systems
CB Transportation	FirstLine Funding Group	Layover.com	Patriot Lift Co., LLC
CDL Safety Resources, LLC / Big Rig Truck Driving School	Fix-A-Ticket, Inc.	Linamar Transportation, Inc.	PeopleNet
	Flatbed Express, Inc.	Lindora Clinic	
	Fleet Group, Inc.	LinkAmerica	
	Fleet Owner Magazine		

Perks.com
 Peterbilt Motors Company
 Photo Card Specialists, Inc.
 Pilot Flying J
 Pinellas Technical Education Center
 PITT OHIO
 Precision Pulmonary Diagnostics
 Prelipp Consulting, Inc.
 Premier CDL Training Services, LLC
 Prime, Inc.
 Progressive Products, Inc.
 Progressive Truck Driving School
 RAND Innovations
 Rand McNally
 Randall-Reilly Publishing Co., LLC
 Red Arrow Logistics
 Republic Services
 Retread Tire Association
 Riggs & Recruits
 Rihm Kenworth
 River States Truck and Trailer
 RKA Petroleum Companies, Inc.
 Road Dog Drivers
 Roehl Transport, Inc.
 Rolling Strong
 Royal's Truck and Diesel Repair, Inc.
 RTS Financial
 RWI Transportation, LLC

Ryder System, Inc.
 S&E Productions, LLC
 S K Long Enterprises, LLC
 Safety Compliance Professionals
 Sammons Trucking
 Schneider National
 Sentry Insurance
 Service First Distribution
 Shell Rotella®, a Pennzoil Quaker State Company
 Simplot Transportation
 Smith & Solomon Training Solutions
 Southern State Community College Truck Driving Academy
 Spectrum Relocation
 St. Christopher Truckers Development & Relief Fund
 Star Scientific, Inc.
 Strategic Programs, Inc.
 Suburban Truck Driver Training School
 SYLECTUS
 T&K Logistics, Inc.
 Target Media Partners Trucking Division
 Tax Defense Network, Inc.
 Tennant Truck Lines, Inc.
 Tennessee Trucking Association
 Texas Motor Transportation Association
 The ATW (A Truckers Wife) Foundation

The Penray Companies, Inc.
 The Trucker
 The Truckers Choice
 ThinkTrade, Inc.
 Tire Retread & Repair Information Bureau
 TMW Systems, Inc.
 Toronto Truck Driving School
 Track My Truck Online
 Transport Topics
 Transport Watch
 Transport Women Australia Ltd.
 Transportation Intermediaries Association
 Transportation Marketing & Sales Association
 TranStrategy Partners, Inc.
 Travel Centers of America / Petro Stopping Centers
 Tri Star Freight System, Inc.
 Tribe Transportation
 Trimac
 Truck Drivers News
 Truck-Lite Co. Inc.
 TruckDriver.com
 Trucker Charity, Inc.
 Trucker Marketing
 Trucker Therapy
 Truckercise
 Trucking Industry Defense Association

Truckload Carriers Association
 TrueNorth Companies, LLC
 Tyson Foods, Inc.
 United Parcel Service
 UPS State Government Affairs
 US Foods
 US Xpress, Inc.
 USENBURN International Inc
 Volvo Trucks North America
 Voyager Express, Inc.
 Waste Management
 Watkins & Shepard Trucking, Inc.
 Werner Enterprises, Inc.
 West Georgia Technical College
 Western Freightways, LLC
 Western Pacific Truck School
 Wisconsin Motor Carriers Association
 Wright Media / Woman Trucker App
 Wyoming Trucking Association
 Yellow Rack, LLC
 Your Advantage Staffing
 YRC Worldwide – YRC Freight
 Z Transport & Logistics, LLC



HIRING NOW

WESTERN FREIGHTWAYS IS GROWING!

We Offer:

- 401K Plan
- Paid Holidays
- Paid Vacation
- Home Time
- Rider Policy
- Pet Policy
- Medical, Prescription
- Dental & Vision
- Safety Bonus Program
- Driver Referral Program
- Family Atmosphere

Call about our Sign On BONUS

Solos & Teams Wanted

Qualified drivers must be 23 years of age or older, have one year tractor trailer driving experience and carry a current CDL Class A Hazmat and tanker endorsements are required within 60 days of Hire.

WESTERNFREIGHTWAYS DENVER, CO
1-866-993-7876
www.westernfreightways.com

Upcoming Events 2013-2014

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

2013

AUGUST

August 16-18

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

August 20-24

ATA National Truck Driving Championships
Salt Lake City, UT
www.truckline.com/Federation/Councils/slpmc/NTDC/Pages/default.aspx

August 22-24

Great American Trucking Show
Dallas, TX
Booth 17160
www.gatsonline.com

August 23

WIT Reception at GATS
5:00 p.m., Rooms D171/173

August 24

World's Largest Truck Convoy
Dallas Convention Center South Parking Lot,
7:00 - 9:00 p.m.
\$75 registration per truck.
Proceeds benefit Special Olympics.
www.sotx.org/donate/worlds-largest-truck-convoy/event.html

SEPTEMBER

September 13-15

The 18th Annual Big Rig Truck Show
St. Ignace, MI
www.nostalgia-prod.com

September 15-17

McLeod Users Conference
Westin Kierland Resort and Spa
Scottsdale, AZ
www.mcleodsoftware.com/users-conference.aspx

September 15-21

National Truck Driver Appreciation Week
www.trucking.org/Appreciation_Week.aspx

September 21

The World's Largest Truck Convoy
Richfield, WI to Oshkosh, WI
Proceeds benefit Special Olympics
www.specialolympicswisconsin.org/pdf/FactSheets/Convoy.pdf

September 22-25

The 2013 TransForum User Conference
Anaheim, CA
www.tmwsystems.com/Transforum

September 27

LQ's Women in Supply Chain Management
Networking Breakfast
Toronto Board of Trade's Country Club. Ellen
Voie is a speaker.
Toronto, ON
http://logisticsquarterly.com/symposium/Symposium_July_2013/register_breakfast.php

OCTOBER

October 5

Trucking For A Cure
Woodstock, ON, Canada
www.tfaconvoy.wordpress.com

October 19-22

ATA Management Conference & Exhibition
Orlando, FL
www.truckinginfo.com/industry-events/event_detail.asp?ID=1878

NOVEMBER

November 10-12

The North American Transportation Employee
Relations Association (NATERA) 2013 27th
Annual Conference
Trade Winds Island Resort
St. Petersburg, FL
www.natera.org/seminar.htm

2014

JANUARY

January 20-22

Jump Start 2014
Atlanta, GA
www.smc3jumpstart.com

MARCH

March 8-12

The 24th Annual National Association of
Publicly Funded Truck Driving Schools
Convention Charleston, SC
www.napfids.org/calendar.html

March 23-26

TCA Annual Convention
Gaylord Texan
Grapevine, TX
tca.truckload.org/scripts/4Disapi.dll/events/2014-annual-convention/166

March 25 (tentative)

2014 Influential Woman In Trucking Award
presentation at TCA Annual Convention
Dallas, TX

March 27-29

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

March 29

"SALUTE to Women Behind the Wheel" at the
Mid-America Trucking Show
Louisville, KY
www.salute2women.com

*Marge Bailey & Ellen Voie with Meredith Ochs and Chris T. on Freewheelin', a radio show on Sirius XM Road Dog Truckin' Radio—Channel 108. 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) Roadog for comments or questions. Learn more about Freewheelin' at www.facebook.com/freewheelinroadog?ref=ts.



The National Association
Of Small Trucking Companies

800.264.8580
www.nastc.com



is dedicated to serving the insurance needs of
trucking operations of all sizes. Our aim is to
build a long-term relationship with your company
by delivering the security you need, coupled with
specialized services that help you reduce risks.

800.264.8580
www.nastcinsurance.com



MYSTC
software

Managing
Your
Small
Trucking
Company

MYSTC is not just 'Dispatch' software or
'Accounting' software - it is a fully functioning
Management tool created to help you and your
staff manage the profitability of your business.

800.264.8580
www.nastek.com

Aerodynamic Devices
 Aerodynamic Trailer Systems..... 49
 Airtab, LLC.....6

Association
 OOIDA.....3

Association, Insurance Services, Software
 National Association of Small Trucking Companies..... 48

Auto Transport
 Balch Logistics, LLC..... 31

Brakes and Safety Technology
 Bendix Commercial Vehicle Systems, LLC..... 50

Bypass
 Drivewyze CVO / Intelligent Systems..... 25

Commercial Trucking Insurance Experts
 Hancock & Associates Inc..... 31

Compliance, Safety and Regulatory Services
 Primary Safety Service LLC..... 49

Corporate Fleet Company
 Tyson Foods Inc..... 24

Dry Van and Reefer Van Trailers
 Hyundai Translead..... IFC

Factoring Services (Financial)
 TBS Factoring Service..... 49

Full Service Truck Stops
 Travel Centers of America / Petro Stopping Centers...26-27

Insurance and Risk Management
 Cline Wood Agency Inc..... 43

Landing Gear Automation
 Patriot Lift Company..... 15

Maximize Your Talent With Us
 Valley Queen Cheese Factory Inc..... 31

Premier LTL Carrier
 New Century Transportation Inc..... 19

Tarps, Cargo Control and Flatbed Accessories
 Zarnzow..... 43

The Weathershredder Shield™
 The Weathershredder Shield™..... 11

Third-Party Logistics
 C.H. Robinson.....5

Trailer Manufacturers
 Great Dane Trailers..... 14

Transport Companies
 CALARK..... 37
 Coldiron Companies..... 41
 Con-Way Truckload..... 13
 Davis Express Inc..... 25
 Dynamic Transit..... IBC

Transport Companies (continued)
 ROEHL Transport Inc..... 28
 Schneider National..... 10
 Tribe Transport.....8
 TRIMAC..... 22
 Walmart..... OBC
 Western Freightways..... 47

Transportation and Safety Education
 Central Tech / NAPFTDS..... 41

Truck Dealers - New and Used
 Southwest International Trucks Inc.....4

Truck, Trailer and A/C Repair
 Royal's Truck & Diesel Repair Inc..... 25

Trucking Industry Ministry
 Transport for Christ..... 19

Primary Safety Service, LLC
 (979) 865-9445
 DRUG & ALCOHOL SCREENING • DOT COMPLIANCE
 OSHA COMPLIANCE • SAFETY MANAGEMENT

At Primary Safety Service LLC, we track all driver safety from the point of hire, drug and alcohol, to month maintenance on drive and equipment.

Let Us Qualify Your Safe Drivers Today!

Vist Us @ GATS Booth #13024

"MY RIDE'S AN 18-WHEELER. WHAT'S YOURS?"

TBS FACTORING SERVICE

GIVE CASH FLOW PROBLEMS THE BOOT!

SAME DAY CASH FOR INVOICES

95% To You • Fuel Advances
 No Reserves • Other Programs Available

→ tbsfactoring.com ☎ (800) 207-7661

SmartTail® - Industry's first totally automated trailer Air Spoiler

- ✓ Fuel economy improvement from 4-7%
- ✓ No external moving parts equals no maintenance
- ✓ Products for dry, reefer, tanker and flatbed trailers
- ✓ WindTamer®, 1-2% fuel saving 20" ground clearance

Aerodynamic Trailer Systems LLC
 Ph: (440) 232 9637
 Questions: info@ats-green.com
 Website: www.ats-green.com

DRIVING SAFER

DOESN'T HAPPEN BY ACCIDENT.

Our nation's roadways are increasingly busy, and the need has never been greater for solutions to help commercial vehicle drivers respond to the situations they encounter every day – especially in today's CSA (Compliance, Safety, Accountability) environment. Bendix is leading the way to improved highway safety with an ever-increasing portfolio of road-tested, advanced commercial vehicle technologies that are affordable and effective.

We offer robust active and supportive safety technologies that help fleets:

- » improve stability
- » reduce collisions
- » increase stopping power
- » strengthen driver performance with actionable data

**Our solutions are driving
in a new era of safety.**

Learn more.

Call **1.800.247.2725** or visit **bendix.com** today. Follow us on Twitter @Bendix_CVS.



YOUR HOT NEW

CAREER



begins

RIGHT HERE


Solo and Team Runs Available
Paid Vacations
APU's and Inverters
Aflac, Medical, Dental, 401K
250+ Truck/25 Year-Old Company
Pet friendly company

Minimum 1 year OTR exp.



One of the best pay structures in the industry

855-876-0106

www.dynamictransit.com | Chat with a live recruiter 



What if driving a truck was about so much more than delivering products?

Walmart Transportation is Proud to be a Gold Partner of Women In Trucking!

As one of the largest private fleets in the world, Walmart drivers deliver more than products to our stores. They are the lifeline of our operations and the means by which our Every Day Low Prices reach our customers and communities. They are responsible for ensuring that our mission gets carried out as intended. And they put a human handprint on every operation while reducing our carbon footprint.

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

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

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

Walmart is an equal opportunity employer.

