

Summer 2014

# Redefining *the* Road

The official magazine of the Women In Trucking Association



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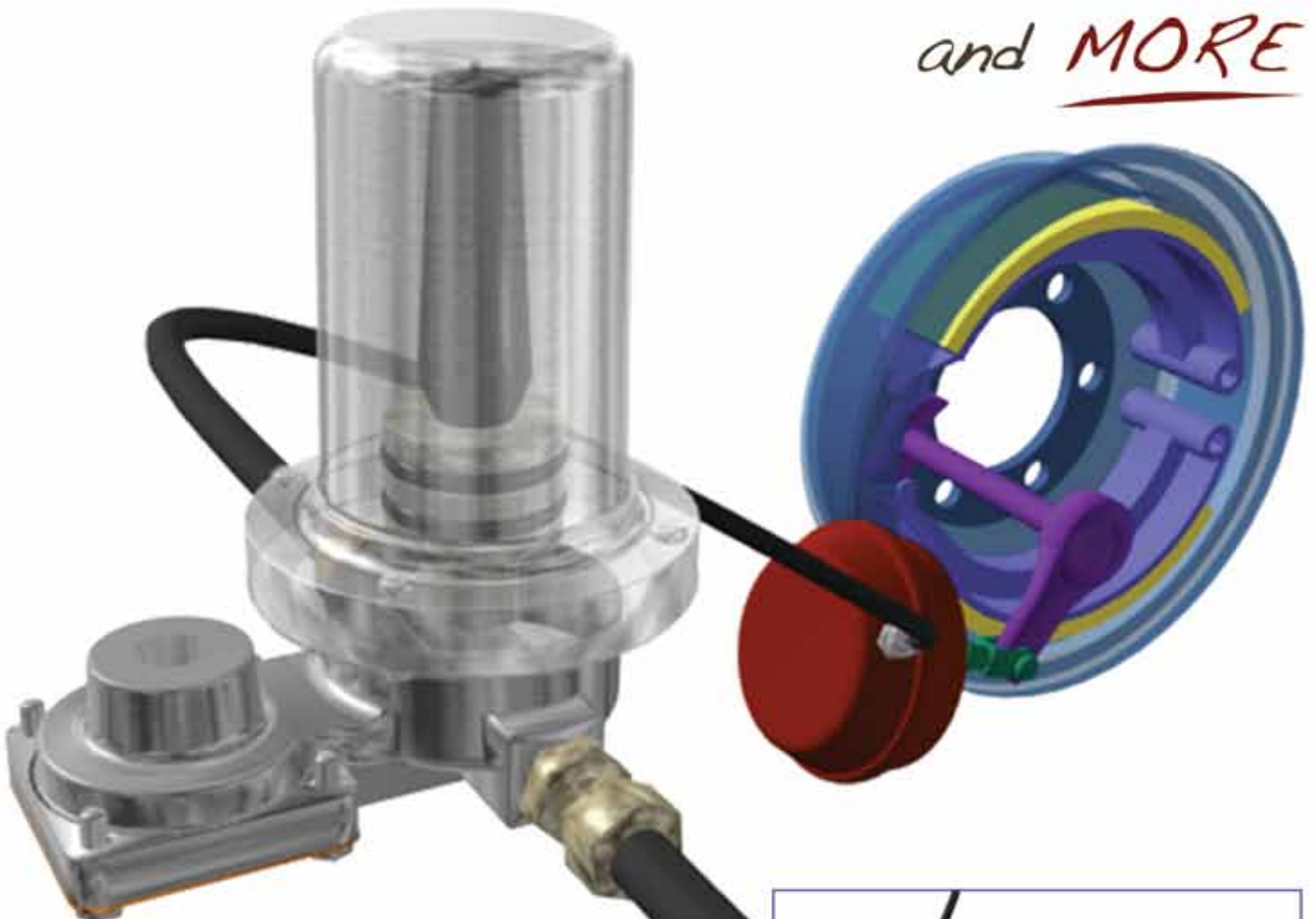
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# inside redefining the road

Summer 2014

### Redefining the Road

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ellen@womenintruckng.org  
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sales@matrixgroupinc.net  
www.matrixgroupinc.net

#### President & CEO

Jack Andress

#### Chief Operating Officer

Jessica Potter  
jpotter@matrixgroupinc.net

#### Publishers

Joe Strazzullo  
Peter Schulz

#### Editor-in-Chief

Shannon Savory  
ssavory@matrixgroupinc.net

#### Editors

Meg Crane  
mcrane@matrixgroupinc.net  
Alexandra Walld  
Danelle Cloutier

#### 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

Jeff Cash

#### Team Leader

Brian MacIntyre

#### Matrix Group Publishing Inc.

##### Account Executives

Albert Brydges, Rick Kuzie, Miles Meagher, Rob Choi,  
Jim Hamilton, Bonnie Petrovsky, Steve Gaebel, Rob  
Allan, Robert Gibson, John Price, Brian Davey, Frank  
Kenyeres, Christopher Morrill, Micheal Mills, Sean  
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Stephen Francis, Ian Mulamba, Erin Vaillancout, Phil  
Valenti, Carlos Castro, Heather Black, Jennifer Hui,  
Fatima Khan, Colleen Bell, Jessica Hobe, David Finlay,  
David Roddie

#### Layout & Design

Travis Bevan

#### Advertising Design

James Robinson

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Greetings from the President of  
Women In Trucking

Ellen Voie



**Ellen Voie, CAE**  
**Founder, President & CEO**  
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## Communication With Our Valued Members

weekly e-newsletter designed to provide you with information you need.

This magazine is another means of communicating and your feedback is welcome in tailoring the content to you. *Redefining the Road*, mailed to your home or office three times each year, is a member benefit.

We also have an extensive social media presence. Our Facebook page (Women In Trucking Association, Inc.) has over 6,500 participants. Professional drivers work tirelessly to keep negative comments, advertising, and predators off the site by monitoring the page. It has turned into one of the very few positive sites that offer advice, concern, and camaraderie without bullying. I am so proud of the moderators and their constant monitoring of this page.

Our Twitter feed has nearly 8,500 followers. We post articles, information, and invitations in this venue as well. Follow us @WomenInTrucking and stay updated.

For those of you on LinkedIn, we have nearly 4,000 folks participating in our group discussions. These are predominantly management level interactions, but feel free to join us. All of our social media sites can be accessed from our website.

We have been offering monthly webinars to inform and educate our members, and if your schedule doesn't permit you to attend these, you can access them from our website at your convenience. Recent topics include how to become a certified Women's Business Enterprise, human trafficking, and marketing yourself. These webinars are free, so we hope you take advantage of the expertise of the presenters.

As an association, our goal is to represent you. Since we have members from students to drivers to CEOs, that is often difficult. We don't want to get into discussions that separate members. We refrain from issues such as hours of service, electronic logging devices, and other contentious issues. Please don't expect us to take sides in cases that divide drivers and carriers. Other organizations take on those roles. Our mission is to advance the opportunities for women in trucking related jobs.

As you read this issue, you will see some of the ways we are helping you. We are especially proud of the advancements we have inspired in truck cab equipment design. We are happy to be part of the creation of a Girl Scout transportation patch. We believe the ride-alongs we offer regulators, legislators, and leaders gives them special insight into the issues affecting drivers and carriers. Our "I HEART TRUCKING" campaign will extend beyond the trucking industry to show the public a positive side of a professional driver's career.

We are also happy to expand into Sweden, South Africa, Japan, and Australia. The insight we gain through our research and surveys help us and transportation officials tapping into our knowledge and your experiences.

As we move into the fall months, our focus will continue to be on how we can best represent and help you. Whether you design, build, sell, own, equip, or drive the truck, our goal is to provide you with information to make your career more successful.

Thanks for your continued support as a member. 🚛

**WELCOME TO THE** summer edition of *Redefining the Road*. Each issue I highlight the exciting things your association is doing to make your experience as a woman in the trucking industry better. This edition is no different. Throughout you will find topics specifically designed to benefit you.

The most important part of your membership is the communication process. This includes more than our messages to you; it means we want to hear from our members as well. Without listening to your feedback, we wouldn't know what issues are important and which should be eliminated.

As a member, you should be receiving a weekly electronic newsletter, called the WIT e-News. This email is full of articles and press releases, invitations to networking events, and offers for discounts on products and services chosen for you. If you are not receiving this, sign up for it at [www.womenintrucking.org](http://www.womenintrucking.org). We are always looking for interesting articles, links to research or industry news, member stories and more. Send us your thoughts on what you would like to see in the WIT e-News. This is your

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# Introducing the Bob & Linda Caffee Stopping Center

By Heather Dunn

Bob and Linda Caffee recently won the 2014 Citizen Driver Award from the Travel Centers of America (TA). TA sponsored the program to spotlight the thousands of professional truck drivers who make our economy go. With the award, recipients get a truck stop named after them. As Bob and Linda Caffee stop at the North Las Vegas Petro frequently, it was a natural choice.

The first time Bob and Linda tried trucking, they didn't like it. "We worked for a major carrier," Bob recalls. "We liked being on the road and we liked trucking, but Linda didn't want to pull a 53-foot trailer."

Linda agrees. "We stayed to ourselves, didn't do anything except drive and weren't involved with anything else," Linda says.

They headed home and started a lawn care business, but the road still held appeal. Linda did research to find a way to make it work and hit on expeditors. That's what the two of them have been doing for the past nine years. "In our downtime we were reading online forums and posting ourselves," Bob says.

The online conversations gave the couple a place in the trucking community to share ideas and experiences. They would post what worked and didn't work for them. Linda started a blog and heard from many other women considering a trucking career. The Caffees found that a lot of drivers and potential drivers wanted advice. "Our involvement kept growing as we met other drivers and networked and shared experiences," Linda says.

They were part of the original group of drivers that became the Trucking Solutions Group, which works to improve things for drivers. They joined Trucker Buddy, keeping in touch with an elementary school class and offering kids a glimpse of what truckers do. They are active in Women in Trucking, Linda serves



Bob and Linda Caffee outside the truck stop that is now named after them.

on the WIT board of directors, and St. Christopher Truckers Development Relief Fund (SCF), which helps drivers in financial need due to medical issues. They also share their road experiences with other drivers as part of Freightliner's Team Run Smart. "We just like to help people, I guess," Bob says. 🚛



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# Women In Trucking



# Contest



Go to [www.ihearttrucking.org](http://www.ihearttrucking.org) for more information.

As can be seen on the cover of this issue of *Redefining the Road*, Women In Trucking Association (WIT) recently launched its I HEART TRUCKING image campaign. The campaign featured driver-submitted videos explaining why they love (heart) the trucking industry. The videos were submitted to Women In Trucking for online display and judging. The project is sponsored by Internet Truckstop® and the website is hosted and powered by AllTruckJobs.com.

"This campaign is one of the best positive image programs ever created to promote the trucking industry to those who might not have considered a career as a professional driver," says Ellen Voie, WIT's president and CEO. "By featuring drivers talking about what they love about their jobs, we can reach out to men and women who might be attracted by the enthusiasm shown in these videos."

"This is a great way to put a human face on the industry," says Peter Vomocil, Internet Truckstop's vice president of marketing. "People see trucks on the road every day, but often don't get an opportunity to know the drivers behind the wheel. We are

looking forward to giving those outside the industry a unique window into the cab."

"We are excited to be involved in this campaign and promote the social side of today's transportation professionals," says Oliver Feakins from AllTruckJobs.com. Drivers were encouraged to create and submit videos sharing their positive experiences as professional truck drivers. The videos are featured on [www.ihearttrucking.com](http://www.ihearttrucking.com) and will be used to promote the industry to drivers, potential drivers, and the general public.

The contest continued through August 15, 2014 at which time finalists will be announced. There will be two top winners. One will be chosen through votes on the website and the other will be a judges' choice. The winners will be recognized at an I HEART TRUCKING celebration at the Great American Trucking Show in Dallas, TX from August 21 to 23.

Winners will receive a plaque and will be featured in press releases, Internet Truckstop magazine, and this magazine as well as other media outlets.

Internet Truckstop is the largest freight-matching ecosystem in the transportation

industry, featuring more than 73 million loads annually. Founded in 1995 as a load board, Internet Truckstop now offers a variety of technology solutions throughout the supply chain and is recognized as the leading resource for transportation data and trends, including the weekly Trans4Cast and Market Demand Index (MDI).

The winners will be recognized at an I HEART TRUCKING celebration at the Great American Trucking Show in Dallas, TX from August 21 to 23.

In addition, Internet Truckstop's Assurance Division is the largest credit monitoring and reporting entity in the industry—providing critical data to key decision-makers. For more information, visit [www.truckstop.com](http://www.truckstop.com) or call 1-800-203-2540 x 6013.

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# In No Time Flat: *Everything* You Need to Know About Flatbeds

By Paul Adair

As the name might suggest, flatbed trucks are vehicles where the trailer section is composed of a flat body or bed without any sides or roof. As such, flatbeds are the workhorses of the road, often handling loads that are too wide, too tall, or are otherwise too ungainly for other types of carriers. Flatbeds tend to be ideal for transporting durable freight that does not necessarily require protection from the elements and needs to be unloaded quickly from the sides or the rear.

The openness of the flatbed allows for a multitude of freight types to be moved across the country and, whereas enclosed transports are limited to specific space and or temperature guidelines, flatbeds are able to accommodate irregular sized loads.

"Some days you have a run of the mill structural concrete panel load, the next a D3 Cat Dozer, and maybe the next a 210 foot structural bridge beam on a steerable trailer," says Mary Davie, co-owner of Flatbed Express. "My company has delivered most of the parking garages in the new Las Vegas, in addition to the steel. We have also

been a part of sub-ground stabilization at Ground Zero, delivered the dome where the St. Louis Rams play, as well as, delivered for the arena of the St. Louis Blues. I love having appointments that matter."

The versatility of the flatbed is further enhanced by the kinds of flatbed varieties that are on the road, such as the standard singular deck, step decks, extendable flatbeds, stretches that will extend for over-length loads, double drops and removable goosenecks just to name a few.

For those choosing to drive flatbed, they need to become familiar with the equipment required for the job. Unlike vans, flatbeds do not use load locks, instead relying on chains, binders, straps, tarps, pads, and more to secure their freight. There is also a need for additional flagging and marking for over-dimensional loads.

In addition, flatbeds have specific restrictions placed on them by the Department of Transportation (DOT) regulating the hours of operation for oversized loads which vary from state to state. As an example, Iowa will limit nighttime oversized travel while

California prefers it in certain areas. The DOT will take a greater interest in flatbed loads as those carried by vans.

"Flatbeds or open top carriers are held to a higher standard of proving the load is strapped down or chained correctly as opposed to vans," says Davie. "You can go down the road and see vans where the sides are just bowing in and out and, quite frankly, that's the freight inside knocking around. But in a van, the load is sealed so the DOT is not typically going to request a look."

To best prepare for the world of driving flatbed and flatbed load securement, drivers are able to receive training, either on their own or through their company. In addition to understanding the regulations and flatbed handling, drivers will also receive specific training in tarp safety; many worker compensation claims in regards to flatbed transportation are from a driver having an incident while tarping and then falling off balance.

Once a driver moves into removable goosenecks, they typically receive training in additional machinery certifications in order to operate forklifts and other equipment. Extended length training is required along with many multi-axle loads in addition to a doubles/triples certification.

The trucking industry is continuously striving to attract a different demographic to its workforce and, because of these efforts, there are more women entering the profession as a whole. However, driving flatbed is still not a direct career path for most drivers, regardless of gender. Many women find themselves discouraged and steered away from driving flatbed solo from what is perceived as the sheer physicality needed to succeed.

"Some women may be intimidated by the work," says Ashley Notebaert, Roehl Transport flatbed driver trainer.



Ashley Notebaert trains flatbed drivers.



*Flatbed trucks don't have sides or roofs, making backing up easier.*

"Some people may make flatbed out to be more difficult than it really is. And some women may not even understand that driving flatbed is an option for them."

The duties associated with tarping are often viewed to be the toughest part of the job in driving flatbed. The equipment is heavy, requiring drivers to routinely lug 20 pounds of chain and 50 pounds of tarp, and the freight can be tall, having drivers repeatedly throw up to 30 feet of four inch strapping over the load in order to secure it. And keep in mind that flatbed drivers are typically doing all this out in the wind, snow, and rain; compounding the difficulty in handling the equipment.

However, at 74 years of age and driving for over a quarter-century, owner-operator at Bennett Motor Express, Lupe Potter, is defying the stereotype of a male-dominated industry and is showing a younger generation of women in the industry that the physical demands of driving flatbed are not insurmountable barriers to doing the job.

"The toughest part for me is tarping the load because it's heavy and because of the height of the flatbed," says Potter. "I am almost five feet and I always had to have a ladder on hand so that I could get up and down and tie the loads. It was always a little more difficult for me in that regard. But I would say to ride with somebody for a few months and learn how to do it because you need to know how to tie that

freight down and make sure that it is going to stay on there."

Drivers who do best on flatbed are typically those who are physically fit, who manage their time efficiently, who enjoy the challenge, and, most importantly, who have confidence in themselves to do the work. Driving flatbed requires problem solvers that are able to manage freight in reference to weight distribution, securement, and being effective in solving problems as opposed to being the problem.

"To succeed at driving flatbed, you need to be someone who is sociable and asks

questions, accepts new challenges, figures out how to secure things, and is willing to learn," says Notebaert. "You must care about what you do in order to make sure you do it right."

For those who seek out a career in driving flatbed, they find that there are tangible benefits to the hard work. Drivers are typically paid a little better for driving flatbed and tend to stay in better shape. When hauling over-sized loads, drivers get to travel at specific times and can find themselves at a safe haven long before everyone else arrives and crowds in. The tractor and load tend to be shorter in height than standard vans, making it easier to navigate through low bridges in cities. This lower profile usually offers less wind resistance, making it easier to get around on slick winter roads. Flatbed also offers the driver more visibility when compared to a van, making backing easier.

Although not for everyone, driving flatbed can be an interesting way to make a living and can provide a driver some variety to their routine, where no two days are exactly alike.

"You'll get to see neat things like loads and different delivery locations and you will be interacting with customers about your loads," says Notebaert. "People tend to ask a lot of questions about the loads, especially if it's machinery. Driving flatbed will bring you something new every day; new challenges and interesting new places." 🚛



*Lupe Potter is still driving flatbeds at age 74.*

# How You Can *Attract & Engage* Your Female Drivers

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

A typical trucking company has one woman driving for every 19 men. This is the national average (around five percent). There are some carriers who enjoy a much higher female driver pool. What are they doing differently?

First, they have a culture that values and appreciates women. Years ago you could walk into a terminal and see more women in the mechanics' calendars than you did in trucks. There were only men's restrooms and showers and the few female drivers who entered the lounge were teased mercilessly.

That has changed, but not everywhere. There are some places with the same environment and those are the carriers that have a hard time attracting women.

Look at the company's recruiting ads. Do they always show a male driver with his mind on the "wife and kids at home?" One recruiting ad says the company was looking for "a few good mustaches." Another ad read, "Take your wife to the big island." Do they really think women feel included?

Are there women visible in management roles at the carrier? If so, women will feel welcomed and valued by the company.

Another thing to think about is your pet policy. For many women, a pet is not only a companion, but a safety feature. Barking dogs can scare away predators and many women require a pet friendly company policy.

The following are suggestions for engaging female drivers:

- Find a way to bring them together. Host an event or give them all T-shirts that identify them as drivers for your company.
- Sign them up as members of Women In Trucking so they can enjoy the benefits as well. They'll receive invitations to networking events, opportunities for mentoring, a weekly e-newsletter, a lapel pin, a membership card and more. All for only \$10 each under the corporate membership.
- Send them to the Salute to Women Behind the Wheel held each March at



the Mid-America Trucking Show in Louisville, Kentucky. They'll receive a red T-shirt and a bag filled with goodies from the sponsors while enjoying the chocolate fountains and entertainment. Visit [www.salute2women.com](http://www.salute2women.com) for information.

- Direct them to the Women In Trucking Association's Facebook page where over 6,500 drivers share tips, trials, and successes with one another. The site is monitored by drivers, for drivers and the information is current and relevant.
- Encourage your current drivers to mentor a newcomer. You can direct them to the Women In Trucking website or ask your own drivers to offer support and encouragement to those new to the company.

There are carriers that are becoming more aggressive in their efforts to recruit woman because of the benefits they bring, not just as drivers filling a need, but as qualified employees who bring a different perspective to the job.

As drivers, women take fewer risks according to Ron Kipling, author of "Safety for the Long Haul." Kipling credits this trait

as being related to differences in the level of testosterone between men and women.

Trucking company executives often tell me that women are better at completing their paperwork and often treat their equipment better than their male counterparts. Regarding communication, women are often viewed as being better with customers as well.

As trucks become more driver-friendly and the freight is no longer being fingerprinted (unloaded) by drivers, the opportunity to become a professional driver extends beyond those who are big, muscular, and mechanically minded. The length of haul is getting shorter and time at home is viewed as crucial in attracting and retaining drivers.

Adding women to the driver pool is not just something we should do to fill a need; it's something we should be doing because we have an opportunity to use under-represented potential.

As carriers, you can attract and retain more women and you should want to be increasing your percentage of women driving. Use these suggestions and maybe you can enjoy safer, more conscientious drivers in your fleet. 🚛

# Women In Trucking Association has *International Influence*

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

Women In Trucking Association's (WIT) mission to encourage the employment of women working in the trucking industry is reaching beyond North America into other countries.

In June, WIT president and CEO Ellen Voie was asked to give the keynote speech at the Motoring Matters Magazine Group's (MMMG) 2014 Awards Event in Melbourne, Australia. The event, now in its tenth year, brought major CEOs and executives of various commercial vehicle manufacturers, including women employed in the transport industry at the executive and driver level.

At the event, Voie highlighted the importance of showing the benefits of the transport industry to women employees. "The trucking industry is open to attract women in all areas, from driving to management, but there needs to be attitudinal change," says Chris Mullett, managing editor of PowerTorque, an MMMG publication. "The senior management attending the awards event took Ellen's suggestions and experiences back to their own companies in what is an excellent start to promoting the opportunities available to women in both Australia and America," he added.

The Australian media was interested in WIT's mission. Voie and Scania driver trainer Alana Mountfield were interviewed by ABC News Breakfast national television hosts Virginia Trioli and Michael Browning and ABC Radio's Cameron Wilson on the Bush Telegraph. Voie was also interviewed by ABC radio channel 774's Richard Stubbs.

After speaking at the MMMG event in Melbourne, Voie flew to Hamilton Island to attend the Australian Trucking Association's (ATA) annual conference, where she shared best practices with trucking executives. "I found the Australian transport industry to be very interested in increasing the presence of women at both the leadership level as well as their driver population," Voie says. "Australian women are less prevalent in the trucking industry, but they are eager



Ellen Voie and Chris Mullett, managing editor/publisher of Motoring Matters Magazine Group.


to create a more positive environment and change that situation."

Noelene Watson, managing director of Don Watson Transport, was named the new chairperson of the ATA. Her goal is to improve the image of professional drivers and to promote better health and well-being of the driver population.

"I was especially pleased to be present when Australia's first female ATA chair took her position as an industry leader," says

Voie. "Women are becoming more visible and more influential in the trucking industry around the world and Women In Trucking Association is helping create this much needed change."

Voie's trip was sponsored by PowerTorque magazine, an MMMG publication and Delivery Magazine, the leading Australian publications in their respective fields of truck and trailer technology and light commercial vehicles. 🚛



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# Announcing the Winners of the WIT Foundation Scholarships

By Andrea Danelak

Encouraging people of all ages and backgrounds to enter the industry is something that the Women In Trucking Association (WIT) is always looking for.

To that end, the WIT Foundation has established scholarships open to any WIT member for the purpose of beginning or advancing his or her career in the areas of maintenance, safety, leadership

and professional driving. Last spring, applicants had the chance to submit short essays outlining their career objectives and how their training will help to meet their needs.

We spoke to the four scholarship recipients—Ashley Harris, Margarita Santiago, Melissa Scelzi, and Sepha Nisbet—to find out more about them and their plans for their future in the industry.

## Ashley Harris



Ashley Harris attributes a chance meeting to her receiving the WIT Foundation scholarship. “I attended a trucking expo in Toronto and met the president of the WIT, who told me about the scholarship,” she says. “I wound up submitting an application—and won! I was very excited when I found out.”

Throughout her childhood, Harris had a natural interest in the transportation industry because her father and sister are mechanics. Following in their footsteps, Harris completed a co-op placement at a truck dealership in high school. She quickly realized she did not want to be a mechanic.

“It just wasn’t for me,” she says. “I knew that I needed to find my own way.”

When her father opened a truck and trailer repair shop, Harris had the opportunity to work for him, sourcing parts, tracking inventory, and maintaining the parts department—tasks that allowed her to work in the trucking industry in a different capacity. Still, she felt as though something was missing in her career.

After a conversation with a customer, she started researching apprenticeships online, eventually signing up for the Parts Technician apprenticeship course at Centennial College. She plans to use the WIT scholarship funds for her tuition.

“I just love working in this industry,” says Harris, whose plan is to continue to work for her father and eventually run the family business. “Everything is new and changing—I see new things and learn new things every day. It’s challenging trying to keep up with changing technology—but working with parts allows me to do something that I love.”

“I just love working in this industry.”

## Margarita Santiago



As with the other scholarship recipients, it’s no surprise that Margarita Santiago entered the trucking industry. Santiago grew up surrounded by truck drivers and trucking business owners, with her father, brothers-in-law, and cousins giving her insight into the industry. What’s more, her husband has been a commercial driver’s license (CDL) holder and over-the-road truck driver for the past 18 years, offering her an even closer look at careers in the field.

Exposed to trucking nearly her entire life, Santiago wanted to get behind the driver’s seat herself. She attended Illinois-based Spirit CDL Training Corporation to

ensure she was properly trained in the ways of the road, with the WIT Foundation scholarship monies offsetting some of the costs.

Because of the industry’s booming nature and the fact that they enjoy being on the road, Santiago and her husband have decided to work together as a husband/wife driver team. With his road experience and her experience in dispatching (and now driving), the two are excited to hit the road and embark on a new adventure together.

...Santiago wanted to get behind the driver’s seat herself.

# Melissa Scelzi



Growing up around her family's logging business, Melissa Scelzi was exposed to trucking at an early age and was always intrigued by the typically male-dominated industry.

"My stepfather always worked in trucking," says Scelzi, who is based out of Iowa. "At the time, there were no opportunities available for women to drive log trucks, and I never knew how to fulfill that dream of mine."

When she met her husband—who was already working in transportation—Scelzi saw her interest in the industry grow, especially as she accompanied and helped her husband on his trips. Though she obtained her permit, she wanted to develop the hands-on experience and

knowledge that would enable her to become an equal partner in their trucking business.

"My husband encouraged me to go to truck driving school, so I enrolled at Iowa Central Community College: Transportation Technology Center so I could learn as much as I could about the industry," she says. "I knew it would help keep our business on track in the coming years."

That training will allow her to team drive with her husband, an owner-operator with Oregon-based Combined Transport. "I love it," she says of working in the industry. "I love meeting all of the different people on the road and being able to see different parts of the country. I also love seeing more women in the industry now—it's definitely becoming more accepted than it used to."

Scelzi was thrilled to learn she would receive one of the WIT Foundation scholarships, which she used to pay her tuition at the college. "I'm so very honored to be part of such a great industry," she says.

"I love meeting all of the different people on the road..."

# Sepha Nisbet



Sepha Nisbet has always loved driving big vehicles. "I love driving big and the challenge of safety," she says. Fitting, as she's worked as a school bus driver for over 18 years, safely transporting youngsters to school every day.

However, that job only lasts three or four hours a day and the eight months of the school year. Nisbet was looking for something more, a career that could take her to retirement.

"Trucking fits that bill," says Nisbet, adding that she enjoys traveling and working independently. "I get to see the highways and byways and loading docks of America while I get paid for it all!"

Nisbet held a class B permit with passenger, school bus, and air brake endorsements, as well as a class A permit, and decided to enroll in IITR Truck School for further training. Upon completion of her schooling, she chose to drive long-haul for Oregon-based May Trucking. "I've only been solo for a little over a month now," she says. An added bonus? The company allows her to have her dog aboard.

Prior to hitting the road, Nisbet conducted research on women in trucking to help her ease into the industry. "Other drivers have encouraged me and shared tips for keeping myself safe," she says. "I follow several threads on social media and absorb information like a sponge. I'm impressed with the good, strong women who are in this industry."

Nisbet plans to put the scholarship funds to good use. "I was very excited to hear that I had been awarded a WIT scholarship, as school was very expensive," she says. "(These funds) made it so I will be able to pay the balance off within a year, as well as keeping up with my mortgage and other home bills." 🚛

"I'm impressed with the good, strong women who are in this industry."

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# Women In Trucking to Further Mission by Hosting *Accelerate!* Conference & Expo

These are exciting times for the Women In Trucking Association (WIT) with the recent announcement of the first Accelerate! conference September 20 to 22, 2015 at the Hilton Anatole in Dallas.

“After significant research, we’ve found that there is market demand for this event,” says Ellen Voie, president, CEO and founder of the association. “We knew we wanted to host a conference, but we weren’t sure how to go about it. So, we enlisted Mind-Share Strategies to help us figure out its viability. Last summer, the research practice of this full-service marketing firm conducted a two-phase research project that consisted of live interviews and an online survey. After the analysis of the results, it was confirmed. “The market needs this conference!”

Themed “Moving Transportation Forward,” the Accelerate! conference will provide a relevant forum at which transportation topics, trends, issues and professional development is presented. There will be a mixture of content geared to female-specific interests and to the general population. The conference will also serve to raise awareness of issues involving women in transportation of all modes, encourage collaboration and problem solving involving these issues, and present perspectives of the positive impact women can have on the industry.

“There are compelling challenges and opportunities in the transportation industry, ranging from the driver shortage and safety on the road to recruiting creative leadership and management resources,” says Voie. “We are confident that hosting this conference will accelerate our mission: to encourage the employment of women in trucking, promote their accomplishments and minimize their obstacles in the industry.”


Mark Rousseau, director of transportation operations at Frito-Lay North America and vice chairman for WIT, concurs with Voie. “There is a need for a forum

that discusses transportation topics, trends, issues, and professional development as it relates to women in transportation. Working on these areas will impact trucking and transportation in general and will help to impact the driver shortage, transportation diversity, and trucking’s image.”

“The conference is a great opportunity for women in transportation at all levels,” says Mary Clark Brown, general manager at C.H. Robinson and WIT board member. “Women are often unaware of the multitude of roles available within transportation. Accelerate! will help create awareness of these opportunities, not only at transportation companies, but within the supply chain division at companies in every vertical. A goal is to motivate women to invest in themselves, realize the potential for growth within the industry, and empower them. This conference is about communicating, networking, and sharing. Whether entry-level or CEO, every attendee leaves with a bigger, more valuable network of contacts in transportation.”



An expo will feature a venue where providers of products and services pertinent to transportation, workforce, and gender issues can network, learn, exchange ideas, and build business in the intimate, integrated setting.

“We see this conference as a forum for top executives in transportation companies, but anyone who believes the gender balance should be changed in the industry should attend and participate in the Accelerate! Conference & Expo,” says Voie. “We truly believe this will be a catalyst in “Moving Transportation Forward.” 

*For sponsorship or exhibitor information, call Carleen Herndon at 615-696-1870 or contact her by email at [carleen@mindsbare.bz](mailto:carleen@mindsbare.bz).*

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# Oui, Oui Paris

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

Women In Trucking's president and CEO Ellen Voie, along with Dr. Jeannette Kersten from the University of Wisconsin-Stout, presented their research findings from their paper Truck Cab Design: Perceptions of Women Truck Drivers at the Women's Issues in Transportation (WIT) Conference in Paris, France. The trip was sponsored by Ryder System, Inc., which has partnered with the association to implement design changes in its fleet.

Over 3,000 attendees from the transportation industry, both U.S. and international, participated in a wide range of conference activities and venues related to the issues women face with transportation systems both at the employment and end user levels. The conference paper received international attention that has resulted in several

inquiries from representatives in the transportation industry in Europe in regard to ongoing partnership and research.

"Today's trucks are not designed with women in mind," Kersten says. "Given the driver shortage and the changing demographics that the trucking industry faces, it's important for manufacturers to make trucks more female-friendly through moderate design changes for seats, pedals, and gauges, for example."

"It's important for manufacturers to take women's needs into consideration when designing and specifying new vehicles, and we are encouraging all of our major suppliers to do so," says Scott Perry, Ryder vice president for supply management. "We are pleased to support this initiative by promoting changes to vehicle specifications in our



Ellen Voie and Dr. Jeannette Kersten in Paris.

The findings of the study focused on eliciting the perceptions of women truck drivers regarding the design and equipment needs and recommendations for Class 8 trucks.

own fleet, as well as by sponsoring the travel to Paris to present the research at the WIT conference."

The findings of the study focused on eliciting the perceptions of women truck drivers regarding the design and equipment needs and recommendations for Class 8 trucks. This research is significant due to limited data sources about truck design needs for women drivers. The findings of the 2012 electronic survey that was distributed to over 600 Women In Trucking Association members were discussed. For the most part, survey participants in this study were satisfied with their trucks. Another significant finding of this study was that the height of participants was not a limiting factor, which explicates the broad applicability of the results of this study. 🚛

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# The 5<sup>th</sup> Annual "Salute to Women Behind the Wheel" Honors Female Professional Drivers

If you caught a glimpse of nearly 200 women wearing red T-shirts and licking chocolate from their fingers, you were at the "Salute to Women Behind the Wheel" celebration in Louisville, Kentucky. It took place March 29, in conjunction with the Mid-America Truck show.

The event, hosted by the Women In Trucking Association (WIT), was designed to honor the women who travel the highways as a career. A truck-shaped cake was enjoyed as a way to celebrate the fifth year of the event.

Rebecca Brewster, president and COO of the American Transportation Research Institute addressed the group. She talked about her ride to Louisville from Atlanta as a passenger in tractor-trailers driven by WIT members Stephanie Klang of Con-way Truckload and Monica Abdul-Rashid of Schneider National.

Terry Wooley entertained the group of nearly 400 WIT members, drivers, and their families. They enjoyed the cake and delved in one of the two signature chocolate fountains after visiting with the event sponsors. Each female driver received a goodie bag filled with gifts from the sponsors as well.

The celebration ended with a group photo of all women professional drivers in their red Salute T-shirts compliments of the event sponsors, including gold level sponsor Walmart Transportation and Truck Bucks, bronze level sponsors Arrow Truck Sales, FedEx Freight, Republic Services, Ryder, Trimac, and Volvo Trucks. There were also copper level sponsors Airtab®, J. J. Keller & Associates, Inc., TravelCenters of America/Petro Stopping Centers, LLC, and Waste Management. Nickel Sponsors were Brenny Transportation, Inc and Brenny Specialized, Inc., J.B. Hunt, Landstar, Meadow Lark Companies, Rand McNally, and Transportation Data Source. 🚚



Many of the women who gathered for the Salute to Women Behind the Wheel celebration. Photo by Paul Hartley, AddMedia.



Ellen Voie with a truck-shaped cake to salute female drivers.

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# Why Truckers Against Trafficking Needs *Your Help*

By Lyn Thompson, TAT Communications Specialist

Human traffickers travel the highways and roads of America regularly, just like you. They're business men and women with a product to move and sell.

But, unlike you, they're predators and the business they engage in is criminal. They're transporting modern-day slaves—girls and boys, men and women—to be sold for sex and labor of various types to people from every walk of life and businesses. Like slaves of yesterday, these modern-day slaves are not paid the money they earn. They are regularly beaten, abused, degraded, threatened, drugged, and raped.

Because human traffickers are on the road to move their victims to various locations, they don't want down time when they're not making money. They stop at rest areas, truck stops, travel plazas, restaurants, and motels along their routes to sell their victims for sex to easy targets, such as transient travelers who are never in one place for long and don't pose a threat for victim rescue. These victims are both girls and boys, some as young as 11, many from abusive backgrounds.

Human trafficking is second in size only to the drug trade, raking in between \$30-32 billion annually worldwide. As traffickers will tell you, they can sell a drug once, but they can sell a human multiple times. In our country alone, the FBI estimates that between 100,000 to 300,000 of our children are at-risk of being sold into the sex industry each year.

In 2009, six women studying human trafficking in the United States realized the strategic and critical role members of the trucking industry could play in curtailing human traffickers. It was clear truckers could be instrumental in the rescue of

victims, so the women started an initiative called Truckers Against Trafficking (TAT).

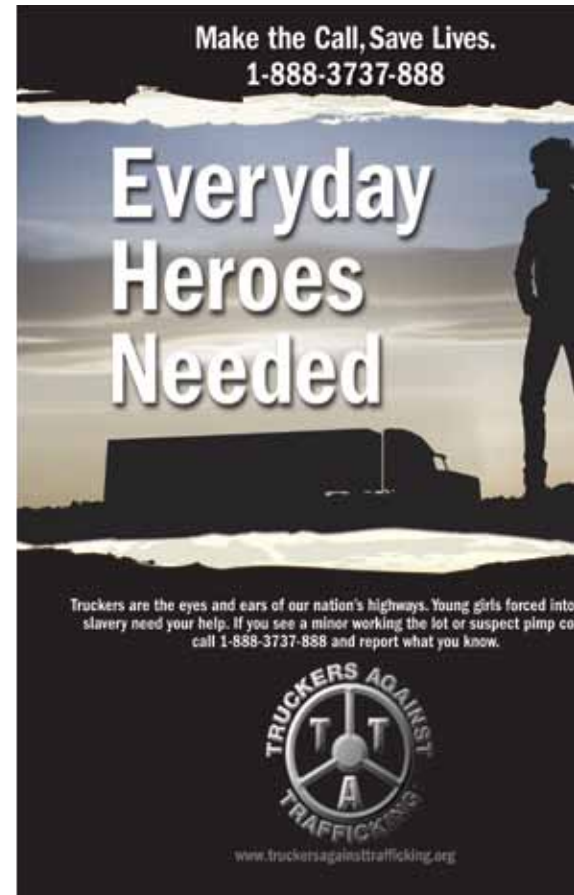
Its mission is to educate, equip, empower, and mobilize the members of the trucking industry to fight human trafficking as part of their everyday work. In 2011, TAT became a 501(c)(3) organization. Today it continues to gain strength and recognition throughout the trucking industry, from individual drivers to companies and from travel plazas and truck stops to industry regulatory and administrative organizations.

## How you can help TAT

TAT wants the women of Women In Trucking Association (WIT) to join us in this fight against human trafficking. You are invaluable to the effort. Female victims will often open up and talk truthfully to a woman showing empathy before they'll talk to a man. You can actually engage prostituted females in a restroom where they may have a free moment from their pimp. You can tell them the national human trafficking hotline number (don't give them anything written down) and let them know there are people ready to help them.

When you hear the term "Lot Lizard," you can talk about how degrading that term is to all women—not just the girls on the lot—and address the fact that the woman or girl being called a reptile may be a trafficking victim, may come from an abusive background, does in fact have a story behind what she's doing now and may need help.

You can help spread the message about how members of the trucking industry can fight human trafficking. You can talk to truck stop and travel plaza general managers about training their



*This is one of the ads you might see for the campaign and could show other truckers to encourage them to help.*

employees to spot human trafficking when it occurs on their lots and putting them in touch with TAT to obtain training materials. You can also talk to them about displaying TAT materials in driver-specific areas.

Women are leaders in the fight against human trafficking. It may be because 58 percent of victims worldwide are female, according to the 2012 U.S. State Department's Trafficking in Persons report. It may be because women are reputed to have high levels of empathy. It may be because



Its mission is to educate, equip,

empower and mobilize the

members of the trucking industry

to fight human trafficking as part

of their everyday work.

women have always been leaders in standing up for those who are oppressed.

Whatever the reason, TAT needs WIT members to join the fight against human trafficking through their jobs in the trucking industry. We need everyday heroines who will use our materials to learn how to recognize human trafficking and know what to do when you see it, including make the call to the national human trafficking hotline 1-888-3737-888.

If you'd like TAT materials, such as a wallet card, a trucking-industry specific training DVD to share with your safety director, and a window decal with the hotline number on it, send an email to [tat.truckers@gmail.com](mailto:tat.truckers@gmail.com). And visit our website at [www.truckersagainstrafficking.org](http://www.truckersagainstrafficking.org) to learn more and watch the video right there. 🚚

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# Marcia G. Taylor Named 2014 *Influential Woman* in Trucking

Navistar and the Women In Trucking Association (WIT) presented Marcia G. Taylor, president and chief executive officer of Bennett International Group LLC, with the fourth annual Influential Woman in Trucking Award at this year's Truckload Carriers Association annual meeting.

"It was a validation of what I have been doing for the last 40 years," says Taylor, who wasn't expecting to receive the honor. "I was deeply honored, surprised, and it was very humbling." She says it was one of the nicest things that ever happened to her.

The Influential Woman in Trucking Award recognizes women in the trucking industry who make or influence key decisions, have a proven record of responsibility, and mentor and serve as a role model to other women. WIT and Navistar teamed up to develop this award in 2010 as a way to honor female leaders in trucking, and to attract and advance women within the industry.

"Women make a difference in the trucking industry every day, and the goal of the Influential Woman in Trucking Award is to shine a spotlight on their contributions," says Jan Allman, former vice-president of manufacturing at Navistar. "Navistar is proud to honor Marcia Taylor for her leadership in the trucking industry."

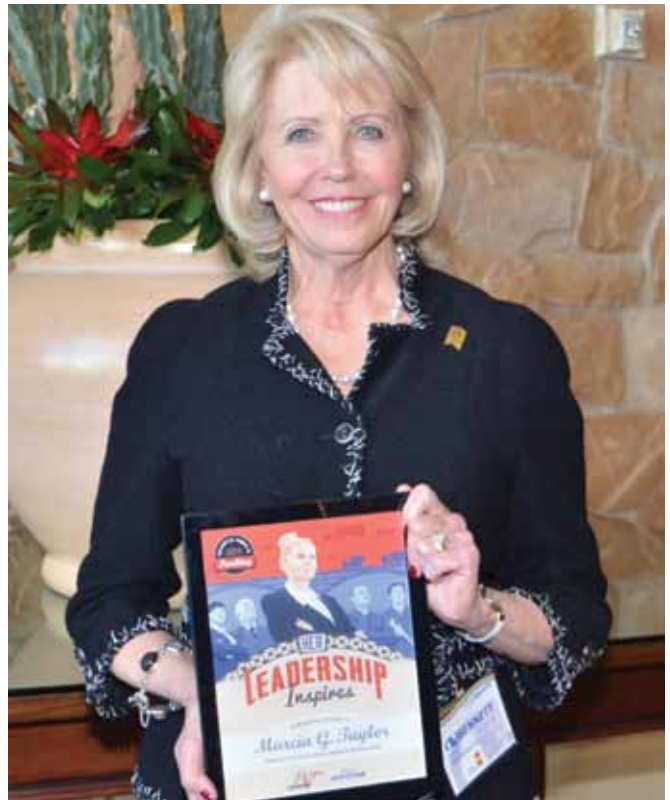
Taylor acquired Bennett International Group with her late husband J.D. Garrison in 1974. For 40 years, she has overseen the company's strategic growth into an international transportation management and supply chain solutions leader. Taylor is also the CEO of the Taylor Family Foundation, a private family foundation that donates a percentage of quarterly profits to those in need.

"Marcia Taylor has built a very successful company and is recognized within and beyond the trucking industry for her accomplishments," says Ellen Voie, WIT president and chief executive officer. "She is a role model for all and exemplifies the women in trucking we aim to highlight with this award."

WIT and Navistar also honored three runners-up for this year's award: Amy Boerger, general manager of field sales and service at Cummins Inc; Kim A. Kaplan, president and chief operating officer

at K-Limited Carrier Ltd.; and Stephanie Klang, professional driver with Con-way Truckload.

"Marcia rose to the top in a field of exceptional candidates," says Voie. "These women are all role models for our industry—helping us to pave the way for the next generation of women who will become leaders and innovators in trucking." 🚛



Marcia Taylor was thrilled to receive the Influential Woman in Trucking Award.

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# Upcoming Events 2014

Visit the Women In Trucking Association website ([www.womenintrucking.org](http://www.womenintrucking.org)) for more information on events.

## AUGUST

### August 15-17

Eau Claire Big Rig Truck Show  
Eau Claire, WI

### August 21-23

Great American Trucking Show  
(GATS)  
Dallas, TX

## SEPTEMBER

### September 12-14

NAST Richard Crane Memorial Truck Show  
St. Ignace, MI

### September 14-16

McLeod Users Conference  
Scottsdale, AZ

## SEPTEMBER (CONTINUED)

### September 14-20

National Truck Driver  
Appreciation Week

### September 21-24

2014 TransForum User Conference  
Nashville, TN

### September 27

Women In Transportation Event  
Cleveland Indians Game  
Cleveland, OH

## OCTOBER

### October 4-7

ATA Management  
Conference & Exhibition  
San Diego, CA

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

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

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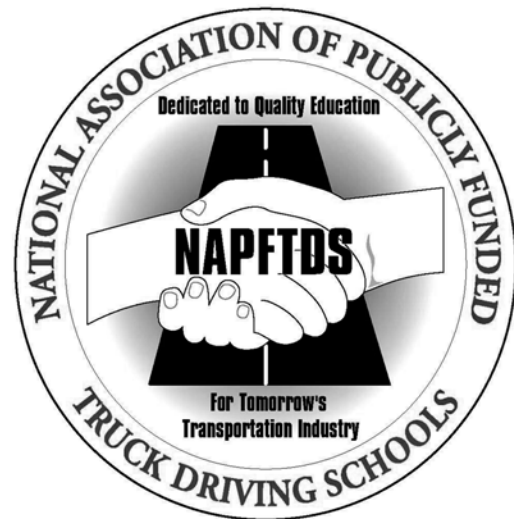


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