

Redefining *the* Road

Summer 2015

The official magazine of the Women In Trucking Association

I ♥ Trucking

Photo
Contest
Details
Inside

September 20-22, 2015 in Dallas, TX.

Accelerate!
CONFERENCE & EXPO
BY WOMEN IN TRUCKING ASSOCIATION

Also Inside:

- 🚛 WIT in Washington
- 🚛 Saluting Women Drivers
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Editor's Note

In the last issue of *Redefining the Road*, we ran an article about J.B. Hunt, in which we talked to a few of the company's movers and shakers, including Rachel Christensen. It has been brought to our attention that Christensen's last name was misspelled in the write-up. Boy, are our faces red! We regret the error.

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2015's National Safety Director of the Year:

Becky Perlaky

When safety comes to mind, you don't usually think about passion and innovation. This is not the case for Kenan Advantage Group's Vice President of Safety and Compliance, Becky Perlaky. Becky was recently named the National Safety Director of the Year by the American Trucking Association. This award has come to represent the ultimate achievement in a safety professional's career.

Throughout the industry she is known for her passion and dedication to keeping highways safe. Every day she works to seamlessly integrate safety into all aspects of the Kenan Advantage Group.

"I believe safety must remain a core value of any organization," says Perlaky. "It is even more important in trucking because our vehicles share the road with family and friends. That makes it even more of a priority for our entire team."

Becky has been with Kenan Advantage Group since 1994 and heavily involved in the industry throughout her career. She is a member of the National Tank Truck Carrier Safety and Security Committee and previously served as national chairwoman from 2013 to 2014. Becky is also affiliated with the American Transportation Research Institute, Commercial Vehicle Safety Alliance, Transcaer, the Ohio Trucking Association Safety Council and ATA, where she currently serves on the Hazardous Materials Policy Committee and is Vice-Chair of the Occupational Safety and Health Committee.

In her time at the Kenan Advantage Group, Becky has made an effort to promote a culture of safety. Not only does Becky meet the expectations laid out by the industry, but she excels at surpassing the minimum standards. She is dedicated to keeping Kenan Advantage Group employees, customers, the community, and the environment safe.



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Gina and She-La

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

Jackie W.

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Greetings from the President of
Women In Trucking

Ellen Voie



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

Creating a Community of Women Truckers

THIS ISSUE OF *Redefining the Road* will be distributed at our very first Accelerate! Conference and Expo this September. Perhaps you received this publication at the conference or at a trade show. If you are a member of the Women In Trucking Association (WIT), your copy is mailed to your home or office three times each year.

The purpose of this magazine and our weekly WIT e-News is to keep you informed and engaged. We want you to know how your dues are being spent and how your dollars support our mission to increase the presence of women in the trucking industry.

We are always looking for ways to bring value to you and your company. Whether you are a driver, owner, vendor, manufacturer or someone with an interest in expanding the number of women employed in trucking, we want to be a resource for you.

The Accelerate! Conference and Expo is another way to provide value to you through informative and educational sessions, and networking opportunities. We welcome your feedback to make future events interesting, engaging and valuable.

We have made great strides in our eight years of existence. This year brings new leadership with new officers and directors.

Mary Aufdemberg, director of product marketing at Freightliner Trucks, steps up to the chairwoman's position. Stan Hampton, vice-president of driver personnel at J.B. Hunt Transport is the new vice-chairman. Mary Brown, general manager at C.H. Robinson, will serve as secretary and treasurer for the coming year.

The board of directors meets for a two-day strategic planning session each January to determine the direction and goals of the organization for the coming year. We are excited to be adding a new advisory committee to support the mission of WIT in a supporting role.

In this issue, you will meet the new Image Team, which is comprised of five articulate, involved and proficient drivers who will represent WIT at industry and media events. Stephanie Klang, Allyson Hay, Wyzeena Heeny, Carol Nixon and Ingrid Brown were selected from more than two dozen applicants and were announced at the Salute to Women Behind the Wheel in March.

You can read about U.S. Rep. Reid Ribble's ride-along with Walmart driver Lisa Buhrow. Congressman Ribble had the opportunity to learn about the trucking industry from a woman driver's perspective. This was an especially important event for WIT, as Rep. Ribble serves on the Transportation and Infrastructure Committee and is influential in legislation regarding the highways and bridges we use every day.

The Girl Scouts and Canadian Girl Guides transportation patch is now being earned by young women who are learning about careers in transportation. Numerous troops have partnered with truck driving schools and carriers that have been hosting these events. If you are interested in holding a Girl Scouts or Girl Guides event at your location, please contact us for the curriculum and to obtain the patches.

We appreciate your interest in WIT and your support as an individual or corporate member. We value your feedback, so please stay in touch with us and let us know how we can better represent you, as our member. 🚛

What's *Up* in Washington?

Training Standards for Drivers



UNTIL NOW, ANYONE wishing to operate a commercial vehicle on America's highways merely needed to pass a written and skills test offered by the Department of Transportation's Division of Motor Vehicles.

While many drivers who learned to drive a big rig through practice and error were certainly safety focused, not all of these drivers were thoroughly trained. More importantly, there were no curriculum standards for the training facilities themselves.

Under the MAP-21 highway authorization bill signed by President Barack Obama in 2012, the Federal Motor Carrier Safety Administration (FMCSA) was charged with creating entry-level driver training requirements.

Acting administrator of FMCSA, Scott Darling, appointed 26 individuals representing various stakeholders to this committee. The Women In Trucking Association (WIT) was selected as one of the groups to be included in the rulemaking committee.

President and CEO Ellen Voie, a 2008 graduate of Tri-C Driver Training Academy,

was one of the few commercial driver's license (CDL) holders at the table.

Other stakeholders included groups representing carriers, drivers, school bus associations, motor coach groups and safety advocates. The first meeting included a definition of what consensus would be to pass the final rule.

Throughout the 10-week process, the group met six times in Washington, DC for two-day sessions. The committee members agreed to serve on sub-committees to focus on special areas, such as school bus curriculum, hazardous materials, refresher courses, certification and enforcement.

The data and analysis committee was tasked with finding statistical support for the final ruling.

The process began with the group's determination of what constitutes an entry-level driver. This was important, as the definition would govern who would be subject to the rulemaking requirements.

An entry-level driver is defined as, "a person who must complete the CDL

knowledge and/or skills test requirements under 49 CFR 383.71 prior to (1) receiving the initial CDL or having a CDL reinstated, (2) upgrading a Class B or Class C CDL, or (3) obtaining a hazardous materials, passenger, or school bus endorsement."

Since the driver training would typically be completed through academic facilities, the providers were also categorized by vehicle size and type. Keeping in mind this ruling applies to all commercial licensing entities, including those for school buses and motor coaches, transit workers and even utilities, the task was daunting.

A provision of the ruling was that an owner-operator or small carrier would be able to train a family member or others on a one-to-one basis, but would not require the facility certification if they did not train more than three drivers annually.

Dr. Richard Parker, the facilitator, kept everyone focused and working toward the final product. Parker is a professor of law at the University of Connecticut School of Law. His area of expertise is in understanding and strengthening regulatory

governance and he has prior experience in the rulemaking process.

Parker assisted the group in finding common ground in many of the areas where standards have been adopted in the past.

For example, the certification process began with an understanding of the Professional Truck Driver Institute. While not all of the basic standards were adopted, it gave the group a starting point to move forward into consensus.

There were areas of contention that were adopted, but not always supported in their entirety. The top issue was whether training should be skills-based or hours-based.

For example, should drivers pass when they fulfill a minimum number of hours of training or should a level of proficiency be exhibited?

Training is divided into theory or classroom, range (skills) and behind the wheel (BTW) over the road.

A Class A CDL driver will now be required to receive a minimum of 30 hours of BTW training with no less than 10 of those hours spent on the range and at least 10 hours (or 10 trips) on the road.

The remainder can be used where the driver needs the most training (road or range).

The classroom training portion may be conducted by a separate facility than the BTW training and provisions were made to ensure that all driver training schools would adhere to the same minimum requirements.

The committee members agreed to serve on sub-committees to focus on special areas, such as school bus curriculum, hazardous materials, refresher courses, certification and enforcement.

A debate about requiring night driving in the training process was resolved by strongly suggesting, but not requiring it.

However, the student must be taught any special information, such as lighting, space management and more in the classroom.

Included in the theory portion of the core curriculum are non-vehicle activities, such as environmental compliance issues, cargo securement, accident procedures, trip planning, medical requirements and whistleblower protection.

Fatigue and wellness awareness was added to the core curriculum and will require instruction on personal issues including diet and exercise, stress, lifestyle changes, personal hygiene and fatigued driving.

It is exceptional for a group of more than two dozen stakeholders to identify, discuss, define and determine such a massive ruling as this. We are extremely proud that WIT was part of this process and that we had a seat at the table in determining the outcome of such an important FMCSA initiative. 🚚

For more information on what groups were included, the rulemaking process and the final document, visit <https://cms.fmcsa.dot.gov/eldtac>.



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Trucking *Selfies* for the Win

Last summer, the Women In Trucking Association (WIT) launched the I HEART Trucking image campaign featuring driver-submitted videos explaining why they love (HEART) the trucking industry.

This year, WIT hosted an exciting I HEART Trucking photo contest. The contest ran until July 24. Waste Management, Inc. and Schneider were the contest's sponsors and two of the judges.

"The I HEART Trucking photo contest offers drivers and transportation professionals a way to share their view of the trucking life with others in a positive way," says Ellen Voie, WIT president and CEO.

"From beautiful scenery to unique trucks and special people in the industry, this contest shows a different side of the professional driver's lifestyle."

Anyone employed in the trucking industry was allowed to submit one photo for judging on the WIT website. Contestants did not have to be WIT members to submit.

Entries were judged based on originality, composition, quality and the I HEART Trucking theme. The two winning photos—Judges' Choice and Peoples' Choice—will be recognized at an I HEART Trucking reception at the Great American Trucking Show (GATS) in Dallas, TX from August 27 to 29, 2015.

In keeping with the photo theme, a photo booth will be in the WIT booth, #11039, at GATS, in which show attendees can have their picture taken.

Go to www.womenintrucking.org to view all of the photos entered in the contest. 🚛

I ❤️ Trucking



Sunset. Photo submitted by Angela Lecomte.



The Beauty of Trucking. Photo submitted by Andrea Noto.



Lady Broker. Photo submitted by Shimmi Bell-Louder.



Reflection of Grandeur. Photo submitted by Wendy Lawson.



May We NEVER Forget. Photo submitted by Julie Matulle.



Getting Ready to Roll. Photo submitted by Jennifer Davis.

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Announcing the First Winner of the Distinguished Woman in Logistics Award

Kristy Knichel, president of Knichel Logistics, Gibsonia, PA., was presented the inaugural Distinguished Woman in Logistics award at the Transportation Intermediaries Association's annual conference in Orlando, FL.

Knichel was honored by the Women in Trucking Association (WIT), which created the award to promote the achievements of women in the field. She received the award from Monica Truelsch, director of marketing for TMW Systems Inc., a Mayfield Heights, Ohio-based logistics software provider that sponsored the WIT award program.

Knichel is a second-generation logistics executive who began her career in 1997 as an intermodal dispatcher. Since becoming Knichel's president in 2007, she has helped guide the company from \$2 million to nearly \$50 million in annual revenue.

With nearly 50 employees, the company has been ranked for four straight years on

the Inc. 500 list of North America's fastest-growing, privately owned businesses.

Knichel's influence is felt well beyond the workplace, TMW representatives say. She is involved in a women's mentoring program in Pittsburgh, PA and participates in numerous charities throughout western Pennsylvania.

In 2014, she received the Pittsburgh Business Times' Business Women First award, presented to the region's most influential woman business leader among both for-profit and non-profit companies.

"Under Kristy's leadership, Knichel Logistics has focused on delivering superior service and value and has reaped the benefits of that dedication in the form of a larger and more diverse base of clients," says Truelsch.

"By all accounts, she's also a great boss and co-worker who values the vital



Left to right: Monica Truelsch, Kristy Knichel and Ellen Voie.

contributions of every member of her team."

The other award finalists were Faith Garcia-Ross, vice-president of consumer services and Latin American operations at Menlo Logistics LLC and Jean Regan, president and CEO of TranzAct Technologies Inc. 🚚



What moves **you?**

"I started when I was 24 years old and I've built a solid career for myself - especially staying with one company so long. I have my weekends off and start my shift early enough in the day that I can get home in time to make supper. You can be home, have a normal life and make a decent wage. It's a good place to be."

—Jodi E
J.B. Hunt Driver

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Honoring 201 Women Drivers

Although female professional drivers might be hard to spot when you are on the road, you cannot miss them at the annual Salute to Women Behind the Wheel. This year, over 200 women were honored by the Women In Trucking Association (WIT) at its sixth annual event, held in conjunction with the Mid-America Trucking Show in Louisville, KY.

There were a few women who were new to the industry, but most of the drivers had more than a few miles behind them. The 201 professional drivers had a total of 3,005 years of experience among them. Three women, Sandy Long, Candy Bass and Alice Thomas, were recognized for driving more than 40 years each.

Marcia Taylor, president of Bennett International Group and the 2014 Influential Woman in Trucking, addressed the audience with praise and advice.

"I knew that as a woman, I would have to work to gain respect in the industry, by being both strong and the best I could be. You are to be congratulated for the job you do, the challenges you face as a woman driver, and the important role you play in our business and the economy of our nation," said Taylor.

Attendees enjoyed
the chocolate and
butterscotch fountains,
and a cake shaped like a
tractor-trailer.

The Women In Trucking Image Team was announced at the event. Five professional drivers will represent the association and the industry throughout the coming year by participating in ride-alongs, media interviews and trade shows. Read more about the team on page 27.



The 2015 attendees gathered for a group picture. Photo by Paul Hartley, AddMedia.

Walmart Private Fleet won an award for bringing the most drivers to the event; the company came with a total of 23 team members.

The Women In Trucking Scholarship Foundation raised \$2,314 to support members pursuing an education in the areas of safety, driving, technical, logistic or leadership.

Ellen Voie, WIT president and CEO, welcomed the estimated 400 attendees and

gave them an update on the association's accomplishments and future goals. Attendees enjoyed the chocolate and butterscotch fountains and a cake shaped like a tractor-trailer. The female professional drivers received goodie bags filled with gifts from the event sponsors.

For information about next year's event or to become a sponsor, contact Char Pingel at char@womenintrucking.org or call the office at 888-464-9482. 🚚



The cake enjoyed by attendees.

Accelerate!

Industry Learning

By Brian Everett, senior partner of MindShare Strategies and CEO of the Transportation Marketing & Sales Association

What do you call a demographic group that controls more than \$11.2 trillion in U.S. investable assets, raises the collective intelligence of a group, and drives collaboration and innovation, not to mention the potential of higher returns on equity and improved operating results?

This impressive demographic is simply comprised of women and presents one of the largest collective opportunities we in the transportation and logistics industry have in front of us today.

Consider some key statistics that were presented by Monica Truelsch, director of marketing for TMW Systems, when she recently presented the Women In Trucking Association's (WIT) Distinguished Woman in Logistics award to Kristy Knichel, president of Knichel Logistics:

- In the past decade alone, the number of women-owned businesses generating at least \$10 million in revenue has grown 47 percent faster than the general population of such businesses, which is an increase of more than 56 percent.
- In a 2012 study commissioned by the *Wall Street Journal*, companies with a higher proportion of women on their executive teams demonstrated a 41 percent higher return on equity and 56 percent better operating results. Another study of innovative firms in the tech industry found that women-led, privately held technology companies are more capital efficient, achieving a 35 percent higher return on investment.
- *Inbound Logistics* magazine recently published its list of "30 Rising Stars in Supply Chain Management Under the Age of 30." This list highlights the millennial generation that will be leading

our firms in the not-too-distant future. Two-thirds of that 2015 list of stars was women.

- In the United States, women wield decision-making control over more than \$11 trillion, nearly 40 percent of the nation's estimated total investable assets. As a collective demographic, women also drive the consumer economy, which in turn drives the transportation and logistics industry. In fact, women account for 85 percent of all consumer purchases—everything from new car purchases to healthcare decisions. It is estimated that women control approximately 91 percent of new home purchases, 66 percent of personal computer purchases, 92 percent of vacation planning, 89 percent of bank accounts and 93 percent of food choices.

While these statistics quantify the sheer purchasing and investment power of women, it is also becoming clearer that women can make exceptional leaders. Women can excel in a variety of skill areas that are important to long-term growth to companies, such as intuitive and logical thinking, cooperation, communication and team-building.

You probably already know that women enrolled in colleges and universities now well out-number men. Women are contributing to the creation of new businesses, the growth of small- and medium-sized businesses, and the improved performance of some of the largest businesses. That is a talent pool your business cannot overlook if you plan to thrive in the 21st century!

WIT was founded in 2007 to encourage and promote the employment of women in the transportation industry, to promote their accomplishments and to minimize obstacles



Brian Everett.

faced by women working in the industry. They are supported by a broad corporate membership that believes in that mission, including:

- Shippers like Walmart and Frito-Lay;
- Manufacturers such as Volvo Trucks, Freightliner, Great Dane, Eaton Corp., and Yokohama Tire Corp.;
- Providers like Ryder, C.H. Robinson, U.S. Xpress Enterprises, UPS, and FedEx; and
- Other industry leaders such as Truck City, Centerline, TravelCenters of America/Petro Stopping Centers, J.J. Keller & Associates, Inc., Zip Xpress, and Taxation Solutions, Inc.

This year, the association is establishing a new conference called the Women In Trucking Accelerate! Conference & Expo. Business professionals will gather from September 20 to 22 in Dallas, TX to explore new opportunities to leverage a diverse workforce and to address industry image problems and cultural barriers that prevent us from attracting more women leaders and drivers.

Like many of you, we want more capable and skilled women to learn about this

great industry and the rewarding career opportunities that exist for them.

My firm, MindShare Strategies, is the event/association management company helping WIT develop this exciting new conference. Here's what you can expect when attending:

- More than 20 sessions covering topics ranging from capacity challenges and cost management to gender issues in the industry;
- Strengthen your management skills and expand your knowledge of transportation industry trends and challenges;
- Expand your knowledge on how gender diversity and productivity are closely linked;
- Build your network with peers and top executives; and

Accelerate! Conference, sponsored by the Women In Trucking Association

When: September 20 to 22, 2015 (the first-ever event of its kind)


Where: Hilton Anatole, Dallas, TX


Purpose: To provide a venue where the industry encourages diversity and productivity in the transportation industry and minimizes obstacles faced by women working in this market.

What: There will be more than 20 general sessions, breakout sessions and peer-to-peer interactive discussion groups. Extensive networking opportunities with peers, other executives in transportation and logistics will be available. It will feature an integrated exhibition of valuable suppliers, including carriers, third-party logistics providers, OEMs, technology innovators and shippers.

For full details and to register, visit www.womenintrucking.org.

- A comprehensive expo, where you will build relationships with valuable providers of transportation and logistics-related services and products.

Conference registration is only \$450 for WIT members. For more information and to register, visit www.womenintrucking.org. 



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Getting a Glimpse of the Road

It is not every day professional drivers can share their thoughts with a congressman, especially one who serves on the transportation and infrastructure committee. But Lisa Buhrow, a driver for Walmart Private Fleet, recently shared her experience with Rep. Reid Ribble (R-WI).

The ride-along was arranged by the Women In Trucking Association (WIT) and began with an informal discussion at the Fox Valley Technical College (FVTC) in Appleton, WI.

Ribble talked about trucking issues with Buhrow and also met FVTC graduate Julie Matulle, the 2014 Top Rookie of the Year and professional driver for H.O. Wolding, Inc.

Ribble got to learn about the trucking industry from the driver's perspective and visit FVTC, which is one of the top truck driver training facilities in the Midwest. Women drivers make up about 12 to 15 percent of the program's student base.

Officials from FVTC, including Rob Behnke, chair of truck driver training, greeted the media and attendees, which also



Rep. Reid Ribble and driver Lisa Buhrow.

included Wisconsin State Rep. Mike Rohrkaste (R-Neenah). Ellen Voie, WIT president and CEO, also spoke with the elected officials and discussed the importance of bringing more women into the industry. 🚚

Witnessing Life on the Road

When Daphne Jefferson was appointed Deputy Administrator of the Federal Motor Carrier Safety Administration (FMCSA), she had never been inside the cab of a truck. The Women In Trucking Association (WIT) arranged for her to take a two-day trip with women who drive so she could learn about their jobs as professional truck drivers.

The ride-along began at an inspection station in Virginia where Jefferson met her first driver, Angela Jordan, who has been an employee at U.S. Xpress Enterprises for 19 years.

They chatted en route to a Petro Stoping Center, where they had lunch and took a tour of the facility. The day ended with a delivery of the load of batteries to a customer in eastern Maryland.

Day two began with an introduction to April Young, who drives for J.B. Hunt's Intermodal services. Lunch included a visit to a Pilot Travel Center in Maryland.

"My ride-along helps illustrate that barriers are rapidly falling for women in the field of commercial driving," says Jefferson. "I'm proud to see the commercial motor vehicle sector welcoming women into rewarding careers that also help strengthen our nation's economy."

"Our goal in providing ride-along opportunities to regulators and legislators is to help them get a firsthand look at a driver's challenges on the road," says Ellen Voie, WIT president and CEO.

"We are so pleased that Ms. Jefferson took time out of her busy schedule to spend two days riding with these highly qualified female professional drivers so she could better understand their experience on the road." 🚚

Read Deputy Administrator Jefferson's blog at www.dot.gov/fastlane/women-big-rig-drivers-seat.



Daphne Jefferson.

Supporting the Industry Through Education

In 2007, the Women Trucking Association (WIT) was formed to encourage the employment of women in the trucking industry and to help overcome obstacles in entering the trucking industry.

For some, a challenge might be paying for an education. In 2012, the Women In Trucking Scholarship Foundation (WIT Foundation) was formed specifically to offer funding for training for women and men seeking a career in the trucking industry. All members and their families are encouraged to apply for funding.

This year's first scholarship application process began January 1, 2015 and continued until February 28, 2015. Funding was available in four areas:

1. Leadership;
2. Technical training;
3. Safety; and
4. Driving.

"Scholarships are the reason that the WIT Foundation exists," says WIT Foundation president, Jan Hamblin, who is also director

of strategic accounts at J. J. Keller & Associates, Inc. The foundation is a separate organization from WIT and is funded totally by tax-deductible contributions.

"We are always looking for donations from the industry, as the more funds we have to offer, the more scholarships we can provide," says Hamblin.

The foundation recently held an online auction and raised nearly \$3,000 using items donated by members, such as collectible model trucks, an autographed guitar and a Superior Sport Captain Seat.

So far this year, seven students were awarded scholarships in six areas of training. From technician to professional driver to driver's health issues, six women and one man were the recipients of the 2015 WIT Foundation scholarships.

"As the foundation continues to grow, we are looking at increasing the number of recipients and the frequency of the scholarship awards," says Hamblin. 🚚



Carrie McNamee
is attending
Southeastern
Illinois College...

CARRIE MCNAMEE

Carrie McNamee is attending Southeastern Illinois College to upgrade her Class B (school bus) Commercial Driver's License to a Class A license. She has driven a school bus for the past seven years and is looking forward to working as a team driver with her husband, Bill, who has been driving for over 20 years.



Janelle London
attends Ashford
University
while working
for Trimac
Transportation...

JANELLE LONDON

Janelle London attends Ashford University while working for Trimac Transportation as a driver recruiter. She is pursuing a master's degree in business administration and human resources. London plans to use her education to increase the percentage of women employed in the trucking industry.



...her focus will be on the health and wellness of the trucking community.

KATIE AMAN

Katie Aman is pursuing a bachelor's degree from the University of Wisconsin in Oshkosh to work in the area of health care. Her father is a driver for UPS and her focus will be on the health and wellness of the trucking community.



Kimberly Reoh is a team leader at J. J. Keller & Associates, Inc...

KIMBERLY REOH

Kimberly Reoh is a team leader at J. J. Keller & Associates, Inc. and attends Fox Valley Technical College. Her area of focus is transportation and DOT regulations. She is also working toward her Black Belt in Six Sigma.



Dane Zanders is attending Fox Valley Technical College...

DANE ZANDERS

Dane Zanders is attending Fox Valley Technical College, enrolled in the diesel technology program. He will graduate with an associate's degree in diesel mechanics, but also plans to obtain his Commercial Driver's License and certification for trailer repair. Zanders' grandfather was a professional driver and his father owns a small engine and trailer repair business.



Corrina Carter is working on a degree in mechanical engineering...

CORRINA CARTER

Corrina Carter is working on a degree in mechanical engineering at the University of Memphis (U of M) in the Heff College of Engineering in Tennessee. The scholarship will allow her to study abroad in the U of M Germany Mechanical Engineering Program.



She is working on a degree in business administration...

VICTORIA LAWSON

Victoria Lawson works for U.S. Xpress Logistics as a capacity buyer while attending Bryan College in Tennessee. She is working on a degree in business administration to further her advancement at her current company into a management role.

This year, the foundation opened up the application process for a second time and encouraged anyone attending a training facility to submit an application on its website, womenintruckingfoundation.org.

Applications were accepted through the end of July and the next round of scholarship winners will be notified in early August.

Anyone pursuing a career in the trucking industry may apply. Membership in the Women In Trucking Association is not a prerequisite (although certainly encouraged). Scholarships are not limited to women, either.

Keep an eye on the WIT website at www.womenintrucking.org for information about applying for scholarships in the future.

For more information about the Foundation or to donate, visit www.womenintruckingfoundation.org. Women In Trucking Scholarship Foundation is also registered with AmazonSmile.

Another Influential Woman

Navistar and the Women In Trucking Association (WIT) presented the fifth annual Influential Woman in Trucking award to Kari Rihm, president and CEO of Rihm Kenworth. The ceremony took place during the Truckload Carriers Association's annual meeting.

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. Navistar and WIT 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.

"We are proud to recognize the leadership of Kari Rihm and other influential women in our industry," says Lisa Hartenberger, director of communications at Navistar. "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."

"We are thrilled to honor a woman who has been so influential in the trucking industry," says Ellen Voie, president and CEO of WIT. "Kari is proof that women are achieving great things in all trucking professions, from drivers to accountants to CEOs."

Rihm took over Rihm Kenworth after the passing of her husband in 2010. The company, based in St. Paul, MN., has been in her husband's family since 1932. With help from her two children, who represent the fourth generation at the dealership, and other dedicated employees,

Rihm Kenworth has since added two additional locations, growing from three to five dealerships.

They have also increased employee headcount by over 50 percent, been the Kenworth Truck Company Medium Duty Truck Dealer of the Year three out of the last four years, and have been certified by the Women's Business Enterprise National Council (WBENC) since 2011.

Rihm Kenworth is the only 100 percent woman-owned Kenworth dealer in the United States. Rihm was named a *Minneapolis/St. Paul Business Magazine* Family Business Honoree in 2013, received a National Association of Women-Owned Businesses local chapter Pioneer Award in 2014 and was honored with a 2015 nomination for American Truck Dealers Association Dealer of the Year.

This year's finalists also included:

- Elise Chianelli, senior product manager of safety and compliance at PeopleNet;
- Angie Freeman, chief human resources officer at C.H. Robinson and president of the C.H. Robinson Foundation;
- Karen Rasmussen, president and chief executive officer of HELP Inc.;
- Shelley Simpson, chief marketing officer and president of ICS & Truckload, J.B. Hunt Transport, Inc.; and
- Karen Smerchek, president of Veriha Trucking, Inc.

"As more women move into leadership positions within the trucking industry, it will become even more difficult to narrow the list of candidates in the future," Voie says. "In my opinion, that's a great obstacle to overcome." 🚚



Kari Rihm with the Influential Woman in Trucking award.

Rihm Kenworth is the only 100 percent woman-owned Kenworth dealer in the United States.

Do you know an influential woman in the industry? Keep an eye on the WIT website, www.womenintrucking.org, for updates on when nominations for the 2016 Influential Women in Trucking Award open.

Perfectionism Stops Progress

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

Women are typically more prone to perfectionism than men. We are the people pleasers, spending time interacting verbally and focusing on collaboration.

We are caregivers. We learned to not brag about accomplishments and, as a minority in the trucking industry, we are aware that we are representing other women.

Kathy Caprino, a success coach and author, cites five ways this need to be perfect is detrimental to our careers:

- You are difficult to be with as your need to be perfect alienates co-workers;
- You hurt people with your critical and judgmental thinking;
- Your standard of perfect taints your ability to manage people;
- It cramps your creativity, because the creative process makes you uncomfortable; and
- Your need for perfection pushes people away.

Elizabeth Scott, a stress management expert, cites these ways to identify whether you or a colleague are suffering from perfectionism:

- Do you set goals and only accept a specific accomplishment? Anything less is failure?
- Do you focus on small mistakes and forget the overall task and goal?
- Are you pushing or pulling? Perfectionists are pushed toward a goal through fear of not reaching it, where high achievers are pulled toward a goal with the desire to make progress in the right direction.
- Are your standards unrealistic?
- Do you become depressed if you fall short of a goal?

- Do you procrastinate because you are afraid of failure?
- Are you defensive? Perfectionists are not as likely to view criticism as a way of making better decisions.
- Do you have low self-esteem? Perfectionists are often self critical and unhappy which leads to lower self-esteem.

Author Laura Vanderkam has written numerous books about the traits of successful people. She claims the "key to making myself happy is not to be a perfectionist." 🚚

To read the full article and more, go to Ellen's Blog at www.womeintrucking.org/blog.

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us find our best Citizen Drivers. As always, anyone can nominate a driver—fleet owners, employees, husbands, wives, sons, daughters, trucking organization members, trucking industry suppliers. Nominations are being accepted until September 30, 2015. A panel of distinguished trucking professionals will review the nominees and serve as judges. In 2016, at the Mid-America Truck Show, we will once again announce our Citizen Driver honorees. Among other honors, they 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.

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Women In Trucking Creates an Image



Left to right: Ingrid Brown, Stephanie Klang, WIT President and CEO Ellen Voie, Carol Nixon, Allyson Hay, and Wyzeena Heeny.

Encouraging the employment of women in the trucking industry, promoting their accomplishments and minimizing obstacles they face in the industry is the mission of the Women In Trucking Association (WIT).

The purpose of the Image Team is to represent these goals while bringing awareness of the need for more female drivers and the challenges they face working in a male-dominated environment.

The WIT Image Team will participate in ride-along events for legislators, regulators and industry leaders to provide a deeper understanding of the obstacles they face on the road. They will also speak to the media and other drivers at public events and industry trade shows.

To qualify for the WIT Image Team, the applicant had to have a valid commercial license and have been a member of WIT for at least one year. The application required an essay of 250 words to explain why she should be chosen for the Image Team.

Questions regarding their safety records, previous awards or recognitions, volunteer service and community involvement were included in the selection process.

In total, 25 applications were submitted. These submissions were narrowed down to 10 finalists. A selection committee interviewed the

finalists via individual conference calls. Ultimately, five women were chosen.

The 2015 Women In Trucking Image Team is comprised of:

- Stephanie Klang of Con-way Truckload;
- Allyson Hay of Walmart Transportation;
- Wyzeena Heeny of Covenant Transport;
- Carol Nixon of Walmart Transportation; and
- Ingrid Brown of Rollin' B LLC.

"The WIT Board is extremely excited about the creation of the Women In Trucking Image Team," says Mark Rousseau, director of logistics and transportation, Frito-Lay, North America and WIT board member and Image Team judge.

"These drivers will help WIT advance our mission. In addition, the WIT Image Team will assist the industry in improving trucking's image by changing perceptions about truck drivers and their jobs. These women are true pioneers for not just WIT, but for the trucking industry. We congratulate them on their selection for this very impactful role," says Rousseau.

The announcement of the 2015 Image Team was made at the sixth annual Salute to Women Behind the Wheel event in Louisville, KY. 🚚

J.B. Hunt

Hopes to GROW Women

By Meg Crane

Many companies in the trucking industry are beginning to realize how valuable it is to recruit and retain women. Initiatives are being implemented to encourage women to apply for and keep jobs in the industry. J.B. Hunt is one company that is realizing how important it is to support women.

"We have a recruiting department committed to hiring the safest, most professional drivers in the industry," says Cindy Nelson, director of recruiting for J.B. Hunt. They look to hire the best people in order to provide the best customer service in a safe, professional manner.

While the company targets all demographic groups, its ability to offer a work-life balance and flexible hours is attractive to many women, particularly mothers who need to be home to support their families,

says Nelson. More than 50 percent of drivers at J.B. Hunt get home every day. Local jobs are optimal for drivers who wish to have a predictable schedule, allowing them to get home for after-school activities or to help with homework.

J.B. Hunt also cares a great deal about its drivers' experiences and is making extra efforts to ensure women are comfortable in the workplace. Specifically, Nelson says the company offers safe, clean service centers for every driver to use. These well-lit, fenced, secure centers are a safe place to park, rest and shower while on the road, says Nelson. Additionally, J.B. Hunt takes every effort to select fuel stops with the security of drivers in mind. If a driver feels uncomfortable, every truck is equipped with an onboard computer, with staff available to respond 24/7.

"The industry is seen as male-dominated," says Nelson. J.B. Hunt wants women to know that, despite being a minority in the industry, they are welcome and valued as much as men. Backed by a non-discrimination policy, the company advocates for a respectful work environment at both company and customer facilities.

"We are really proud of our women drivers," she says.

One way the company supports women is with a first year membership to the Women In Trucking Association (WIT) and encouraging women to renew memberships in future years.

For Nelson, being a part of WIT has been particularly helpful. The first event she attended was the 2013 Salute to Women Behind the Wheel. She says it was motivating and encouraging to see so many women from the industry in one place. In addition to her involvement with WIT, Nelson is active in J.B. Hunt's resource group focused on growing and retaining outstanding women (GROW). The program was established in 2015 as part of the company's efforts to recognize the need for a women's resource group, as the population of women inside and outside the office at J.B. Hunt continues to grow.

"We're developing a strong mentorship program with peer-to-peer contact points for our female driving population as well as redesigning our service center facilities with our growing female population in mind," says Stan Hampton, J.B. Hunt's vice-president of driver personnel.

J.B. Hunt—with rewarding, well-paying jobs and schedules that get drivers home to their families most nights—is a great company for women drivers.



J. B. Hunt driver Yvonne.



J. B. Hunt driver Monica.



J. B. Hunt driver Jodi.

All photos by C. J. Weatherford.

As time goes on, Hampton says the company will continue to target women when recruiting.

"We certainly plan to be the leader in catering to all our employee needs and future aspirations," says Hampton.

So far, their efforts seem to be working. Hampton says they have received positive feedback from women drivers.

"Our female drivers appreciate our willingness to make driving work with their lives and not the other way around," says Hampton. 🚚

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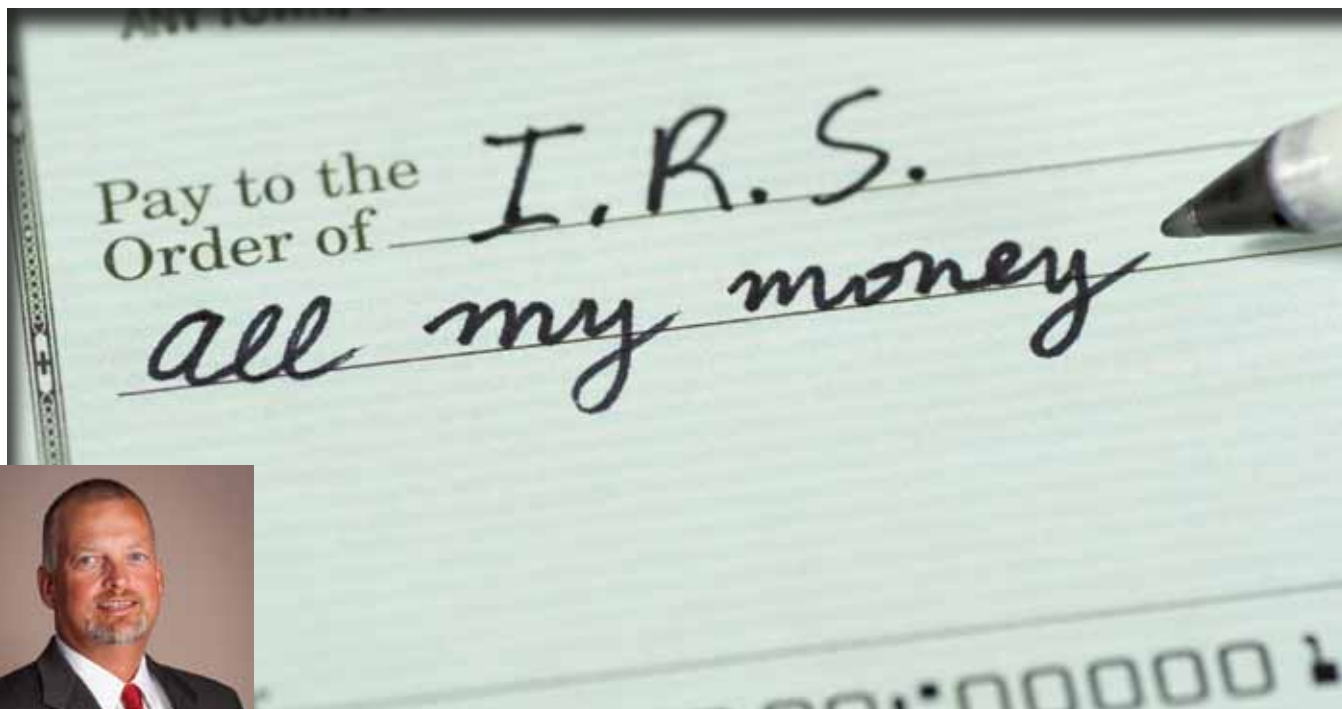


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Stop

the IRS from Taking a Direct Route to Assets

By Barry G. Fowler, EA, Taxation Solutions, Inc.



Barry G. Fowler, EA.

Owing the Internal Revenue Service (IRS) taxes is one thing most Americans dread. If it is a few hundred or a few thousand dollars, it may not be fun, but taking care of your IRS debt is manageable.

However, getting hit with a tax bill of \$10,000 or more can quickly add up to thousands more in associated fees and penalties. This kind of debt causes people to lose sleep and focus, and can disrupt lives. Especially when you do not have the money to pay your tax debt in full or you do not have any assets you can sell in order to pay them off.

If you find yourself in this position and think you cannot afford the fees required

to hire an enrolled agent, tax attorney or CPA, take the information presented here to heart. Use it to help guide you in your negotiations with the IRS to prevent them from gaining access to your life savings and other assets.

It is not easy dealing directly with the IRS. Taxes are complicated. The government has ways of asking questions that sound innocent enough, however, are designed to find out exactly what you have in terms of assets and how they can get their hands on those assets when you owe them \$10,000 or more in back taxes.

The most important thing you can do is stay focused. Negotiating with the IRS is like a long haul drive. It takes careful planning, knowing your route and staying alert every minute along the way.

Do your research on the options outlined below. Remember, saying less is way better than saying too much. With the

IRS, even the most seemingly innocent information you offer can come back to bite you in the assets. You may decide that hiring an experienced professional is well worth it.

Option 1: Offer-in-compromise (OIC)

Before discussing an OIC with the IRS, remember first of all that you will probably only get one shot. If your request is denied and you do not have another chance, you could be running on empty. So, do your research and give it your best shot. You may want to keep this option on the back burner. It is powerful, but you do not want to blow it.

The IRS will want to know how much money you have in the bank. They will want to know the value of your automobiles, boats, RVs—any and all motor vehicles. They will also want to know about collectable items you have.

The OIC stops the statute of limitations on taxes due. That means the IRS generally has 10 years to attempt to collect unpaid taxes. When you enter into an OIC agreement with the IRS, a time period for the repayment of the tax debt is specified in the agreement.

If the IRS accepts your OIC, you must stay in total compliance with the tax law for five full years from the acceptance date. You must have a good sense of what your financial situation is likely to be in order to file and pay your taxes every year moving forward in addition to the OIC agreement. In the hands of an experienced tax professional, an OIC may qualify the taxpayer for a reduced settlement.

Option 2: Currently not collectible

This is a great option if you are unemployed or retired and do not plan to see any increases in income. It also serves when you need more time to find a job and begin earning an income again.

If the IRS declares a taxpayer as currently not collectible, the IRS must stop all collection activities. In addition, they must send an annual statement indicating the

amount of tax still owed. The 10-year statute of limitation continues to run.

Option 3: Installment agreement

The installment agreement is just that. You pay a monthly amount until the entire tax debt is satisfied. The IRS will only consider an installment agreement if your tax debt is under \$50,000. You will still be required to prove that you do not have assets to pay the IRS debt.

With every option, the IRS requires financial statement forms, which will give

the IRS information about all of your assets. The forms can be complicated and many times there are multiple forms requested; if you provide the incorrect form or one that is not filled out properly, your case can be thrown out.

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DriverSource: Hiring for You

By Meg Crane



By focusing on quality, integrity and the simple belief that great people bring great results, DriverSource has thrived and is now one of the largest women-owned, commercial truck driver staffing companies in the United States.

"We worked very hard to establish our name in the industry," says Jinan Dalloo, co-founder and CEO of DriverSource. Jinan says the determination she and the company's two other co-founders, Kelly Dalloo and David Olshansky, had for success played a part in expanding the company to where it is today.

Jinan does not feel that being a woman in the transportation industry is different from being a woman in any other industry. However, her place at the top of the company might be part of the reason why there are so many other women working at DriverSource.

"DriverSource is a family-oriented company," says Jinan. As such, the

Jinan Dalloo with a DriverSource truck.

company wants to make it easy for parents to work and be there for their family.

Employees are given flexible hours, sick days and vacation time, which is particularly appealing to mothers.

"As a mother and as a female, I relate to all the hard-working moms who are on the road driving," says Jinan.

The women-owned minority company started out in 1997 with just one location in Allen Park, MI and expanded into the

leasing of transportation-related personnel in December of 2001.

DriverSource now has four branch locations across the United States in Detroit, MI; Grand Rapids, MI; Baltimore, MD; and Richmond, VA offering services nationwide wherever customers need driver recruiting and leasing services.

Currently, DriverSource is launching its first television commercial, which will advertise the need for drivers across the country. The company already has many

women behind the wheel and would be thrilled to add more to its team.

DriverSource solves the unique problems that many companies have today: multiple staffing vendors offering a wide array of different types of personnel.

"We simplify the outsourcing and recruiting needs of our customers by offering a complete package of services, which includes CDL A-, B- and chauffeur licensed drivers," says Jinan.

"DriverSource tailors its services directly to the individual client's specific need by offering direct hire, permanent leasing, temporary and seasonal leasing of drivers and emergency same-day services for its customers. Commercial truck drivers are, however, our niche and what we know best. Regardless of which positions our staff is helping our clients cover, they strive to provide only the highest quality and most trustworthy people in the industry, again accenting the company's motto, 'Great people bring great results.'"

In order to do this, DriverSource conducts comprehensive and enhanced employee screening and background checks on all potential drivers and employees, ensuring all drivers and employees will be well-equipped to provide safe and professional services to its clients.

"At DriverSource, we really pride ourselves on providing rewarding employment opportunities for our qualified drivers," says Jinan. "Our management staff has a combined total of over 75 years of experience in the trucking and logistics industry, and we do our very best to take care of our customers and our drivers."

DriverSource meets all Department of Transportation requirements for qualifying commercial truck drivers and having them road-ready. DriverSource emphasizes to its customers the ability for them to save time and money in finding high quality commercial truck drivers in this modern driver shortage era.

"This driver shortage is only going to get much worse," says Jinan, stressing the fact that most trucking and logistics firms must look outside the box when it comes to how they will deal with finding quality drivers over the next three to five years. Jinan strongly believes that DriverSource will be that solution for many of these companies for years to come.

"It's going amazingly," says Jinan. While growth has come with challenges, such as keeping up with industry regulations, the company has dealt with them gracefully.

For Jinan, one of the most rewarding parts of running the company is knowing that her business is a driving force in the Michigan economy. DriverSource provides jobs for more than 250 people in Michigan, Maryland and Virginia, and that number only continues to grow.

The successful status of her business is not unseen by others. As a member of the

Women's Business National Council, many people know about her and DriverSource.

"I come across a lot of young ladies who want to open up their own companies," says Jinan. Many of them look to her for advice and she is always happy to give it. "I'm always looking to help and give back." 🚚

For more information regarding DriverSource, visit www.driversource.net or contact 800-887-9095.

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Becky Perlaky

is Keeping Kenan Safe

Kenan Advantage Group's (KAG) executive vice-president of safety and compliance, Becky Perlaky, is this year's recipient of the American Trucking Associations' National Safety Director of the Year Award. The award is sponsored by Great West Casualty Company.

This prestigious award recognizes individuals who have dedicated their entire careers to keeping our highways safe. It is a long and respected tradition that dates back to 1960 when it was first presented. Since then, it has come to represent the ultimate achievement in a safety professional's career.

Perlaky has known many of the individuals who have received the award and says she always thought it was a prestigious award, but did not expect it to be presented to her.

"Being in the industry for 37 years, this was a wonderful career milestone," says Perlaky.

Dennis Nash, co-founder and CEO of KAG says, "I cannot think of a more



Becky Perlaky giving a speech after receiving the award.

deserving individual for this esteemed award which reflects the most important commitment of our great industry—the safety and security of our employees, customers, community and environment."

Perlaky, the first woman to win this award in its 54 year history, joined KAG in 1994 and was named executive vice-president in 2011. Throughout her career at KAG, she helped build a culture where safety is integrated into every aspect of business.

"What is so impressive about Becky is her passion for this business never ends," says Nash. "Not only does she embrace all of the many challenges facing our industry, she remains passionate about looking for alternatives to improve an already best-in-class safety process. Not just for KAG, but for the entire industry. Most importantly, Becky's ability to excel in her role has indisputably saved lives and prevented injuries across our country. We are so proud of her many accomplishments."

Perlaky says that though this award was given to her as an individual, she could not have done it without her team at KAG who are focused on keeping highways and work environments safe.



Left to right: Dennis Nash, Becky Perlaky and her husband, Jerry Perlaky.


"I consider it an honor and privilege to have the role of providing support and leadership to our KAG team," says Perlaky.

Perlaky's career in transportation began in accounting, but she quickly moved into the safety arena. Her willingness to constantly learn and to take on all aspects of safety, from developing safety management policies and programs, to writing about safety in many professional publications and delivering countless presentations, quickly impressed her employers and colleagues.

One of Perlaky's most notable achievements was receiving the "Partners in Safety Award" in 2010 from Federal Motor Carrier Safety Administration's (FMCSA) Associate Administrator for Enforcement and Program Delivery, Bill Quade, for her work in helping the National Tank Truck Carriers (NTTC) produce the FMCSA cargo tank rollover video.

Perlaky is best known for her extensive knowledge, her willingness to share that knowledge and her ability to create and maintain a vibrant safety culture throughout Kenan and the industry. Her industry

colleagues elected her as the 2013 and 2014 NTTC Tank Truck Safety & Security Council National Chairwoman. She is currently a member of many committees in the American Trucking Associations' Safety Management Council and NTTC.

Her uncompromising approach to safety and its resulting safety success has earned both Kenan and Perlaky dozens of safety-related awards. Currently, the scope of her safety programs encompasses over 8,900 employees, with 8,200 drivers operating 6,925 power units, 15 van trailers, 70 straight trucks, and 9,500 bulk cargo tank trailers. 



Transportation, logistics and supply chain professionals will explore new opportunities on how to leverage a diverse workforce and address industry issues that prevent attracting more women leaders and drivers to the industry.

It is all happening at the Accelerate! Conference & Expo, hosted by the Women In Trucking Association, September 20 to 22, in Dallas, TX. Here is what you can expect:

- More than 20 sessions covering topics ranging from capacity challenges and cost management to gender issues in the industry;
- To strengthen your management skills and expand your knowledge of transportation industry trends and challenges;
- To expand your knowledge on how gender diversity and productivity are closely linked;
- To build your network with peers and top executives; and
- A comprehensive expo at which you will build relationships with valuable providers of transportation and logistics-related services and products.

Conference registration is \$450 for WIT members. For more information and to register, visit www.womenin-trucking.org.



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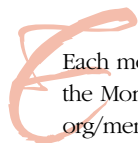
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WIT's 2014 *Members* of the Month



Each month, the Women In Trucking Association (WIT) highlights a member who is succeeding in the industry. Here are the Members of the Month for 2014. To read more about these members, and others who have been given the distinction, go to www.womenintrucking.org/member-of-the-month.

JANUARY 2014



Jen Burkhardt

Jen Burkhardt grew up around trucking. She got her first job in the field at 19 with Schneider as a customer service rep. Burkhardt planned to just stay in the industry while putting herself through school, but she fell in love with it. Promotion after promotion, Burkhardt gained a great deal of experience in the industry. Seventeen years later, she is working with TranStrategy Partners as a coach and consultant.

FEBRUARY 2014



Jacqueline Brotherton, Australia

As a child, Jacqueline Brotherton learned to drive her father's truck. Since then, she has worked in livestock, general and refrigerated freight, and is involved in various associations. Brotherton was chair of Transport Women Australia Limited from 2009 to 2011. She is a life member of the Livestock Transporters Association of NSW (now LBCA), and a member of the Livestock Transporters Association of Victoria, Natroad and WIT.

MARCH 2014



Cindy Kaps

When Cindy Kaps went to driving school, she was one of five women in the class. Here, she met a man who became her driving partner. After eight years as a driving team, they got married. When she went into the industry, Kaps planned on driving a truck for a couple of years then she planned on being a dispatcher so she could be home every night. That was 27 years ago and she is still on the road.

APRIL 2014



Sherri Fronko

Sherri Fronko started in the industry by riding with her husband in his truck. She decided to get her Commercial Driver's License so they could double as a team and homeschool their daughter on the road together. After a few years, Fronko left the truck so their daughter could attend public school. But Fronko did not want to leave the industry; she became an instructor and continues to love the industry today.

MAY 2014



Maureen Dolan

Six years ago, Maureen Dolan was a client in a domestic violence shelter, having left an abusive relationship with her two children. Today, she is proud to say that she works for CALTRANS, driving a 10-wheel dump truck and regular 10-cylinder gasoline engine truck. She says the work is hard, unforgiving, frightening, dangerous and wonderful. She is proud to be a hardworking mother who can drive a truck and fix it, too.

JUNE 2014



Chris L. Miller

At age 55, Chris Miller took a short trip in the truck her husband was driving. That is when she knew that she had finally found the career for her. The following week, Miller began studying for her permit and a month later she was enrolled in a training school. Once on the road, she kept a written journal of their travels which have now been published as a series of e-books titled *You're a Long Way From Home!*

JULY 2014



Robin Grapa

Robin Grapa's husband drove trucks and dreamed of driving with her as a team. His dream rubbed off on her and it eventually became a reality in 2013. They were hired by a local Wisconsin company, V/S Midwest Carriers, and have had a positive experience so far. They say that they have been treated like family. The couple is now on the road as a team and living their dream! She has blogs about her experiences at www.somanyamiles.wordpress.com.

AUGUST 2014



Guadalupe (Lupe) Potter

At 50 years old, Guadalupe (Lupe) Potter became a professional truck driver. She started by accompanying her husband when he drove, then realized it was something she wanted to do as well. After driving as a team for a few years, Potter decided to drive solo. It made the most financial sense and was a good move for their family. Lupe has now been on the road for more than 26 years and has no plans to retire.

SEPTEMBER 2014



Sandy Hakes

Sandy Hakes is the president and owner of Williams National Lease, Ltd., a full truckload carrier that creates customized transportation solutions for their customers. She took over the family business in 1998 from her father. Some men are still surprised when they see a woman owner, but she says there is no negativity involved and more women are coming into the industry; many the same way she did, by taking over their fathers' businesses.

To read more about these members, and others who have been given the distinction, go to www.womenintrucking.org/member-of-the-month.

OCTOBER 2014



Julie Matulle

As a child, Julie Matulle admired her parents who drove milk trucks for their family business. When she grew up, her desire to be around trucks put her behind the fuel desk at a travel plaza and in the shipping department of a printing company. After her children were grown, Matulle enrolled in driver school. Matulle won the Top Rookie of the Year award in 2014 and made the distinction of being the first woman for this honor.

NOVEMBER 2014



Heather Jones, Australia

Heather Jones is an owner-operator, business woman, advocate, mentor and trainer. Jones has been in the trucking industry for more than 25 years. She regularly attends high schools with her big rig to educate girls about truck driving and leaves them with an interest in the trucking industry. Jones has gained national attention in Australia for the work she is doing in the industry and she appears regularly on news stations across the country.

DECEMBER 2014



Nicci Scott, South Africa

Nicci Scott started in the industry by working for a labor broker. She was responsible for growing the division that supplied drivers to various industries. She became frustrated by her employer's limitations and opened her own business. After many struggles, Scott developed a successful company. Siyaduma Auto Ferriers and Nicci Scott herself have both won several awards, including Top Female Entrepreneur and Top Gender Empowered Company. 🚚

Upcoming Events 2015

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



AUGUST

August 14-15

26th Annual Waupun Truck-n-Show
Waupun, WI

August 14-16

Eau Claire Big Rig Truck & Tractor Show
Eau Claire, WI

AUGUST (CONTINUED)

August 24-26

Fleet Technology Expo
Long Beach, CA

August 27-29

Great American Trucking Show (GATS)
Dallas, TX

August 27-29

2015 Road Transport Forum Annual
Conference
Christchurch, New Zealand

SEPTEMBER

September 18-20

Richard Crane Memorial Truck Show
St. Ignace, MI

September 20-22

Accelerate! Conference & Expo
Dallas, TX

OCTOBER

October 6-8

JOC Inland Distribution Conference
Memphis, TN

October 17-20

2015 ATM Management Conference Exhibition
Philadelphia, PA

October 29-31

NASTC 2015 Annual Conference
Nashville, TN

NOVEMBER

November 2-4

Safety, Security and Human Resources
National Conference & Exhibition
Little Rock, AR

Women In Trucking radio segments on Road Dog
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- 1:00 p.m. Eastern, the last Wednesday of every month: Marge Bailey & Ellen Voie with Meredith Ochs and Chris T. on Freewheelin'. We welcome your call! Dial (888) Roaddog for comments or questions. Replayed weeknights, 10:00 p.m. Eastern.
- 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.

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Berkley Fleet Services	Contractors Hot Line	Frito-Lay	Knichel Logistics
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Bibby Transportation Finance	Conversion Interactive Agency, LLC	Georgia Tank Lines LLC	LadyTruckDriver.com
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Midwestern Transit Service, Inc.	PITT OHIO	St. Christopher Truckers Development & Relief Fund	Trucker Therapy
MindShare Strategies, Inc.	Plantronics	Stagecoach Cartage & Distribution	Truckercise
Minnesota Trucking Association	Pratt Logistics, LLC	Star Fleet Trucking, Inc.	Trucking Industry Defense Association (TIDA)
MinuteClinic, CVS Caremark	Precision Pulmonary Diagnostics	Sunrise Transport Inc.	Trucking HR Canada
Mississippi Trucking Association	Prelipp Consulting, Inc.	Sustainable America	Truckload Carriers Association
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3 OTR Experience	\$43	\$45	\$47	\$48	\$49	\$50
4 OTR Experience	\$44	\$46	\$47	\$48	\$49	\$50
5+ OTR Experience	\$45	\$46	\$47	\$48	\$49	\$50

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