

Winter 2013/2014

Redefining *the* Road

The official magazine of the Women In Trucking Association



Season's Greetings from Women In Trucking

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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.
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The Year in Review

AS WE TURN THE calendar page, January signals the end of a significant year for Women In Trucking Association (WIT). We celebrated our sixth birthday in 2013, which reminds us how quickly we've grown and what we've become since our beginning in 2007.

Without you, our members, we would not have grown to represent nearly 3,000 professionals who support our efforts to bring more women into the trucking industry; we wouldn't exist without your support.

The end of the year gives us a reason to recap 2013 and to not only thank you for your continued support, but to show you how your dues have made a difference. In alignment with our mission, I would like to summarize our activities and show how they supported our goals.

Women In Trucking Association was established to encourage the employment of women in the trucking industry

With a qualified driver shortage predicted to reach nearly 100,000 annually, carriers are looking for ways to hire safe,

capable drivers to deliver their freight. In the past, women have not always been viewed as potential drivers, but that perception is quickly changing. The challenge is in reaching women who might not be aware of these lucrative jobs.

Women In Trucking reached outside of the industry to attract women by placing members in mainstream media outlets such as television shows (Ricki Lake, Travel Channel, Today Show), publications (*O Magazine*, *Wall Street Journal*, *USA Today*) and Sirius/XM Radio (Free-wheelin', the Dave Nemo Show).

We have also extended our reach to sporting events such as the LA Sparks and Minnesota Lynx women's basketball games and, most recently, a "Women In Transportation" day at a Cleveland Indians baseball game (read more about this on page 28), which we plan to make an annual event. Our 30-second commercial was aired on ESPN during two college football games.

We realize the next generation should be familiar with career opportunities in the trucking industry as well, so we have created a children's activity book featuring a young girl who accompanies her mom as she delivers her load. We were surprised to discover the Girl Scouts do not have a transportation badge (like the Boy Scouts do), so we're working to create the requirements for this important learning opportunity.

To better understand what draws female drivers to the trucking industry, we have worked with the University of Wisconsin-Stout to conduct research on what women look for in recruiting

advertisements. This research will result in a recruiting guide we will make available to our corporate members to give them insight into the words, graphics, and placement of their recruiting ads to attract more women to their companies. This year, we launched our "Recruiting Ad Contest" to recognize companies that exhibit best practices in their marketing materials.

Social media is an effective way to reach out to the public. Our Facebook group connects nearly 2,000 participants; our LinkedIn Group has 3,300 members; and nearly 7,000 followers receive our Twitter feeds. In addition, we respond to 40 or 50 media inquiries annually and respond to nearly 200 calls and emails from current and potential drivers seeking information about the industry.

To minimize obstacles faced by women employed in the trucking industry

For the driver population, obstacles include the need for a safe work environment, and many of our activities address this demand. Our relationship with travel plazas gives us a voice in offering ideas to create a more driver-friendly environment. Our Anti-Harassment Employment Guide is provided to corporate members to encourage an expectations exchange and harassment-free workplace.

In addition to safety on the road, we have done research on the equipment challenges for women. Partnership with University of Wisconsin-Stout graduate students has provided numerous recommendations for changes to seats,

dashes, steering, and in-cab ergonomics for female drivers. We have presented these findings to the National Transportation Research Board, the Technology and Maintenance Council, and to truck manufacturers. We will be partnering with Ryder Trucks to incorporate many of these changes in their future specifications.

Members whose jobs support the driver also face challenges in the trucking industry's male-dominated environment. We recently launched a mentoring board to facilitate a relationship between our members looking for guidance and those ready to encourage and support less experienced colleagues.

Throughout the year, our members are invited to networking opportunities to meet one another and to connect through their association with WIT.

This past year, we responded to the requests from our corporate members to establish a job board to attract our members to companies actively seeking females for both driving and management positions.

Financial considerations can be an obstacle for training or expansion. We post grant and funding opportunities for our members, assist them in finding vehicle financing, and most recently, established a scholarship program. The WIT Foundation is a separate non-profit organization aimed at providing funding for members seeking employment in the trucking industry. Scholarships are available for training in safety, technical areas, leadership, or driving. In 2013, we awarded six scholarships to five women and one man attending CDL schools (read more about the winners on page 24).

In response to requests for Certified Women-Owned Business Enterprises (WBEs), we have created a list of members who have this designation to give them greater exposure to potential customers with diversity requirements.

To promote accomplishments

Women In Trucking members have been role models and pioneers, and our mission includes recognizing these accomplishments.

Each March, we hold our "Salute to the Women Behind the Wheel" at the Mid-America Trucking Show in Louisville,

KY. All female professional drivers are invited to attend and are welcomed with a bold, red t-shirt and goodie bag filled with items from our sponsors. In the four years we've hosted the Salute, more than 800 women have participated in this event, which ends with a photo of the participants.

This past year, WIT member Stephanie Klang earned the title of Captain on America's Road Team and we are proud of her leadership and visibility.

In 2011, we started recognizing women in leadership roles with the "Influential Woman In Trucking" award sponsored by Navistar. Last year's recipient was Rebecca Brewster, President/COO of the American Transportation Research Institute.

WIT represents you and your desire to see more women in the trucking industry. Whether you design the truck, sell the truck, own the truck, fix the truck, or drive the truck, we are here for you.

We also recognize a member of the month, who receive gifts of appreciation and a feature spot on our website, in our publication and in national media outlets. These members are also recognized at our Salute to Women in March.

Women In Trucking is proud to be recognized by the White House as "Transportation Innovators Champions of Change."

Our desire to be a resource for the trucking industry has turned into numerous opportunities to participate in conversations with industry leaders through our affiliation with the White House and the United States Department of Transportation. Women In Trucking members have been invited to the White House to participate in the signing of the Transportation Bill last year to President Obama's

commemoration of the 50th anniversary of the Equal Pay Act.

The Department of Transportation has included WIT in events such as roundtable discussions with the departments of labor and education to determine skills needed for high school students seeking transportation occupations. Former Secretary LaHood included us in women's leadership initiatives to increase the influence of women in transportation careers.

Women In Trucking's President/CEO has been invited to speak at conferences and symposiums to promote the organization and its mission. From truck shows in Sweden, to conferences in Australia, to events in Canada, the message has been requested internationally. This year, we were invited to speak at 17 events, ranging from panel discussions and roundtable conversations to moderator roles and featured presentations. These events gave us the opportunity to reach thousands of potential members who support our mission.

This past year has seen growth within our management team. Support staff has been added to ensure we can accommodate your membership needs. In addition to the President/CEO (Ellen Voie) and Director of Member Services (Char Pingel), we employ a bookkeeper (Celeste Sandall) and a Project Manager (Lana Nichols), and we have added an association management company (Shar'on Barclay) to respond to calls and emails and to meet our administrative needs. Recently, we added a membership development coordinator (Leigh Foxall) to assist with membership recruitment.

It has been an exciting year and we are looking forward to providing even more value to you, our members, in 2014. We want you to know that we have never raised our dues and will continue to operate on the same level of membership fees that we have had since we were formed in 2007.

Thank you for your continued support for our mission. WIT represents you and your desire to see more women in the trucking industry. Whether you design the truck, sell the truck, own the truck, fix the truck, or drive the truck, we are here for you.

Happy holidays and best wishes for a prosperous and healthy new year. 🚛

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Meet WIT's *Newest Board* Member, Mary Aufdemberg

"I'm excited to be a part of an organization that supports women in trucking in a variety of different ways, while creating a network of successful women across the country."



Mary Aufdemberg
Director, Product Marketing
Freightliner Trucks

Mary Aufdemberg joined the Women In Trucking Board of Directors in September 2013. With a varied career path in the industry, Aufdemberg worked summers in college at an engine controls company, working on customer research and parts catalogs, and then had an internship with Caterpillar in their excavator division in Europe. Most recently, she has been with Daimler for 10 years, working at Daimler Truck Financial, Thomas Built School Buses, and now Freightliner Trucks.

"I'm excited to be a part of an organization that supports women in trucking in a variety of different ways, while creating a network of successful women across the country," she says. "The transportation

industry has been an excellent place for me to grow my career and I want to see the same for other women. I've been involved in the industry since college; it's an unexpected place for women to grow their career and yet the opportunities are extremely diverse, challenging and fulfilling."

Aufdemberg's father had degrees in mechanical engineering and marketing, so she grew up around equipment and heard stories about the industry her entire life; she even wrote a paper in junior high about hybrid garbage trucks! When she started looking for a career, the trucking industry was a natural fit for her, and once she started working at Daimler, Aufdemberg knew

she had found a company that she wanted to stick with.

"Daimler's a great place to work, with great product in the marketplace," she says.

As for the time she will spend on the WIT Board of Directors, Aufdemberg hopes to create a dialog between women and men about the benefits of a diverse workforce within the trucking industry.

"I want trucking to be an industry known for top talent that includes women," she says, "and I want it to be a career option where women are respected and feel confident in their abilities to succeed." 🚛

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What's Up in *Washington?*

Wisconsin's 8th Congressional District United States Representative is Reid Ribble, a republican elected in 2011. Congressman Ribble serves on the House Transportation and Infrastructure Committee headed by Pennsylvania's Bill Shuster.

Women In Trucking's (WIT) President/CEO, Ellen Voie, lives in Representative Ribble's district. Ellen has developed a relationship with the Congressman and his staff by visiting his Washington, DC office and providing feedback and advice regarding transportation issues.

This past August, Ellen was asked to participate in a one-day Transportation Conference held in Green Bay, WI. Stakeholders from all modes of transportation were invited to attend and learn about the challenges, frustrations, and accomplishments affecting transportation in Wisconsin.

Voie's panel focused on the driver shortage. In addition to WIT, the panelists represented two carriers (one large; one small) and a technical school. Wisconsin's Deputy Secretary of Transportation Michael Berg moderated the discussion and directed questions from the audience.

Involvement in transportation-related issues at the state, local, and national level



Michael Berg, WisDot Deputy Secretary; Ellen Voie, WIT President/CEO; and Jeff Shefcik, Paper Transport.

are important. Elected officials such as Congressman Ribble, along with his staff, have both the need and the desire to better understand such a vital component of the economy—the trucking industry.

The board of directors at WIT has established a goal for the organization to be a resource to the industry and those who regulate it. We represent your interests as members and welcome your input to carry your message to those who should hear it.

However, you can reach out to your elected officials, as well. If you are a

driver, your viewpoint is important and you should contact your federal Senate and House representatives. They want to hear from you. Remember, most of the rulings affecting professional drivers are interstate (national), so you must contact your country's representatives. In the United States, visit www.house.gov or www.senate.gov, and in Canada visit www.parl.gc.ca.

If you work for a carrier or supplier, you have a better opportunity to connect with your elected officials by inviting them to visit your facility. For carriers looking for drivers, the topic of jobs should bring some attention from your representatives. Show off your technology, both inside the truck and inside the office or plant.

Offer your officials a ride in a truck or a tour of the plant. Have information about the importance of the trucking industry ready to share. Check out the WIT website, www.womenintruck.org, for resources for statistics and information under the "Industry Links" tab.

We are proud of the relationships we have developed with state and federal regulators and legislators. We are often contacted for information about issues and projects, and we respond with our members' best interest in mind. We represent you, and our goal is to support you as a driver, carrier, or supplier to help you find success in one of the most important and vital industries—trucking. 🚛



United States Congressman Reid Ribble and Ellen Voie, WIT President/CEO.

The Meaning Behind *Mentoring*

By Paul Adair

Benjamin Franklin once said, “Tell me and I forget. Teach me and I may remember. Involve me and I learn.” He was referring to the teaching process, but these words can also be attributed to the role of the mentor; one of the most influential bonds that a driver can develop over the course of their career.

“Mentors are the people that I turn to for guidance in making decisions and in avoiding mistakes that could arise from not considering all of the possibilities,” says Ellen Voie, President & CEO of Women In Trucking Association. “I believe mentoring is a way for someone to give something back, by passing along knowledge and insight to another who will benefit from the information.”

Mentoring is not only for those starting out in the trucking industry. This exchange of knowledge and insight is something that should be encouraged throughout a driver’s career, regardless of their professional experience.

“There is never a time when someone will know everything,” says Voie. “When we stop learning, we should retire and let our roles be assumed by someone with more desire and passion. As long as we have a job or career, we need to be looking for ways to advance ourselves through better understanding.”

Both women and men do well by seeking out a mentor, but mentorship can be even more beneficial for women operating in a male-dominated industry, like trucking.



Often, women tend to be more passive when considering managerial opportunities—not because they aren’t capable, but because they don’t feel ready to take that next step.

“We need to mimic men, who will seek out roles that challenge their comfort levels,” says Voie. “This is why it is invaluable for a woman to have a mentor who encourages her to apply and offers to help her succeed.”

It may be an unfair stereotype to say that men do not like to ask for directions but, generally speaking, women do tend to ease into the mentor/mentee partnership more easily than their male counterparts.

“Because the trucking industry is a male-dominated environment, women have

always gravitated toward the few other women in the room,” says Voie. “Women tend to be more social and collaborative, so sharing experiences and seeking guidance comes more naturally for us.”

To help build mentorship within the industry, WIT has developed a mentorship program, which can be found on their website, www.womenintruck.org, to help match members with potential mentors.

“Whether it’s a driver, safety professional, or CEO, members can look here for someone willing to help them learn and grow,” says Voie. “This is also true for mentors who are willing to provide guidance to someone new to their profession.” 🚛



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Health Care Down the Road: *Part II*

By Paul Adair

After four ferocious years of rhetoric and debate out of Washington, state legislatures and small-town coffee shops, October 1, 2013 has come and gone, heralding the arrival of the system of insurance marketplaces created by President Obama's *Affordable Care Act*.

These marketplaces, also known as exchanges, are where Americans can go to buy guaranteed health insurance and also receive a subsidy or premium reduction as long as they qualify. Some states have elected to develop their own marketplaces based on their specific needs; however, all are on board with the federal government, which uses HealthCare.gov. No matter which avenue the end-user chooses, both state and federal marketplaces offer the same policies, protections and subsidies, if eligible.

On October 1, 2013 the plans opened up for January 1, 2014, which was the effective date for all plans. No one is able to purchase a plan that begins earlier than January.

"This was one of the first misconceptions of the *Affordable Care Act*," says Fred Wilmsen, an owner of Atrius Partners, LLC. "People believed that with the *Affordable Care Act*, they had guaranteed issue without any medical underwriting and that they could buy a plan on the first of October or November or December. But that was simply not the case."

Among the confusion, businesses are now questioning whether or not to continue offering group insurance to their employees at all. For companies with a lower average employee income, dropping coverage may make sense, as the majority of the workforce will be able to move into the public marketplace and receive subsidies.

"If a smaller-market employer keeps group insurance, the employees of that business are not eligible to go out and buy it on their own," says Wilmsen. "One of the first questions that is asked in the public

exchange is, 'Do you have employer-sponsored group insurance?' If the employee says yes, then, in most cases, they are not eligible for any subsidy. So, in a way, the employer is locking the door on somebody getting their subsidy on an individual basis if they continue providing group benefits to their employees."

At the other end of the spectrum, where employees make 400 percent of the poverty line, should the employer cancel group insurance, then the employee will be responsible for the totality of their premium, which will be substantially higher. In this situation, the employer may choose not to drop coverage.

For the *Affordable Care Act* to survive, it will need everyone to participate and, if a person did not get insurance as of January 1, 2014, there will then be penalties associated with opting out; a single person would pay a \$95 penalty for the first year or one percent of their annual income; whichever

is greater. The debate will then be whether the penalty is worse than paying for the increased premium costs.

“A person coming into the system will see that their premium has just doubled,” says Wilmsen. “They may choose to pay the \$95 or one percent annual income penalty as opposed to paying the substantial increase in their premium. When you look at it like this, the penalty really isn’t a motivator for someone to go out and buy health insurance.”

However, those questioning the need for health insurance should examine their own personal finances and determine whether it is worth the risk to avoid enrollment into the marketplaces.

“If you have a \$200,000 bill but no insurance, then you are personally responsible to pay it off,” says Wilmsen. “Otherwise, it would go to collections, the garnishment of your wages, or even to the filing of personal bankruptcy.”

With an estimated 30 to 50 million people looking to either enter the system or change their health insurance coverage, the run-up to January 1, 2013 promised to be the busiest time for the

However, those questioning the need for health insurance should examine their own personal finances and determine whether it is worth the risk to avoid enrollment into the marketplaces.

Affordable Care Act. That pace will only be compounded by the federal government’s own marketplace, HealthCare.gov, which has failed to function as promised and continued to have serious fundamental issues.

Since its launch, the government system has been filled with service outages, broken or non-responsive links, and a response time for loading web pages that is unacceptable. Public dissatisfaction is only growing as millions of Americans are discovering that their insurance policies are being canceled for non-compliance with *Affordable Care Act* standards, that the policies being offered by HealthCare.gov are more costly than their old plans, and that the website is too buggy to allow an ever-increasing volume of applicants to even shop and/or enroll for insurance coverage.

At the moment, there are two reasons to visit the HealthCare.gov marketplace: to see if you qualify for an insurance subsidy, and to determine whether or not you should be using the public or private exchanges—a decision that is based on your subsidy eligibility.

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"If you earn less than 400 percent of the federal poverty-line, then you are eligible for the subsidy and, if you choose to take it, you must go through the public marketplace," says Wilmsen. "However, if you don't qualify for a subsidy because your income is over 400 percent of the federal poverty-line, then you don't need to go to HealthCare.gov and go through this process. Instead, you can go out on your own and purchase health insurance through a private insurance company."

Only a limited number of private insurance carriers have agreed to offer qualified

health plans within the public marketplace. Consequently, those who choose to enroll in the public exchange are quickly becoming aware that there are a limited number of insurance carriers offering restricted provider networks.

"What is happening now is that people are being limited in the insurance carriers that will recognize subsidies," says Wilmsen. "I could go into some counties in Wisconsin, where there is only one insurance carrier servicing the public exchanges. If I were to go to the private marketplace in the same

counties, I would then have a multitude of carriers to choose from."

Additionally, a user of the public exchange is finding that they may have to change doctors or healthcare providers in order to obtain even basic benefits. If a doctor that they prefer is not listed with the exchange, then patients are offered a difficult choice: either go with the doctors listed or move over to the private exchange and pay full premium.

Another one of the major frustrations in using the HealthCare.gov marketplace is that an applicant needs to enter a vast amount of personal information prior to even seeing which insurance path they need to follow—public or private—all while dealing with the error-prone technical problems.

"This is where Healthcare.gov has it backwards," says Wilmsen. "From a consumer standpoint, what other website makes you declare your home address, telephone number, email address, and other personal information before you even get a chance to see the product or the price? Why have a person stand in line for something they don't qualify for—or even worse, cannot afford?"

In order to help bring the public marketplace back on track, the Obama government has tasked Jeffery Zients, former acting director of the Office of Management and Budget, to address the problems that have dogged HealthCare.gov since the October 1, 2013 launch. Zients was confident in having the website running properly, but with new issues cropping up, only time will tell.

"I think that they tried to get the system to do far too much at once," says Wilmsen. "I believe that the government completely underestimated the complexity of the system and the process that someone would have to go through to complete it," he says.

"This system has cost upwards of \$400 million, and it took over three years to develop. Is it the volume of users or is the fact that it just wasn't built right which is causing it to fail? It really doesn't matter—the bottom line is that right now, for millions of people, the website just doesn't work the way it is supposed to." 🚚



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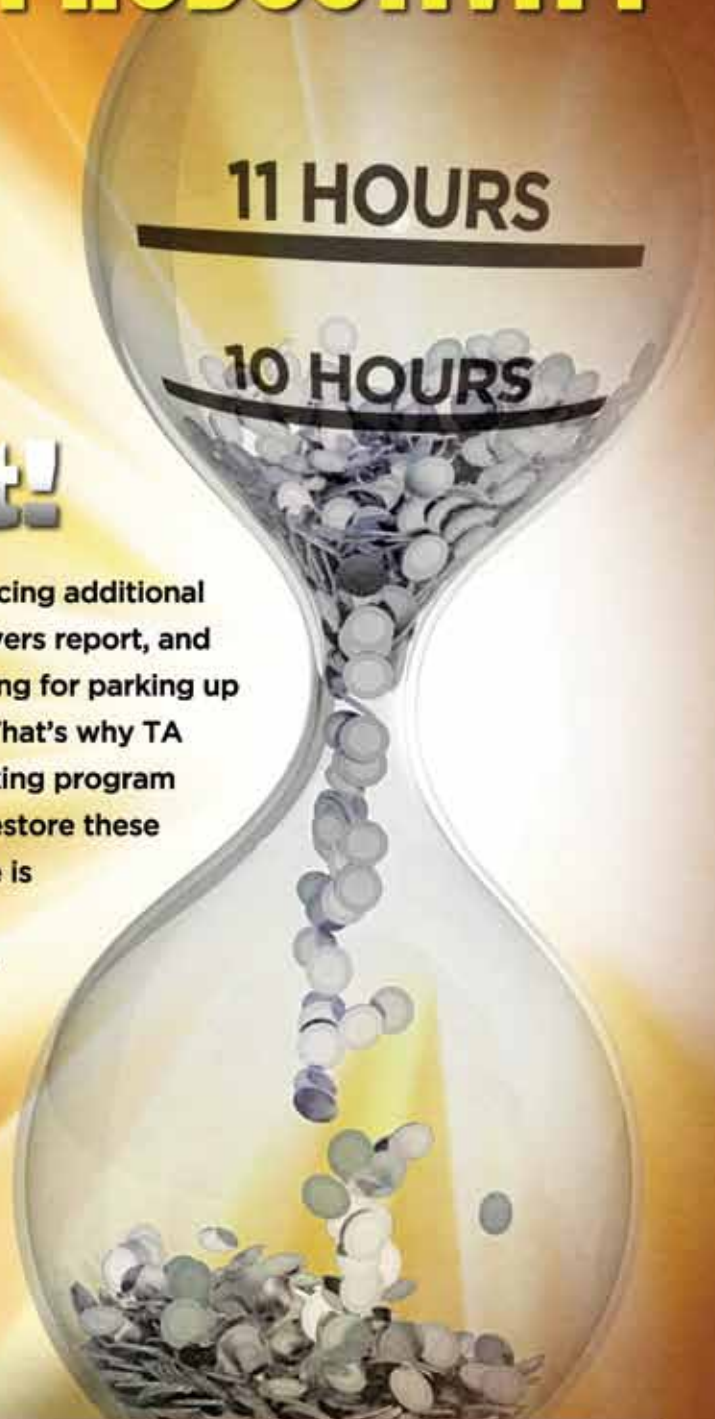
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Embracing the *Expediting* Lifestyle

By Paul Adair



Expediting is a surface transportation service specializing in the pick-up and door-to-door delivery of time-sensitive freight, on a schedule determined by the customer. It is one of the fastest growing and female-friendly segments of the trucking industry and, as such, is quickly becoming a career choice for women interested in entering the trucking profession.

"When a customer chooses to expedite a shipment, they are looking for the best option that will meet the time parameters needed by both the shipper and consignee. Generally, price will not take precedence," says Candi Cybator, manager of marketing and public relations at PITT OHIO. "This is in contrast with basic trucking, where the transportation of goods from point A to point B is promised within a reasonable period of time, but is not necessarily time-sensitive and price is taken into consideration."

Facing today's economic realities, companies increasingly rely on just in time (JIT) inventory solutions, such as expedited shipping, as a way to avoid the overhead costs in maintaining large inventories on-site. Because if this, an expedited driver will typically find themselves carrying less-than-truckload (LTL)

loads in urgent, time-critical or emergency situations.

"Expediting is the 9-1-1 of the trucking industry," says Missouri expeditor and Women In Trucking board member, Linda Caffee. "We get a call and within 10 minutes, we are moving to pick up the freight and then generally go straight through to delivery."

Expedited delivery offers its customers various levels of service, such as same day, next day, and time-definite delivery, where the customer chooses the time frame of delivery. Because of this time-sensitive nature of delivery, expedited truckers are able to command premium rates higher than received through basic shipping methods. Customers recognize that by paying more for expediting services, they are purchasing the assurance that their cargo will arrive safely, quickly, and on time.

Many who work in expediting arrive from other facets of the trucking industry; however, a growing number of expeditors come into the profession as a second career choice, with the median age of an expeditor being approximately 56-years-old. This makes expedited driving a popular choice for empty-nest couples looking for a new adventure and lifestyle.

Expedited delivery can also be an inviting career option for women looking to enter the trucking industry but who are hesitant about starting out in a large tractor. Expediting allows for the use of a variety of different vehicle types, including some specialized vehicles designed specifically for expedited shipping.

"Most women can make it in driving semis," says Caffee. "But many women simply prefer the smaller trucks and vans. Most of the trucks are now automated, and the vans are very easy to maneuver and simple to park."

Expedited trucking is like much of the trucking industry, in that you do not have to look far to find someone willing to lend a hand, show a friendly smile, or offer sound advice. Women are well received as expeditors if they are knowledgeable about their products and services, as the profession tends to be inclusive and results-orientated, rather than fixated on a driver's gender or background.

"The learning curve is not steep and expeditors are very good about helping each other out, no matter what company you work for," says Caffee. "Expediting is the same as truckload, in that nobody cares if you are a man or a woman or how old you are. All anybody wants is

the freight to be picked up and delivered on time.”

Currently, there are numerous expediting carriers across the United States, with the vast majority procuring the services of owner-operators. These owner-operators work as independent contractors who have the freedom to set their own schedules, determine for themselves which jobs they wish to take or refuse, and even choose to be out-of-service for as long as they desire.

An expedited driver can expect to travel over 100,000 miles and log approximately 250 days every year. However, truck drivers should also be aware that expedited business has its cycles, and that there will be times where drivers will be idle for several days before receiving load offers. On the other hand, there will be times when drivers will not get a chance to rest for weeks.

“Business-minded people make for good expeditors because of this income volatility,” says Caffee. “Expediting is for the financially secure, who know how to save when times are good and how to run lean when there isn’t any freight. People who cannot sit and wait will not make good expeditors. An expedited driver

needs to be able to be content sitting for a couple of days and then be happy running straight through for a couple of days. Otherwise, they will not do well in expediting.”

In the beginning, it is vitally important to efficiently market yourself in order to obtain load orders and raise your profile in an increasingly crowded marketplace. Contacting various companies and using various freight matching services would be good options for owner-operators at the start of their new professions. Additionally, it is extremely important that you

preserve a good professional reputation, always maintaining the proper insurance, paperwork, and licenses in place for your business.

“There will always be a need for expedited carriers and there will be a place for owner-operators if they are reputable and if they can run under an expedited carrier’s operating authority,” says Cybator. “CSA is drawing a lot of attention to those carriers that are not reputable, and deep-pocket lawsuits have drawn attention to parties willing to use independent owner-operators.” 🚛

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By Paul Adair

When working within the trucking industry, there will come a time when you will need to choose what type of driving fits your lifestyle: team driving or solo driving. When deciding on whether you want to run solo or team, you should take into account both the positives and negatives inherent to each driving situation.

Although solo driving is not for everyone, there can be some real benefits to hitting the open road on your own. Because of preference or personality, some drivers will naturally gravitate to the freedom and solitude that driving solo can provide.

When you are a solo driver, you are the only person you need to consider during the course of your day. Everything is up to you, as long as the load gets delivered on time, and there is no need to check in with a partner.

"When driving solo, you can stop whenever you want," says Lynn Rhoades,

a veteran driver with both team and solo driving experience. "You can drive as long as you want and put your stuff in the truck wherever you want. You can crank up the A/C or heat to wherever you want. And you can listen to any music or to any book you want, as loud as you want."

Although a truck may look spacious from the outside, every driver will tell you that the amount of usable area in the interior is at a premium. It is because of this that one of the biggest perks to driving solo is that you will not have to share this real estate with a partner, taking up what little precious room there is for sleeping and storage. It is your truck; you are the boss and you can make all the decisions on what goes where and not have to worry about the personal hygiene of the person next to you.

It should go without saying that the main downside to driving solo is that you will be faced with a lot of time by

yourself. If you are the type of person that needs some social interaction, then the long miles between truck stops could be unbearable.

For those who reject the idea of driving alone, there is always the option of team driving; however, working as part of an effective team will only suit drivers who are compatible. This is why many driving teams are made up of drivers who are in relationships—couples that are generally comfortable with each other's tendencies prior to striking up a business partnership. However, not all couples will work well together over long distances, cooped up in a truck for hours on end.

"When people ask about running with a spouse, I tell them to go home for two weeks," says Rhoades, "and stay in the smallest room of your house with your spouse and never leave their side; wherever one goes, you both go. The response they give tells right away

whether they could possibly form a team. Being on the road in a small, enclosed space, unable to leave for weeks at a time would be sheer torture if you did not trust or like the person you were with."

One of the major perks in driving with a teammate is that you have the opportunity to split the duties associated with maintaining a truck. Many hands make light work and numerous responsibilities will be accomplished faster with two people shouldering the workload.

"In team driving, you have the benefit of working together," says Rhoades. "You always have someone there to help with the truck chores; fueling, loading, unloading, throwing chains, and dragging tarps. Plus there is always someone to help when you are feeling sick or vice versa."

When driving as a team, you have the potential to bring home a larger paycheck when compared to driving solo. The reason for this is evident—when your truck sits idle, it doesn't earn any money for you. With two people driving a single vehicle, there is simply less time for your truck to sit idle. You will be paid for every mile your truck travels, even if you're not the one in the driver's seat.

The financial benefits can be especially palpable if your team also happens to be in a relationship where all earnings flow into a single bank account, as opposed to an unattached team that splits the paycheck down the middle before parting ways.

"Companies will sometimes pay more per mile for a team," says Rhoades. "Bonuses are generally good if you have a good company and if you are getting good miles. If you are a couple, you can

make wages comparable to if you were both running solo, and you can still be together."

The biggest roadblock to team driving is first finding someone that you believe you are able to work with, and then being able to withstand their constant invasion into your personal space. Eating, sleeping—when you can—and always being in each other's way 24/7 can test the strength of any driving relationship. Keeping the lines of communication open will be paramount to the success of any driving team.

However, the desire for companionship can far outweigh any of the detriments of team driving. Solo driving can be a lonely pursuit and, for some, the bonds you form as a team can last forever.

"I have friends that ran the same turn every week with the same partner for 13 years," says Rhoades. "They were both compatible and shared the same goal: to do the job and get back home safely to their families. And they are still good friends to this day, many years later." 🚚

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And the *Scholarship Winners* Are...

By Jennifer Ryan

Since its establishment in 2011, the Women In Trucking Foundation has awarded scholarships to deserving nominees who display exemplary skills in the trucking industry. The skills the Foundation chooses to recognize could range anywhere from technical ability and safety awareness skills, to leadership potential and professionalism.

Women are likely to encounter obstacles during their careers in trucking that their male counterparts may not. The Women In Trucking Association (WIT) is working to dispel the longstanding gender stereotypes by encouraging the employment of women in trucking, promoting their accomplishments, and minimizing the obstacles they may face.

"Scholarships are the reason that the WIT Foundation exists," says Jan Hamblin, chairwoman for the WIT Foundation.

Hamblin began her career in the still-male-dominated trucking industry 37 years ago, and has seen first-hand the importance of encouraging women who choose this career path. The Foundation's mandate is to encourage the employment and advancement of women in the trucking industry by providing scholarships to worthy candidates.

In the last issue of *Redefining the Road*, a call for applicants was put out, and many candidates sent in their stories of why they thought they deserved the WIT Foundation scholarship. All members of the association were eligible whether or not they were male or female. Six recipients were selected and awarded the scholarship last summer.

Our congratulations go out to the following recipients for earning the scholarship:

- Julie Schroeder, CDL-Southeast Community College, Lincoln, NE;
- Lavina Price, Central NM Community College, Albuquerque, NM;
- Trista Ellis, York Technical College, Rock Hill, SC;
- Josese Cox, Central NM Community College, Albuquerque, NM;
- Michele Turner, Greenville Technical College, Greenville, SC; and
- Kathleen Smith, Colorado Transportation School, Commerce City, CO.

Most of the recipients were students in trucking schools across the country and used the funds from their scholarship to

help in paying tuition fees and get them started in their careers.

"The money goes a long way," says Josese Cox. "It helped me a great deal."

Cox—the only male to have been awarded the scholarship this year—attended Central New Mexico Community College in Albuquerque, NM and is now completing his training requirements with Black Panthers Trucking. After studying transportation technology in college, Cox's family decided to open a trucking business. Cox used his scholarship to earn his CDL Class B and join his family, along with fellow scholarship recipient Lavina Price, in their new enterprise. His eventual goal is to co-own the family business, but for now, he is looking forward to the travel opportunities his new career path will open up.

"I had tried other careers," he says. "But I like traveling, and this career change means that after training, I get to travel the country."

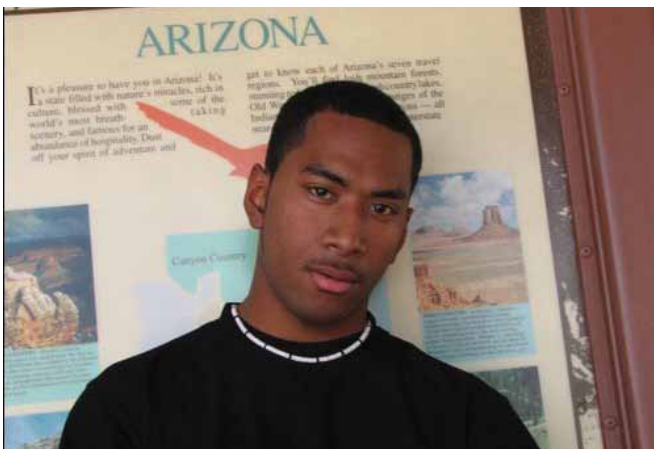
Among the scholarship recipients, travel was an often-cited reason for getting into the industry.

"I have always loved to travel," says scholarship recipient Trista Ellis. "I then met and married my husband, a truck driver. His stories enthralled me: the places he traveled, the people he met."

Ellis gave up her career as a nurse and joined him on the road. "During that time, I was happier than I had ever been in my entire life. Every single day, I went



Kathleen Smith.



Josese Cox.



Michele Turner.

somewhere new. I learned everything he could teach me about the business, though there is much I have still yet to learn.”

Ellis used her scholarship to attend North Carolina’s York Technical College to earn her CDL and is seeking employment with Crete Carriers.

Another scholarship recipient, Julie Schroeder, hopes to join her fiancé on the road as a professional truck driver. Schroeder took her CDL course through Southeast Community College in Lincoln, NE last summer.

“We want a better quality of life, and we both enjoy driving a truck,” she says. “Being able to do this together would be a dream come true.”

“The scholarship that the Women In Trucking Foundation provided was such a blessing . . . kudos to those who spend time and effort to provide these scholarships. Putting this organization together for women like us is truly meaningful.”

Michelle Turner, who recently turned 60 years old, realized that her dream was driving a truck. Her chosen career as a health care support worker no longer excited her. “I had an epiphany and realized that it was now or never,” she says.

She enrolled in South Carolina’s Greenville Technical College and took her CDL test last fall. She now works with G&P Trucking. Together with her husband, she is looking forward to getting out on the road to experience the country and the challenges they’ll face.

“But I look at the opportunities those challenges will present,” she says. “We approach it with an open mind and open heart, and it’s been nothing but positive. I’m really excited.”

The final scholarship recipient, Kathleen Smith, also switched careers to become a

truck driver, though she notes she moved from one male-dominated industry—computer programming—to another. Smith attended CDL college last summer, when it was called Colorado Transportation School and began driving in September.

“The scholarship that the Women In Trucking Foundation provided was such a blessing,” she says. “I was honored to obtain this scholarship, and I really just want to say kudos to those who spend time and effort to provide these scholarships. Putting this organization together for women like us is truly meaningful.”

The recipients of the WIT Foundation’s 2013 scholarships were awarded their bursaries last summer after submitting applications which detailed their training and included a short essay outlining their career objectives and how the scholarship would assist them in meeting their goals.

Qualification criteria was based upon the applicants’ financial need, a demonstrated desire to further their career in trucking and whether they were a member in good standing of the WIT Association. The applications were judged by the foundation’s Board of Directors. 🚛



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The Secret to Success: Growing *Your Business*

By Holli Moncrieff

In order to succeed, you have to believe that you can.

Joel McGinley, managing director of TranStrategy Partners, Inc., an executive coaching company, says that clarity and belief are two things every business needs to grow and succeed.

“Get a clear picture of what your objective is. You need to know where you are and where you want to go,” he explains. “You have to believe not only that it’s the right place to go, but that it’s attainable. If you don’t believe, you won’t take action. It’s that strength of belief that determines what you actually achieve. It works in business; it works in life.”

Gayle Pierce runs Cross Country Freight Service LLC, a freight brokerage business, out of her home. Like many female entrepreneurs in the industry, she is a one-woman show.

“Not too long ago, I read an article that said, ‘If you are not at the table, you’re on the menu.’ I have that on a bulletin board in my office. It puts a fire under me to continue on,” says Pierce. “All of the women-owned companies that I intermingle with, myself included, are struggling with this. We are a group who still work in our home offices, but freight is at a level in today’s market that we feel if we don’t make a move, we will be on the menu.”

The clarity that comes from knowing where your business is and where you would like it to go is crucial to success, says McGinley.

“Everything in the universe is in motion at all times. We either direct that motion, or it randomly happens,” he says. “Take control of those Point A to Point B relationships. Just learn to direct that motion and you’ll be surprised where it can go.”

Pierce has developed a mission statement for her business. Every year, she reviews her goals and creates new ones.



“I have my mission statement on my desk. Even though it is just me at this point, this is how I run my business,” she says. “Regardless of how large your company is, don’t forget your mission statement. It will give you clarity.”

Once you know where your business is going and you believe that you will get there, you need focus.

“Focus is frequency as opposed to intensity. Focus on the actions that support your belief. Frequency determines whether we succeed or not,” says McGinley. “If you feel distracted, it’s typically because your belief is waning. Stay as focused as you possibly can, and you’ll accomplish whatever you want to accomplish.”

Pierce maintains her daily focus by practicing time management. Even though she works at home, she gets up in the morning and gets ready for work before she goes to her office.

“How you feel and look directly affects your performance. I know this through experience. I have had PJ days in the office, and the attitude was just as relaxed as the PJs—not what you want for success,” she says.

She also makes at least two to three calls to manufacturers each week.

“One of the first calls I made, the gentleman said, ‘Tell me about your business.’ I stuttered and stammered. I did not get that man’s business, but now every time I pick up the phone to make a cold call, I have my list that describes my business—what I do, what I can do. I will never stutter over that again,” she says. “Most cold calls turn out unsuccessful, but I learn from them. I take the rough spots in each, polish them up, make notes and I’m more prepared for the next call.”

Once you have clarity, belief, and focus, the last step to growing your business is to maintain some flexibility.

“Flexibility is taking into consideration that there’s more than one way from Point A to Point B. There’s no one way, magic formula, but there’s your way,” says McGinley. “You dramatically reduce problems when you follow the natural movement that’s been presented.”

Pierce demonstrates this flexibility by figuring out ways to overcome any obstacles in her path.

“Everything in the universe is in motion at all times. We either direct that motion, or it randomly happens . . . learn to direct that motion and you’ll be surprised where it can go.”

“All businesses have challenges, but it isn’t anything anyone else doesn’t go through. All you have to do is work hard and see how you can get around a problem instead of letting it stop you,” she says.

Clarity, belief, focus, and flexibility—those are the four things every business needs to grow and succeed.

“Great leaders,” says McGinley, “do those four things very, very well.” 🚛



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Save the Date

Professional female drivers, we salute you and cordially invite you to join us for the Salute to Women Behind the Wheel in 2014! As the largest celebration of women behind the wheel, this year's event will be held March 29, 2014, during the Mid-America Trucking Show in Louisville, KY.

Become a part of history as WIT recognizes the outstanding safety and performance accomplishments of the nation's professional female drivers. There will be music, refreshments, prizes, goodie bags, and the biggest event of the day—the Salute photo of all women drivers.

Corporate members of WIT are invited to sponsor the Salute to Women Behind the Wheel. Please contact Ellen Voie at ellen@womenintrucking.org for details.

Plaaaay Ball!

By Ellen Voie, President and CEO, WIT

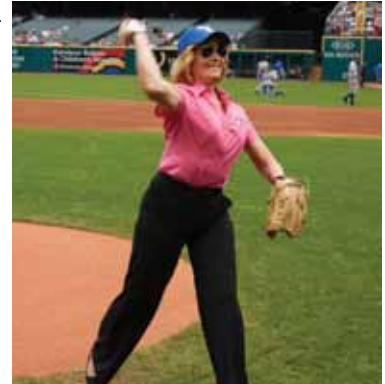
Women In Trucking Association hosted an event at the Cleveland Indians game at Progressive Stadium this past summer. The celebration was held to recognize women in the transportation industry and to acknowledge their hard work and dedication.

Bendix Commercial Vehicle Systems LLC and TravelCenters of America LLC—two northeast Ohio-based icons in the transportation industry—were the lead sponsors for the game-day party held on July 28 and included nearly 200 guests in the Terrace Club overlooking the field.

Cleveland Indians President Mark Shapiro thanked the group for their support and recognized the women in the industry for their part in supporting America's economy.

Bendix's Vice-President for Business Development Andreea Raaber introduced Anne Ferro, Federal Motor Carrier Safety Association Administrator. Ferro addressed the group prior to the game.

"Whether it's excelling as a transit mechanic or running a state DOT, the transportation industry has no shortage of evidence demonstrating that women have plenty of what it takes to succeed," she said. "Although women are more visible in the transportation industry today, and there is—as the Indians recognized on Sunday—plenty to celebrate, women still only make



Ellen Voie, President and CEO, WIT, throws the first pitch.

up about five percent of those behind the wheel of America's trucks," Ferro added.

Thomas O'Brien, CEO of TravelCenters of America, welcomed the group before Ellen Voie, WIT President and CEO, had the honor of throwing out the first pitch for the 1:05 p.m. start time. And yes, she made it over home plate!

Additional sponsors of the event included TMW Systems, Cuyahoga Community College, and T&K Logistics, Inc. A Bendix tractor trailer equipped with leading-edge safety technologies was parked on the Gateway Plaza prior to the game, with Bendix representatives on-hand to answer questions about both the truck and its technologies, and the trucking industry in general. 🚛



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Influential Woman in Trucking Award Nomination *Deadline*

Calling All Influential Women!

Do you know a woman who is a game changer in the trucking industry?

The Women In Trucking Association (WIT) and Navistar are seeking candidates for the 2014 Influential Woman In Trucking award.

Now in its fourth year, the award recognizes women who make or influence key decisions in a corporate, manufacturing, supplier, owner-operator, driver, sales, or dealership setting. The winner must have a proven record of responsibility and must have mentored or served as a role model to other women in the industry.

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 our industry.

Winners have included Rebecca Brewster, president and COO for American Transportation Research Institute; Joyce Brenny, president for Brenny Transportation; and Rochelle Bartholomew, CEO for CalArk International.

“This award has become a valuable platform to gain visibility for the leadership of women in trucking,” says Jan Allman, vice-president of truck manufacturing for Navistar. “As we’ve recognized the contributions of women in our industry, we

have also had the opportunity to build dialog around ways to promote further diversity.”

Last year, more than 100 women were nominated, representing a variety of leadership positions in the trucking industry. Help us recognize even more in 2014! Nominations will be accepted through January 31, 2014 at www.influentialwomanintruckingaward.org.

And mark your calendars for March 25, 2014, when we will announce the winners and host a panel discussion at the Truckload Carriers Association annual convention in Texas. All are welcome to attend this special event. 🚛



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To access these WIT member benefits, go to www.lifestylemarketplace.net/wit. Look for special offers on the Lifestyle Marketplace site, including the following:

- **Avis:** Receive discounts up to 25 percent off your rental.
- **Budget:** Save up to an additional 20 percent on Budget's already low rates.
- **Choice Hotels:** You'll enjoy having your 15 percent discount on published hotel rates at 11 hotel chains, including Clarion, Comfort Inn, Comfort Suites, EconoLodge, Mainstay Suites, Cambria Suites, Sleep Inn, Rodeway Inn, Quality Inn, Suburban, and the Ascend Hotel Collection.
- **Glasses USA:** Changing the way people shop for glasses, we want to help you to save up to 70 percent on high-quality prescription eyeglasses and sunglasses.
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- **Zoe's Chocolates:** Save 10 percent on Zoe's award-winning chocolates, which combine the generations-old tradition of fine artisan handcrafted chocolate-making with today's modern flavors. 🚚

Upcoming Events 2014

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

JANUARY

January 20-22

Jump Start 2014
Atlanta, GA
www.smc3jumpstart.com

January 31-February 1

Mid-West Truck Show
Peoria, IL
www.midwesttruckshow.com

MARCH

March 8-12

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

March 23-26

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

March 25

2014 Influential Woman in Trucking Award Presentation at TCA Annual Convention Dallas, TX

March 27-29

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

March 29

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

APRIL

April 10-12

Truck World 2014
Toronto, ON, Canada
www.truckworld.ca

April 13-15

The National Private Truck Council (NPTC) 2014 Education Management Conference & Exhibition
Cincinnati, OH
www.nptc.org/index.php?option=com_content&view=article&id=64&Itemid=411

April 13-16

NASSTRAC Shippers Conference & Transportation Expo
Orlando, FL
www.nasstrac.org/?page=AnnualConfExpo

MAY

May 19-21

2014 ALK Transportation Technology Summit
Princeton, NJ
www.alktechsummit.com

JULY

July 10-12

Walcott Truckers Jamboree
Walcott, IA
www.iowa80truckstop.com/trucker-jamboree

July 25-26

Expedited Expo
Wilmington, OH
www.expeditedexpo.com

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) 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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- Report vehicle defects, accidents, traffic violations or damage to the vehicles.
- Secure cargo for transport using ropes, blocks, chains, binders or covers.
- Operate equipment such as truck cab computers, CB radios and telephones to exchange necessary information with bases, supervisors or other drivers.
- Perform basic vehicle maintenance tasks such as adding oil, fuel, radiator fluid or performing minor repairs.
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- Check all load-related documentation to ensure that it is complete and accurate.
- Perform emergency roadside repairs such as installing light bulbs or tire chains.
- Plan or adjust routes based on changing conditions using computer equipment, global positioning systems (GPS), or other navigation devices to minimize fuel consumption and carbon emissions.

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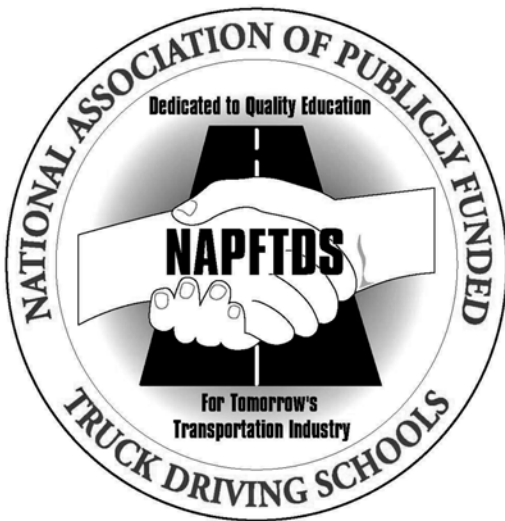
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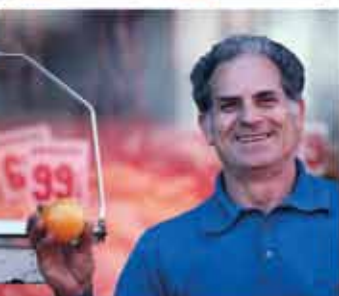


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