

Winter 2014/2015

# Redefining *the* Road

The official magazine of the Women In Trucking Association



## Ride-Alongs:

An Inside Look at Life on the Road

### Also Inside:

- 🚛 Everything You Need to Know About Tank Trailers
- 🚛 Attracting Female Drivers
- 🚛 Girl Scouts Transportation Patch
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# inside redefining the road

Winter 2014/2015

## Redefining the Road

### Published for: Women In Trucking Association

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Phone: 1-888-464-9482  
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www.womenintruck.org

### Printed by:

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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**

**WELCOME TO THE** winter 2014-2015 issue of *Redefining the Road!* It is hard to believe another year has gone by so quickly and our numbers continue to increase.

Next March, we will celebrate our 8<sup>th</sup> anniversary. As a relatively young association, we are still working hard to find the best way to represent you, our members. You are the most important part of the organization! What can we do to make your career in the trucking industry more profitable, more enjoyable and more valued?

Our ultimate purpose is to increase the percentage of women employed in the trucking industry. If you believe that having women make up only five percent of professional drivers and only 14 percent of transportation management is acceptable, then stop reading now.

We believe that more women should be encouraged to design, build, fix, drive and own trucks. Do you not?

Since it is the end of the year, I would like to share some of the ways we have worked to support this goal. Throughout the pages of this magazine, you will find more information on projects we have

## A Year in Review

initiated, but let me highlight a few of them.

Once we learned that the Boy Scouts had a transportation badge and the Girl Scouts did not, we decided to make that happen. We piloted a transportation patch with the Greater Chicago/Northwest Indiana Girl Scouts by hosting an event at Olive-Harvey College in Chicago. The first-ever transportation patch was earned by 84 girls in October who completed certain requirements that educated them on careers in trucking. You can read more about this on page 24. If you are interested in hosting a similar event, contact [WIT@womenintrucking.org](mailto:WIT@womenintrucking.org) for the curriculum and patch requirements.

Next year, we will be hosting our first Accelerate! Conference and Expo. We are excited to be working on an amazing lineup of speakers to educate those in leadership roles to increase the percentage of women in their companies. Visit our website for more information, but mark your calendar for September 20 to 22, 2015 and we will see you in Dallas!

We have spent a lot of time on helping truck manufacturers design a more adaptable cab, so women (and men) with a smaller stature will not find it a challenge to sit, ride, shift or enter and exit the cab. We have conducted research in conjunction with the University of Wisconsin-Stout and presented those findings, along with

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Throughout the pages of this magazine, you will find more information on projects we have initiated, but let me highlight a few of them.

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feedback from you, to six different manufacturers. Each of them is eager to accommodate the variations needed for larger and smaller drivers so the time behind the wheel is comfortable and more enjoyable.

If you did not get a chance to participate in the I HEART Trucking contest (see more on page 9), you can still watch the fun and informative YouTube videos posted by the People's Choice award winner, Allie Knight. Allie enjoys her job as a professional driver and shares with thousands of followers around the world.

*Continued on page 8*

Continued from page 7

Reaching out to the non-trucking public is one of our goals. We need to educate friends and neighbors on the importance of the industry. How do they think that carton of milk gets into the grocery store, anyway? We hosted a “Women

In Transportation Day” at the Cleveland Indians game (read more about this on page 23) in September and cheered on professional driver Virginia Sturtevant (FedEx Custom Critical), who threw the opening pitch over the mound! Way to go, Virginia!

We are excited about the coming year and increasing our membership numbers. You can help us by talking about Women In Trucking Association to your colleagues and peers. Feel free to purchase a gift membership as well. Our December BOGO special is a “buy one, gift one” promotion! For any individual who joins or renews their membership, WIT will give you a free membership to gift to a non-member.

Currently, this publication is mailed out three times each year. Your next issue will arrive in March, just before the Mid-America Trucking Show. You should be receiving our weekly electronic newsletter each Wednesday morning. If not, you can sign up for it on our website. For those of you on Facebook, check out the Women In Trucking Association, Inc. group. It is moderated by professional drivers and has over 7,400 members. Our LinkedIn group (Women In Trucking Association) has over 4,000 members. And do not forget to follow us on Twitter and be one of almost 10,000 folks who see our tweets!

Thanks for your continued support as a member. We look forward to serving you in 2015. 🚛



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# Announcing the I HEART Trucking Contest Winners

Although Allie Knight has been driving a big rig for less than one year, she has thousands of fans around the world who follow her on her daily journey as a professional driver. She began recording her trips and posting them on YouTube at AllieKnight.com. When she heard about the I HEART Trucking contest, she posted a video and began accumulating votes right away.

Knight won the People's Choice award, initiated by the Women In Trucking Association (WIT) and sponsored by Truckstop.com. The site was created by AllTruckJobs.com for this special image campaign.

Professional drivers posted videos of themselves talking about their jobs and what they loved about their career choice. Drivers were encouraged to create and submit videos sharing their positive experiences as professional truck drivers.

The videos went viral and there were thousands of votes for the various videos. Knight won the People's Choice award by a large margin.

The Judges' Choice award went to Guadalupe "Lupe" Potter, a driver for Bennett International Group. Potter has been a professional driver for over 26 years and, at just under five feet tall, she often gets a second glance when she hops out of her

truck. "I like driving because it's a challenging job, every day is different," says Potter. "If I had to be doing anything else, I wouldn't be doing it because this is what I love to do," she adds.

Honorable Mention went to Jan McCarter, who began her career shortly after she married her husband James, nearly 20 years ago. "I've found my calling," McCarter says. "I want to set a good example," she adds. McCarter received an Honorable Mention for her self-produced video, which included music she had written and recorded.

All three finalists received a plaque as their award. 🚛



Left to right: WIT president Ellen Voie, Allie Knight and Brent Hutto of Internet Truckstop.



Jan McCarter's video can still be found on YouTube.



Guadalupe "Lupe" Potter and her truck.

# Ride-Alongs:

## An Inside Look at Life on the Road

Not everyone involved in the trucking industry knows what a work day is like for truckers. Not knowing first-hand what it takes to be on the road all day can make it difficult for them to understand drivers' needs. That is, until they take part in a ride-along. Industry professionals have been joining drivers for one or several days to find out first-hand what it is like to be on the open road. And it has been an eye opening experience for at least a couple people.

Wisconsin Department of Transportation (WisDOT) secretary Mark Gottlieb highlighted opportunities for women in the transportation industry by participating in the third Women In Trucking Association (WIT) ride-along event. He shared a cab with Walmart driver Lisa Buhrow. Gottlieb accompanied Buhrow from the Saukville Walmart Supercenter to the Beaver Dam Walmart Distribution Center, gaining valuable insights from a transportation veteran, while discussing the growing role of women in the industry.

"Jobs in the transportation industry today are plentiful and it's important for me to see that the tools, training and technology that we have in place through the



Left to right: Marne Keller-Krikava of J. J. Keller & Associates, Inc., WIT president and CEO Ellen Voie and Deb Anderson of Schneider National.

WisDOT are truly supporting this growing industry," says Gottlieb. "I want to see how Wisconsin's regulations, road repairs, even rest areas have affected drivers."

As a member of WIT and a highly skilled commercial driver for Walmart, Buhrow hopes to be an advocate for women and encourages others to pursue careers in the industry. Walmart drivers

like Buhrow log millions of miles every year, delivering products to thousands of locations across the country. With approximately 6,000 trucks in the United States, Walmart drivers work in multiple ways to increase efficiency by implementing effective driving techniques, such as minimizing idle time and progressive shifting.

"It was a pleasure to share a ride with WisDOT secretary Gottlieb and provide feedback on how we can advance the role of women in my industry," says Buhrow. "I am proud to be part of the Walmart fleet and to work with organizations like the Women In Trucking Association to raise awareness for the many viable and rewarding career opportunities in the transportation industry."

Ellen Voie, WIT president and CEO, also participated in the ride-along event and was driven by Buhrow's husband Wayne, a Wisconsin Road Team member. Voie is an active member of the Wisconsin DOT Motor Carrier Advisory Committee.

"We're honored to have WisDOT secretary Gottlieb join us today to highlight the role of women in trucking," says Voie. "By working together with WisDot, I'm



WisDOT Secretary Mark Gottlieb and Walmart driver Lisa Buhrow.

“Spending time with these women was a terrific, eye-opening experience.”



Left to right: WIT president and CEO Ellen Voie, Walmart driver Lisa Bubrow and WisDOT Secretary Mark Gottlieb.

confident that we can bring attention to a growing industry and the great career opportunities for women in the industry.”


J. J. Keller president and CEO Marne Keller-Krikava broke away from her usual business day as well to get some first-hand experience on the road. She left her office for August 6 to 7, 2014 and hit the open road to show her company’s support for WIT.

In order to understand the unique challenges women in the industry face, Keller-Krikava rode along with Deb Anderson from Schneider National of Green Bay, Wis. and Bree Eubanks from Roehl Transport of Marshfield, Wis.

“We were excited to offer Ms. Keller-Krikava the opportunity to ride with

female professional drivers to get a glimpse into life on the road and, more importantly, to better understand how the regulatory environment affects drivers personally,” says Voie. “She was able to interact with the very individuals her company’s products and services impact on a day-to-day basis.”

And Keller-Krikava also felt that she benefited from the ride-along. “Spending time with these women was a terrific,

eye-opening experience,” says Keller-Krikava. “Both women clearly shared a passion for the independence the profession offers, but it was also evident they face some key challenges, such as increasing regulation, distracted drivers and finding safe overnight parking. With the help of organizations like Women In Trucking, we will continue to make strides in addressing these issues and recruiting more women to the profession.” 



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# Why Women *Love* Driving Tank Trailers

By Meg Crane



Les Rozander, director of retention and recruiting for Trimac Transportation's Canadian operations admits that tank trailers can be intimidating. He has been in the trucking industry for more than 40 years and for 28 of those years he has been, specifically, in the tanker industry.

While today he is not on the road much, he spent five years behind the wheel of tankers.

"A higher level of training and responsibility is needed," says Rozander. This is because of some of the added dangers, which make it paramount that drivers follow all processes and procedures.

While it is always important to be safe, the comfort level of drivers of tank trailers is more respected, says Rozander. "The feedback we get from drivers is that this generally generates more respect from shippers and receivers."

The driver is in charge of loading and unloading. If they feel uncomfortable, they can stop the process at any point. "The driver is, in effect, the captain of the ship," says Rozander.

On top of this, customers are very safety-oriented. They are more generous with shipping times and more cautious with potentially dangerous weather conditions.

While everyone is more cautious, there may actually be less work for drivers. According to Rozander, the most physically demanding part of hauling tank trailers is using hoses.

"Some people are apprehensive about becoming tanker drivers, but in my experience, a high percentage of drivers who step up to the challenge would never consider going back to other types of trucking," says Rozander. The challenge, responsibilities and respect garnered by tank trailer haulers is too good for many to go back.

"If it's something that is of interest, my recommendation is to talk to some drivers in the tanker industry," says Rozander. You may just find that it is for you.

"I would encourage other women to try it," says Wanda Simmers. She has been driving trucks for 35 years and has primarily hauled tank trailers for the past six with Kenan Advantage Group. "I think more women should try it because it pays well. At least my company does."

The first time Simmers drove a tank trailer, she was surprised by the movement. "You don't realize how much the liquid moves around in there. You can feel it and need to be more careful on turns," says Simmers. Drivers also need to be more cautious on slippery roads.

But there are some benefits to hauling tank trailers. For one, they are usually shorter than other types of trucks, making them easier to backup. "The wind doesn't affect you as much," says Simmers. This is because of the rounded shape of the tanks.

It is also quicker to load and unload. Instead of waiting for someone to come help unload, drivers just need to hook up a hose and fill or drain the tank.

"I think that it's got a bad reputation because everyone thinks of blowing up, but there's so much more than just fuel," says Simmers. "Driving is not so much about what you haul as what company you haul for."

Shelby Jones loves driving in general, but she specifically drives tank trailers because of the company she works for. She says Jack B. Kelley, Inc. is a wonderful company. Plus, driving tank trailers is easy, she adds.

Shayna Van Wald also thinks the company you work for has more of an influence on job satisfaction than what you are hauling. She primarily likes her job because Klemm Tank Lines does not treat her like a number; it treats her like a real person. She also drives tanker trucks and loves it.

"I wish I'd have done it 12 years ago when I started," says Van Wald. "I don't

have to wait for someone else to load and unload.” She has the ability to work at her own pace and control how quickly she works.

Jolene Tucker drives tank trailers with Petro-Chemical Transport, a subsidiary of Kenan Advantage Group. In her more than 20 years of trucking, she has pulled every type of trailer. “I prefer the challenge of the fuel transportation industry. Timing and precision is necessary,” says Tucker. “Tankers offer more than just ‘drop and hook’ or ‘bump the dock’ type of trucking.”



Instead of waiting for someone to come help unload, drivers just need to hook up a hose and fill or drain the tank.

Leigh Loney loves that driving tank trailers in her home town for Kenan Advantage Group means that she can be home every night. She used to work at a factory and was not very happy with the work.

“I live in a town with a refinery. Tanks come and go 24-7. One day I noticed a women tank driver and was impressed,” says Loney. She decided to pursue a career as a truck driver and has been driving tank trailers for eight years now. “I’m home every night. I’m very happy,” says Loney.

Pura Pereles is not home every night, but she is okay with that. Pereles wanted a career that would keep her and her family afloat if anything happened to her husband.

“Truck driving is a good career and I thought I could do it,” says Pereles. Of all the types of trucks she could drive, tank trailers were the ones that offered the most money. So, that is what Pereles went for and what she is happily doing now for Kenan Advantage Group. But she does not think she could have done it without the support of her family, driver trainers Darren Oakes and Ted Prices, and the company that now supports her. 🚛

# Pay. Miles. Respect.

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Melissa Horr, Schneider driver

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EDGE MEDIA/OW

# Plan Now to Attend the First Accelerate! Conference & Expo in *Dallas*

After extensive conversations, exploration and research, the data is in. The transportation industry needs a way to bring the industry together to address the opportunities, challenges and barriers as they relate to gender issues. Thus, the Accelerate! Conference & Expo was born. The theme is Moving Transportation Forward.

“We are really excited about this new opportunity,” says Ellen Voie, president and CEO of the Women In Trucking Association (WIT). “Anyone who believes the gender balance should be changed in the industry should attend and participate in this event.” The Accelerate! Conference & Expo is slated for September 20 to 22, 2015 at the Hilton Anatole in Dallas, Texas.

The association has been created for both women and men who are either involved in the industry or have a career interest in being part of one of the largest networks of professionals in North America. It was established to encourage the employment of women in the trucking industry, to promote their accomplishments and to



minimize obstacles faced by women in the industry.

Although strides are being made, women employed in management positions in transportation, storage and distribution is slightly over 14 percent with 11 percent of women graduating with degrees in transportation.

Accelerate! is another way to bring everyone together to raise education and awareness. In fact, it is the place to learn about critical transportation issues and trends, along with perspectives of the positive impact women can have on the industry. An impressive list of nationally known speakers will present content that is industry-specific, but will also present invaluable topics for professional and personal development.

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... it is the place to learn about critical transportation issues and trends, along with perspectives of the positive impact women can have on the industry.

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Some of the speakers and topics include:

- Nadine Haupt, Fast Women in Business, "How to Be More Competitive."
- Influential Women in Trucking Panel Discussion, featuring the "movers and shakers" in the trucking industry.
- David Coleman, The Dating Doctor, "Building Strong, Strategic Relationships in Business."
- Nagin Cox, NASA, "The MARS Project and How it Relates to Trucking."
- Lee Klaskow, Senior Transportation Analyst, Bloomberg Financial, "State of the Economy and its Impact on Transportation."

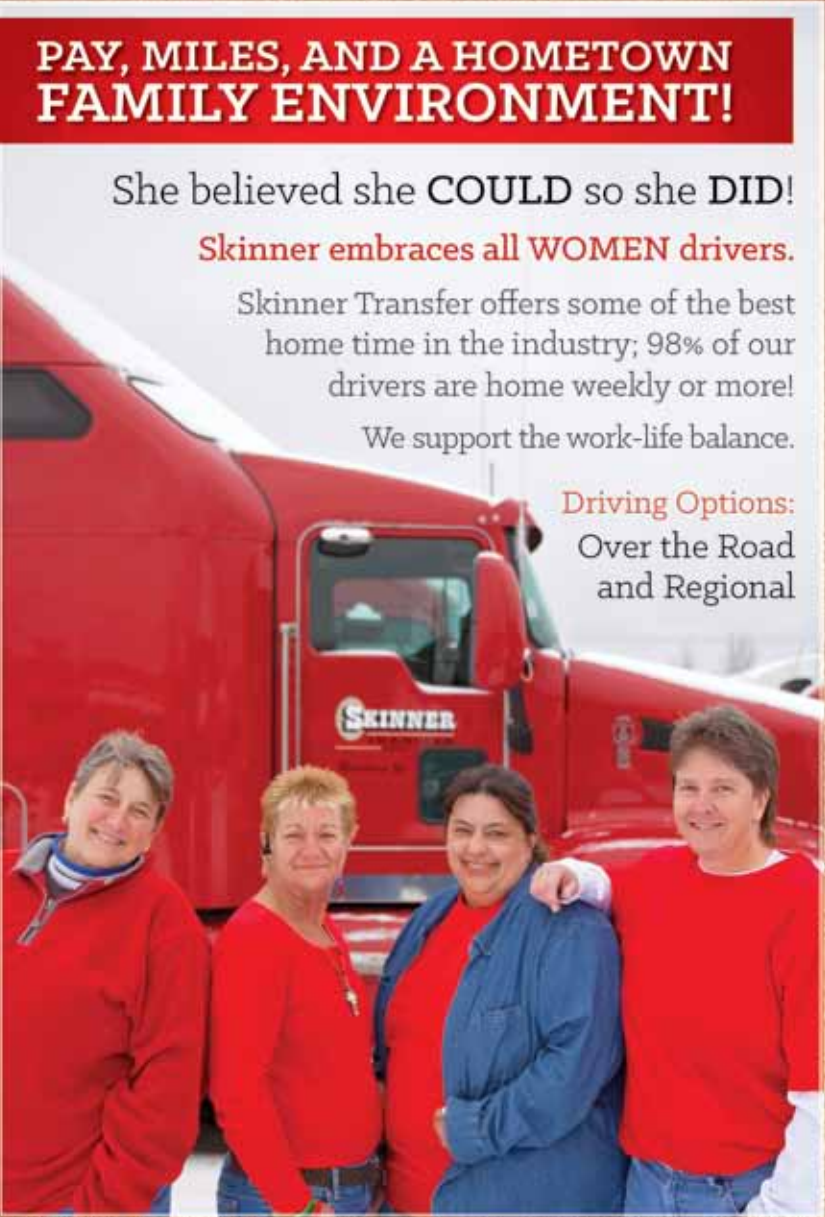
- Facilitator-led roundtable discussions over lunch.

Registration for the event is now open at [www.womenintrucking.org](http://www.womenintrucking.org) and the association has made registration fees affordable for all to attend: only \$450 for members and \$495 for non-members. Register prior to June 1, 2015 for additional savings at the early bird rate.

In addition to the top-notch education, Accelerate! is a great place to network with your peers and to build business in the intimate, integrated conference and exhibition setting. And, if your

company would find value in sponsoring or exhibiting at the conference, there are three levels of sponsorship packages that offer an array of deliverables, including online branding, in-print marketing and visibility not only at the conference, but throughout the year. Expo-only options and exclusive sponsorship opportunities are also available.

To reserve space or to find out more information about exhibiting or sponsoring, call Carleen Herndon at 615-696-1870 or email her at [carleen@mindshare.bz](mailto:carleen@mindshare.bz), or go to [womenintrucking.org/conference-expo](http://womenintrucking.org/conference-expo). 🚛



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# Covenant

## Works for *Women Drivers*

By Meg Crane

Last issue, an article was published in *Redefining the Road* about attracting and engaging women drivers. President and CEO of the Women In Trucking Association, Ellen Voie, shared her tips in an article titled *How You Can Attract & Engage Your Female Drivers*. We tracked down a company that is working hard to do just that.

Covenant Transport's vice-president of recruiting Rob Hatchett says the company attracts women the same way it attracts men: good pay, culture and safety.

Hatchett knows first-hand how important it is to attract women to the company. Because of his wife, who actually brought him into the industry, he has seen just how dedicated to trucking women can be. "She is very strong and she is proud," says Hatchett.

And Hatchett is proud of her. He is also proud of how dedicated Covenant is to making women feel included and



*If it were not for his wife, Hatchett would have never driven trucks.*

welcomed. Women make up nearly 16 percent of all drivers at the company, so they play an important role. Covenant

created a group for them called Women of Covenant to encourage women drivers to lean on one another. "It's always good in life when you have someone walking in the same shoes," says Hatchett. "Our focus is to bond our female drivers together." This group encourages them to do just that. It creates a culture within the company's culture for women to connect right from the first day.

At Covenant, truckers are actually able to connect with each other right from day one. Rather than being sent right out on the road, orientation for new employees consists of two full days off the road.

"We really want them to understand our culture," says Hatchett. The most important part of the culture is their motto, "I commit to C.A.R.E." This stands



*Rob Hatchett's wife, Rachel, is thrilled when she is behind the wheel.*



---

It creates a culture within the company's culture for women to connect right from the first day.

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*Covenant for Women helps women who drive for the company to bond.*

for communication, attitude, respect and excellence.

“We basically want to show the women drivers that we care about them,” says Hatchett. “They get a home at Covenant. It’s not just another male-dominated place.”

The company’s Facebook page plays a big role in showcasing that. All current drivers are able to post on the page and many of those who do are women. This also works to engage drivers and help continue to connect them.

While there is not a huge difference in how Covenant attracts and engages men from women, Hatchett has noticed a difference in how they drive.

“We feel that even though this is a male-dominated job, the female drivers are great,” says Hatchett. The company

has a club for people who have driven the equivalent distance of 40 times around the world without an accident. There is another group that has driven 80 times around the world. Both clubs have many women in them.

At time of press, a woman at the company was only 103,000 miles away from being the first at Covenant to drive the equivalent of an impressive 120 times around the world accident-free. That’s 3,000,000 safe miles she will have logged for Covenant. 🚚

A background image for a Bendix advertisement showing a large semi-truck on a highway at dusk or dawn, with other vehicles in the distance.

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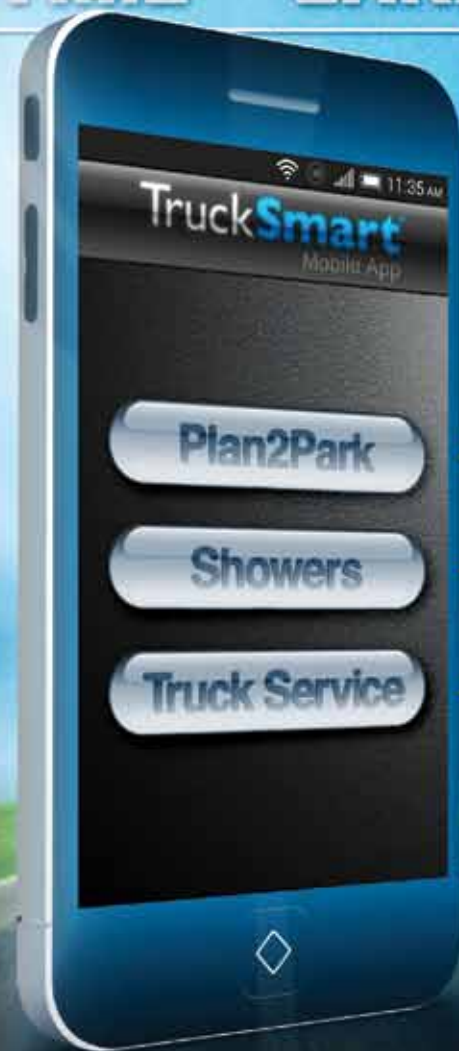
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# Using WIT as a *Resource*

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

Reporters and researchers who are looking for information about women in the trucking industry often call us. Sometimes they want statistics, other times they are looking for quotes or interviews. As we continue to field these calls and emails, we try to include the information they want on our website so it is easily available.

If you have not visited our website ([www.womenintruck.org](http://www.womenintruck.org)) lately, let me fill you in on some of the ways we are supporting your quest for information about women in the trucking industry.

The most common request involves statistics on female drivers. Click on the

resource tab across the top of our home page. Under industry links, you will find categories such as “Reference & History,” “Nonprofit Organizations,” “Hotlines,” “Government Resources” and “Business Resources.”

Under government resources, you will find the Department of Labor data on Heavy and Tractor-trailer Truck Driver Occupational Handbook, Labor Force Statistics, and Wage Data by Area and Occupation. Check out the Highway Trust Fund Ticker and you will understand why our roads are deteriorating due to funding deficits.

If you are looking for historical information, click on the reference and history link and you will find articles from the Federal Highway Administration as well as information about Lillie Drennan, the first female commercial driver and a historical perspective from our own member, driver and writer Sandy Long.

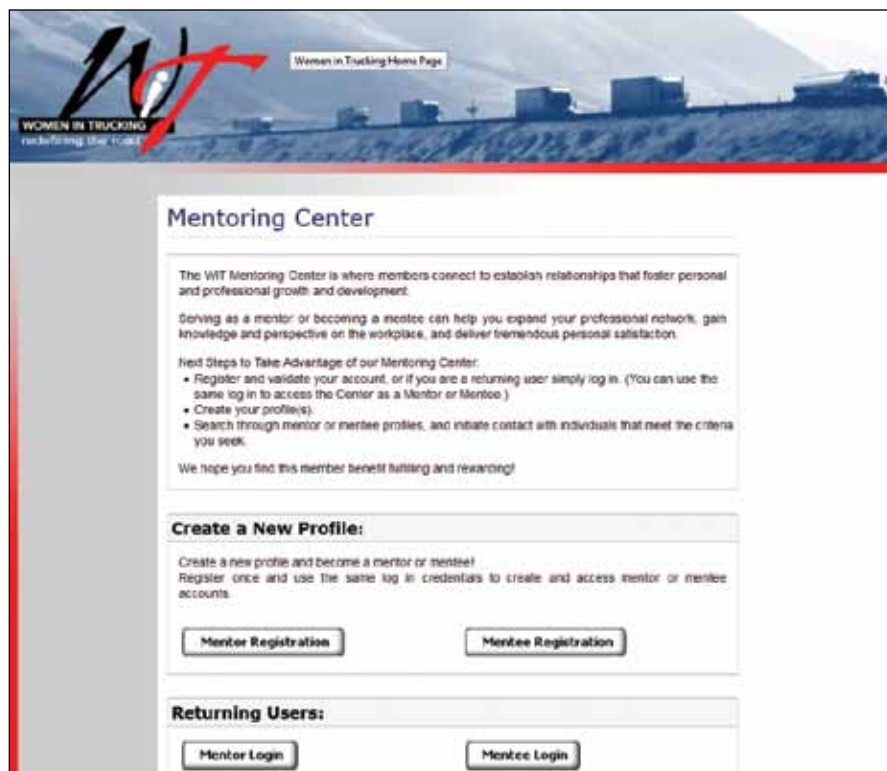
The “Hotlines” tab includes phone numbers for the National Domestic Violence hotline, the Equal Employment Opportunity Rights hotline, and the Federal Motor Carrier Safety Administration’s hotline to report carrier safety violations.

For information on women and business, click on “Business Resources” and you will have access to the U.S. Chamber of Commerce data about women in business as well as the National Women Business Owners Corporation to learn about becoming a certified Women’s Business Enterprise (WBE).

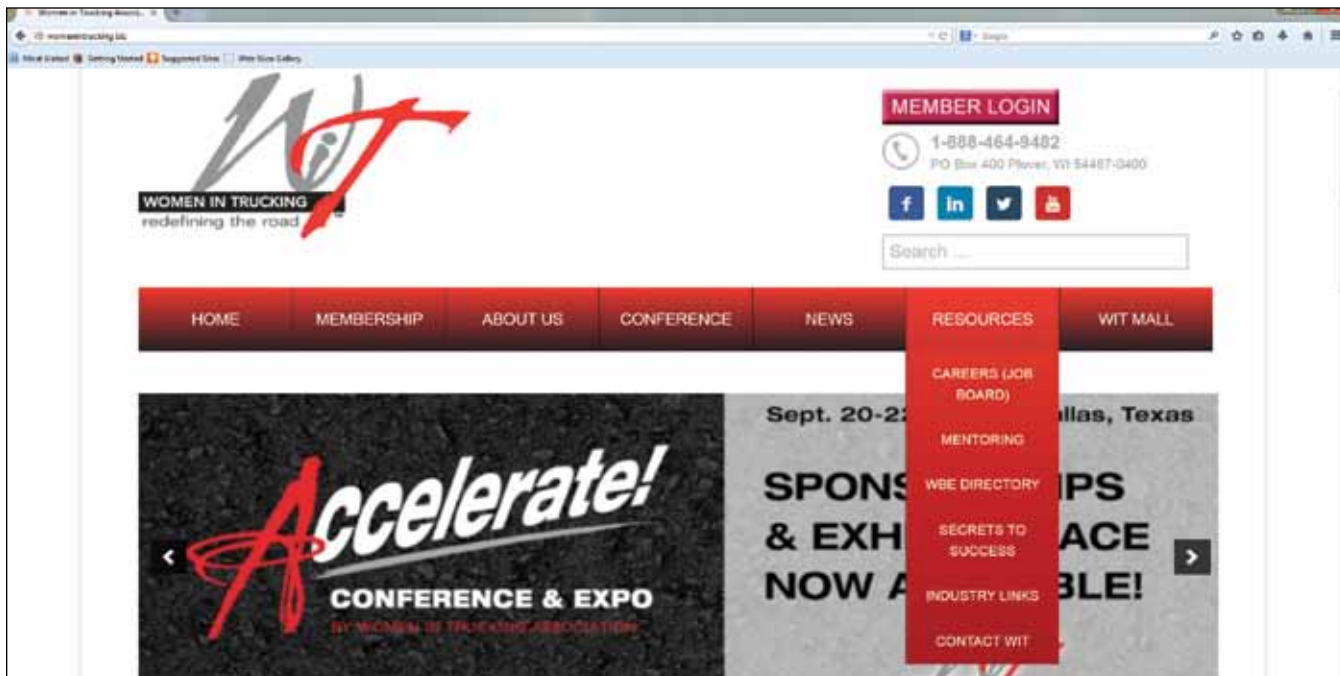
Because of government requirements for companies working on state or federal contracts, we are providing a list of certified WBE. This will allow us to match our members who have become certified to companies with diversity needs. If your company is a WBE, please contact us so we can include you in this directory.

Under the “Resources” tab, you will also find the link to WIT Careers, a job board for both job posters and job seekers. You can post a resume here or look for positions within the trucking industry.

If you are willing to be a mentor, we urge you to sign up in the “Mentoring Center.” Create a profile and wait for someone to search for you for your advice and support. If you are looking for a mentor, here is the place to join the center.



Sign up on the association's website to be, or to receive, a mentor.



The association's website is packed with resources for anyone looking for information on women in the trucking industry.

There is no cost on either side and we encourage you to consider this valuable resource.

Our "Secrets to Success" tab is full of information for those unfamiliar with the trucking industry to those who are looking for career advancement. From *Is Trucking for You* to *Life on the Road*, you will find interesting stories, tips and advice from our members.

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One of the most important beneficial resources on our website is the "Members Only" section.

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This past year, we launched our webinar series and you can find that link under the "Secrets to Success" tab. Each month, the Women In Trucking Association hosts a free webinar to give you more information to achieve greater success.

The November webinar featured Debbie Gardner from the Survive Institute who spoke about self-defense and self-confidence.

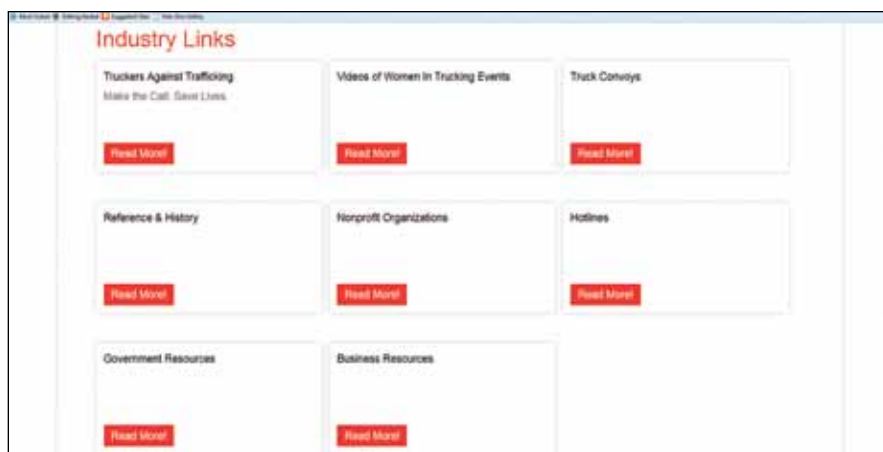
In October, we were pleased to feature Buck Black of Trucker Therapy. He spoke about conflict management in the workplace. These webinars are archived and available on our website for you to access at your convenience.

You will read more about the 2015 Accelerate! Conference and Expo in this publication, but you can get all the details on our website under the "Conference" tab. Sign up as an exhibitor or attendee online or feel free to reach out to our conference partner, MindShare's

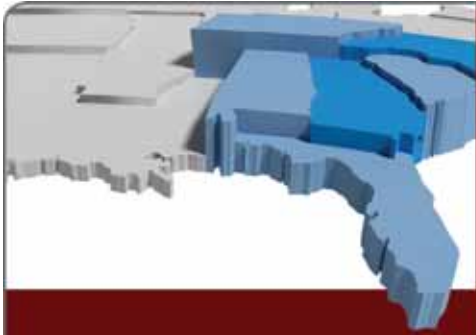
Carleen Herndon (carleen@mindshare.bz) for additional information.

One of the most important beneficial resources on our website is the "Members Only" section. Here you will find coupons, discounts and more information on goods and services relevant to you and your career. Check out this page by logging in with your user name and password. It will be worth your time.

We want to be your resource and means of support as a member of the Women In Trucking Association. We invite you to spend some time visiting our website and learning more about the industry as well as our organization. 🚛



The association has gathered links to information that you might find very useful.



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# Cleveland

## Indians Honor Women In Trucking

Virginia Sturtevant practiced her overhand pitch for weeks before the September 27, 2014 Cleveland Indians game against the Tampa Bay Rays. As an owner-operator leased to FedEx Custom Critical, she was given the opportunity to throw out the ceremonial first pitch at the game. Her practice paid off and the ball flew over home plate with ease.

Sturtevant was chosen to represent her company at the Women In Transportation event, hosted by Women In Trucking Association (WIT). This is the second annual event to honor women employed in transportation careers. FedEx Custom Critical was the top bidder for the first-pitch opportunity in an online auction to support the Women In Trucking Scholarship Foundation.

Top sponsor of the event, Bendix Commercial Vehicle Systems, Inc. hosted James P. Meil, a principal industry analyst and former chief economist for Eaton Corporation. Meil spoke about the importance of the industry in the economy and the forecast affecting trucking in the future.

"The Women In Transportation day at the Cleveland Indians' Progressive Field is intended to bring attention to the many women who enjoy great careers in a male-dominated environment," says WIT president and CEO, Ellen Voie.

"Virginia is a great example of a woman who not only drives a truck, but owns a successful small fleet with her husband, David," Voie added. "These are the women we are celebrating today."

TMW Systems also sponsored the event and invited both staff members and affiliates to the game. Other event sponsors

include FedEx Custom Critical, TA/Petro Stopping Centers and T&K Logistics, Inc.

Although the Indians lost to the Rays, the enthusiasm was not lessened and the attendees appreciated the view from the Terrace Court as they enjoyed snacks and beverages during the event. 🚚



Virginia Sturtevant threw the first pitch.



# Trucks Are for *Girls*

Raising the percentage of women in the trucking industry is the Women In Trucking Association's (WIT) primary purpose. In an effort to provide exposure to young girls who might not have considered a career in trucking, WIT initiated a transportation patch for the Girl Scouts of America.

In partnership with the Girl Scouts of Greater Chicago and Northwest Indiana, the curriculum was designed to provide the girls with insight into the trucking industry. The event took place October 13, which was Columbus Day, and there was no school scheduled.

Olive-Harvey College in the southeast Chicago area hosted the event and provided a meeting area for the girls to listen and learn about trucking, as well as two tractor-trailers for the girls to climb in and learn about. Joanne Ivory, associate dean of the college, coordinated the event.

The day began with a welcome from Ivory in the auditorium, followed by a short talk about careers in the trucking industry by WIT president and CEO Ellen Voie. A video about trucks was provided by J. J. Keller & Associates, Inc.

The keynote speaker was Dr. H. Lenora Hardee, who talked about her job as



*WIT president and CEO, Ellen Voie, shows a truck to the Girl Scouts.*

chief technical engineer at Navistar, Inc. Dr. Hardee told the girls about the importance of truck cab design and how it relates both to comfort for the driver as well as aerodynamics and fuel efficiency. She explained that a proper fit is crucial and asked the younger girls if they felt comfortable in the auditorium chairs when their feet could not reach the floor.

She showed them photos of mannequins in cabs and how the pedals, steering and seats must allow the driver to be able to reach all of them.

The girls were then led outside to where the tractor-trailers were parked and numerous instructors were available to talk to them about the skills needed to drive a truck. Older scouts were allowed to climb into the trucks and see the view from the driver's seat. They learned about the parts of the tractor and trailer and the importance of maintaining the equipment for efficiency and safety.

Ivory had activities ready for the girls when they returned to the auditorium. First, they were given maps and asked to identify things on the maps and to look at the geography of the rivers, roads and state borders. They were then provided with cardboard trucks to assemble and to take home after the event.

Averitt Express provided a pizza lunch and snacks of chips were donated by Frito-Lay. The Girl Scout troop provided fruit drinks for the scouts and their chaperones.



*Navistar chief technical engineer Lenora Hardee speaking to the Girl Scouts.*



At the end of the event, each scout was presented with the first ever transportation patch for her sash. They were all surprised to receive goodie bags from WIT with items from corporate members and sponsors. The cost of the patches was paid for by C. H. Robinson, Inc.

There were 84 girls ranging in age from four to 13 who attended the Girl Scout day at Olive-Harvey College. Accompanying the girls were many parents who were also told about potential jobs available in the trucking industry.

The day was truly a historical opportunity to launch an initiative that will introduce the next generation of girls to careers as drivers, mechanics, engineers, managers and company owners.

The Girls Scouts of Greater Chicago and Northwest Indiana and WIT have finalized the curriculum, which will be shared with troops across the country so that they can offer the same patch in their area.

The association is truly proud of initiating this opportunity to share the trucking industry and its importance



with these girls. More importantly, it is supporting their mission to increase the percentage of women employed

in the trucking industry by introducing these girls to career opportunities at a young age. 🚛

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# Women In Trucking *Seat Challenge* Results

With more women entering the trucking industry, truck manufacturers are working on ways to meet the needs of a new demographic. Women are typically shorter, with shorter arms and legs, and wider hips. In the past, trucks were designed with men as the standard user.

Now, as the percentage of women who are driving is increasing, cab design is becoming a more important factor in ergonomics and driver comfort. "Truck seats are one of the most important features in the cab," says Jen Ross of Seat Specialists. "Drivers are sitting in these seats for many hours and an uncomfortable seat can negatively affect both their comfort and their health," Ross adds.

Women In Trucking Association (WIT) has been working with researchers and truck manufacturers to better understand the needs of the growing population of women drivers. Recently, in cooperation with Seat Specialists, the organization held a Seat Challenge at the Great America Trucking Show in Dallas, Texas.

Attendees were invited to sit in six seats at the WIT booth and to vote on their favorites. They were asked to rate the best seat in five areas: fit, feel, support, style and their overall favorite. There were 216 people, both men and women, who took the challenge. Results were separated into men and women.

The seat manufacturers were Knuedler Manufacturers, Prime Seating, Bostrom Seating, National Seating and Superior Seating. Votes were broken down by sex as well as commercial driver's license (CDL) holders. Each person was given one chance at winning \$500 off a new seat and the display seats were sold during the show.



Participants tested out these six seats.

They were asked to rate the best seat in five areas: fit, feel, support, style and their overall favorite.

Proceeds from the seat challenge will benefit the Women In Trucking Scholarship Foundation.

The seat with the most votes during the Seat Challenge was the Superior Seating Sport. Second place was the Bostrom Wide Ride II and third place was the Knuedler Lowrider. For women, the Superior Seating Sport was also the overall favorite and the second place Bostrom Wide Ride II was the same, but women chose the Prime 500 LH model as their third favorite seat.

The Bostrom Wide Ride II was voted the favorite in the "fit" category and also edged out the Superior Seating Sport in the "feel" category. For support, the Superior Seating Sport had 60 votes and the Bostrom

Wide Ride II had 58. The Superior Seats Sport was the clear winner in the "style" category as well. Choices for CDL holders mirrored the overall winners. For women, the votes were tied between Superior Seating Sport and Bostrom Wide Ride II for support, edging the Prime 500 LH by only one vote.

Robyn Creedon from Corpus Christi, Texas won the \$500 prize to redeem on any seat at [www.seat-specialists.com](http://www.seat-specialists.com). All participants received a coupon for \$25 off a seat.

Seat Specialists and WIT plan to continue the seat challenge at future trade shows to gather additional information for seat manufacturers. 🚛



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# Upcoming Events 2015

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

## JANUARY

### January 19-21

Jump Start 2015  
Atlanta, GA

## FEBRUARY

### February 6-7

Mid-West Truck & Trailer Show  
Peoria, IL

## MARCH

### March 5

Women with Drive Leadership Summit  
Toronto, ON, Canada

### March 8-11

TCA's (Truckload Carriers Association)  
2015 Annual Convention  
Kissimmee, FL

### March 24-25

5<sup>th</sup> National Forum on Defending and  
Managing Trucking Litigation  
Chicago, IL

### March 26-28

Mid-America Trucking Show  
Louisville, KY

### March 28

Salute to Women Behind the Wheel  
Louisville, KY



Women In Trucking radio segments on Road Dog Truckin' Radio on SiriusXM Satellite Radio channel 146.

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- 8:00 a.m. Eastern, the third Monday of every month: Ellen Voie with Dave Nemo. Learn about the Dave Nemo Show at [www.davenemo.com](http://www.davenemo.com).



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ALK Technologies	CareersInGear.com	DevelopMED	Heavy Metal Truck Training School
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All-State Express	CB Transportation	DPF Cleaning Specialists Ltd.	HNI Risk Services, Inc.
AllTruckJobs.com	CDLjobs.com	Driver iQ	Holland, Inc.
American Logistics Aid Network (ALAN)	CDTA (California Drug Testing Associates)	DriverSource, Inc.	Hotels 4 Truckers
American Transportation Research Institute (ATRI)	Celadon Trucking	DriveWyz Inc.	Houg Special Services
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Averitt Express	Cobalt Transport Service, Inc.	Express Truck Tax (SPAN Enterprises)	International Trucking School, Inc. (Michigan)
AZ Dept of Transportation (ADOT)	College of Southern Maryland	EZ2290.com, Powered by TechAtlantis	International Trucking School, Inc. (Ohio)
Badger Utility, Inc.	Commercial Vehicle Group	Fairway Transit, Inc.	Internet Truckstop
Baker College of Cadillac	Commercial Vehicle Safety Alliance (CVSA)	FAST Women In Business	Interstate Distributor Co.
Balch Logistics, LLC	Concordant Transportation	FedEx Custom Critical	Interstate Truck Driving School
Barton Endeavors, Inc., dba Barton Logistics	ConsTrucks, Inc.	FedEx Freight	Inview Media
Ben Freight Trucking	ContainerPort	First Class Services, Inc.	Iron Mountain Specialized, Inc.
Bennett International Group	Con-way, Inc.	FirstLine Funding Group	J. J. Keller & Associates, Inc.
Bestway Express, Inc.	Contractors Hot Line	Flatbed Express Inc.	J.B. Hunt Transport, Inc.
BlackBox GPS	Cory 1 <sup>st</sup> Choice Home Delivery	Fleet Group, Inc.	Jakes Cab Solutions
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Bolt Custom Trucks	Covenant Transport	Fox Valley Technical College	JOC Group, Inc.
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Bose Corporation		Freightopolis	K-Limited Carrier, Ltd.
		Frito-Lay	Kansas Motor Carrier Association
		Fuel Savvy, LLC	
		Georgia Tank Lines LLC	

KEE Human Resources	Nu-Set Lock	Royal Neighbors of America	Track My Truck Online
Kenan Advantage Group	NZ Trucking Association	Royal's Truck and Diesel	Tramec Sloan LLC
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KRTS Transportation Specialists Inc.	Old Frontier Family, Inc.	Ryder System, Inc.	Transport Women Australia Ltd.
LadyTruckDriver.com	Olin Chlor Alkali	S K Long Enterprises LLC	Transportation Data Source
Lara Abrams Communications, LLC	Olive-Harvey College	S&E Productions, LLC	Transportation Intermediaries
Layover.com	Omega Laboratories, Inc.	Safety Compliance Professionals	Association
Linamar Transportation Inc.	ONBOARD OIL Technologies	Schneider	Transportation Marketing & Sales
Logistics Quarterly	Ontario Truck Training Academy	Scott Community College	Association
MacKay & Company	Orchard Financial, LLC	Scott Logistics Corporation	TranStrategy Partners, Inc.
MacKinnon Transport Inc.	Over The Road-Canada	Seat Specialists	Travel Centers of America/Petro
Marathon Petroleum Company LLC	Owner Operator DIRECT	Sentry Insurance	Stopping Centers
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Oregon	Paramount Freight Systems	Smith & Solomon Training Solutions	TrucBrush Corporation
McLeod Software	Paschall Truck Lines, Inc.	Southeastern Freight Lines	Truck Drivers News
Meadow Lark Companies	Patriot Lift Co LLC	Southern State Community College	TruckDriver.com
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