

Winter 2015/2016

Redefining *the* Road

The official magazine of the Women In Trucking Association



Advancing the Role of Women in the Industry: WIT's Accelerate! Conference & Expo a Success

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inside redefining the road

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Messages

- 7 Greetings from the President of Women In Trucking—Ellen Voie
- 9 Women In Trucking Goes to the White House!

A Closer Look

- 11 WIT Around the Globe

Feature Stories

- 15 Announcing the Winners of the I HEART Trucking Photo Contest
- 16 Accelerate! Conference & Expo a Success
- 21 Women In Trucking Foundation Awards Seven Scholarships
- 25 CRASH Safety Advocate Takes First Ride in a Tractor-Trailer
- 26 Pride Transport Prides Itself on Honesty, Integrity & Opportunity
- 28 Diversifying the Workplace, Driving the Economy

News

- 30 Meet WIT's 2015 Members of the Month
- 37 Upcoming Events 2016
- 38 WIT's Corporate Members

40 Buyer's Guide



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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
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THIS ISSUE OF *Redefining the Road* marks the end of a very exciting year for Women In Trucking Association, Inc. (WIT). The achievements in 2015 were truly notable and helped us create positive changes in the trucking industry.

Please allow me to go back through the year and remind you of some of the highlights of 2015.

Each January, the board of directors meets for two days to collaborate and to set the direction for the coming year. This is a very important part of the organization's activities, as it gives me, your chief staff officer, a set of objectives to follow as we move forward.

In January, I attended the Transportation Research Board conference and spoke about truck cab design and ergonomics. Later in the month, I attended a meeting at the White House to discuss ways to encourage veterans to enter the trucking industry.

In February, I began my two-year appointment to the U.S. Department of Transportation's Entry Level Driver Training Advisory Committee, which met in two-day sessions over a three-month period. A final rulemaking was completed in May.

We announced the 2015 Influential Woman in Trucking, Kari Rihm, at the Truckload Carriers Association conference, where we hosted a discussion with industry leaders.

Each March, we hold our Salute to Women Behind the Wheel at the Mid-America Trucking Show. This year, we heard Marcia Taylor of Bennett International Group address the female drivers and their families. We were excited to announce the new Image Team at the event!

Later in the month, we gave the federal motor carrier deputy administrator, Daphne Jefferson, a two-day ride-along to give her a glimpse at the life of a professional driver.

In May, I had the honor of watching Sandy Long unveil the new sign with her name on it at the TA Travel Center in Oak Grove, MO for the TA/Petro Citizen Driver Award.

In June, Board Member Linda Caffee and I traveled to Washington, D.C. to participate in a Transport Topics online webinar about Women In Trucking. Stephanie Klang, Image Team member and driver for Con-way, also participated.

Our ride-alongs continue, and Wisconsin Congressman Reid Ribble rode with Walmart driver Lisa Buhrow after meeting at the Fox Valley Technical College in Appleton, WI.

July brought me back to Washington, D.C. to attend another event at the White House to encourage women to consider careers in transportation.

In August, I had the opportunity to travel to New Zealand to speak at the New Zealand Trucking Conference in Christchurch. I spent nearly two weeks traveling throughout the country and learning about the challenges their industry faces, which were similar to those in the U.S.

In September, I traveled to Mexico City, Mexico to participate in a conference hosted by the Inter-American Development Bank to share best practices in attracting women into transportation careers.

Our first annual Accelerate! Conference & Expo was held in Dallas, TX in September. We were thrilled to see 350 of you at the event; the speakers were absolutely amazing and the activities were both educational and fun. We are working on the 2016 conference and hope to see you next November 7-9 in Dallas for our second conference and expo. See the article on page 16 of this magazine for a recap of the event.

We were able to change the view of an anti-truck advocate for Citizens for Reliable and Safe Highways (CRASH) when we provided a ride-along for Ron Wood. Mr. Wood suffered the loss of his mother, sister, and three nephews due to a fatigued driver. Walmart driver Carol Nixon showed him how safety-minded the industry and her company are, which helped to change his opinion of the industry.

Our final ride-along has yet to occur at this writing. Acting administrator of the federal motor carrier safety administration, Scott Darling, will be riding with Walmart driver and WIT Image Team member Allyson Hay in 2016.

We ended the year with nearly 1,000 new members and a social media reach that includes almost 10,000 Facebook friends, 5,500 LinkedIn members, and 14,000 followers on Twitter. In addition, our weekly WIT e-News is sent to our members and others who are interested in our mailings. Every month, we participate on SiriusXM's 'Freewheelin'' show and The Dave Nemo Show and we invite guests to join us on the air.

This has been a very exciting year for WIT. We can only imagine what the coming year will bring! We are thankful you are along for the journey. 🚛

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Women In Trucking Goes to the *White House!*

THE ASIA PACIFIC Economic Cooperation (APEC) represents 21 economies joined together to promote sustainable economic growth and prosperity in the region. The United States Department of Transportation found the inclusion of women in transportation careers in this area to be dismal and in need of a change.

In 2012, the Women in Transportation (WiT) initiative was launched to enhance the participation of women in transportation-related careers in the region. The purpose is two-fold: to develop a framework of data to benchmark conditions for women in this area, and to obtain best practices to increase the percentage of women in transportation careers.

Recently, Women In Trucking Association (WIT) President/CEO Ellen Voie was invited to the White House to serve on a panel and share some WIT activities and successes with stakeholders from other modes of transportation.



Women In Trucking Association (WIT) President/CEO Ellen Voie with other APEC Women in Transportation initiative panelists at the White House discuss activities and successes with stakeholders from other modes of transportation.

The panelists were invited to participate by Susan Kurland, assistant secretary at the U.S. Department of Transportation. Voie, along with representatives from the World Bank, the University of Memphis School of Engineering, Gulfstream and C12 Aviation, talked about initiatives designed to bring more women into transportation-related careers.

"I was honored to be a part of this international program and to work with so many notable women in public and private sector leadership roles," says Voie. "The highlight of my day was the round of applause WIT received when I told them about the Girl Scout Transportation Patch program we created last year."

Kurland thanked the speakers.

"Your insights brought depth to the discussion and your energy brought life to the room," she says. "Increasing women's participation in the transportation sector is a truly important issue, and the work you all are doing is the concrete steps toward success. I look forward to your continued engagement in our initiative as we continue to refine the WiT Framework and craft our implementation plan."

The APEC Women in Transportation initiative will continue and Women In Trucking Association will work alongside the Department of Transportation to encourage the participation of women in all transportation-related careers. 🚛



Valerie Jarrett, President Obama's Senior Advisor, also spoke at the event.



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WIT Around the *Globe*

By Ellen Voie, WIT President and CEO



The Women In Trucking (WIT) Association was formed in 2007, and in only eight years, the organization has become a trail blazer for other groups around the world. Although the percentage of women working in the trucking industry in the U.S. is dismal, we are truly the leader in supporting and encouraging women in non-traditional careers. For this reason, other nations turn to us for information, resources, and inspiration.

Kia ora (Hello)

This past August, WIT President and CEO Ellen Voie was invited to speak to the members of the New Zealand Trucking Association in Christchurch. The conference brought over 400 attendees who came to collaborate and



network. As a small country separated into two islands, New Zealand has its own challenges.

Drivers in New Zealand do not travel very far, since a cross-country trip can be completed in less than a day. The country is experiencing a driver shortage, which is creating a capacity crunch; however, the typical driver is not away from home for more than a day or two. The equipment is different and the driver's license is graduated.

The trucks themselves are smaller and are also often cabovers. The equipment is more varied and the trailers are more diverse. The country is known for its milk production, and one of the largest carriers is a milk hauling company. The carrier does not allow drivers to put the trucks into reverse—ever and instructs drivers to park in a manner that allows them forward motion so they can avoid accidents caused by backing challenges.

The carriers in New Zealand are small and mostly family-owned. There are only 4,500 trucking companies in the country, and those companies license about 22,500 trucks. However, these trucks include straight trucks as well as articulated (tractor-trailer) vehicles. They have a graduated driver's license, which allows 18-year-olds to drive a smaller straight truck before they get behind the wheel of a larger or combination vehicle.

Buenos días (Good day)

After visiting New Zealand, Voie was invited to speak at the Inter-American Development Bank's Transport Week Conference in Mexico City, Mexico. The meeting focused on attracting women into careers in transportation. Some of the challenges are similar to those in the U.S., such as convincing women



they are both capable and needed in transportation. However, the culture in South American countries is much different than in the U.S.

Speakers from Mexico, other Latin American countries, and the Caribbean talked about the need to fill transportation jobs and the quest to attract women. From busing, to road maintenance, to earth moving equipment, there is a need to fill these jobs, and women are being targeted.

As you can only imagine, the work is not as technologically advanced in many other countries, and the labor is often done by

hand. This makes the challenge of attracting women even more difficult. The mission is to create a work environment that allows women to find a balance with their families and jobs. Sometimes, that means allowing them to bring their young children with them when they operate equipment.

Howzit (Hello)

In South Africa, WIT has an affiliate out of Kempton Park that has started a WIT



Nicci Scott started a WIT chapter in South Africa.

chapter. Nicci Scott was raised in Natal, South Africa, by parents who lost everything when her mother's health forced the family to sell their fabric shop business and move in with family members.

Nicci found a job at a car rental company, where she offered suggestions to improve the business's profit margin. One of her superiors supported her, and when Nicci wanted to start her own business, she wrote a letter of recommendation. Nicci received a loan and started her own business, which grew quickly, despite her former employer's attempt to stop her for "industrial espionage." Nicci won the suit, but she found her business struggling after an investor created further chaos by starting a new company and taking Nicci's clients with her.

During this time, Nicci and her husband added three children to their family, and her husband became a stay-at-home father. Nicci built the business into a success employing 250 drivers and 35 administrative staff members, until a recession hit South Africa in 2009. In addition to the loss of income, Nicci's husband was held at gunpoint during an armed robbery in their office. The adage, "That which doesn't kill you makes you stronger" motivated Nicci to move forward.

Since 2010, her company has grown considerably, and she has won numerous awards, ranging from Top Female Entrepreneur to Gender-Empowered Company. Her goal is to work on training and empowering women as drivers and truck owners. She started a chapter of WIT and

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is looking forward to advancing the association's mission in South Africa.

God dag (Good day)

The trucking industry in Sweden is also experiencing a capacity shortage. Although the U.S. is 22 times larger than the entire country and the trucks are typically smaller and composed of cabovers, women are not more prevalent in Sweden's trucking industry than in the U.S.



Female drivers make up about five percent of the 125,000 commercial drivers in Sweden—slightly over 6,000 professional drivers in the country. However, efforts to guide students into trade careers are bringing more young women into transportation-related careers. The biggest issue that the carriers face in supporting female drivers is when women must leave the role to start a family. During pregnancy, child care challenges include health issues, which cite not being able to “fit behind the steering wheel.”

The Swedish transportation industry has recognized the value that women bring as drivers and leaders in transportation, and the industry is working hard to accommodate the needs of a female population.

G'day, mate (Good day, friend)

The Australian outback is a rough part of the continent, with long stretches of highway lacking truck stops or rest areas. Voie has addressed the



Transport Women Australia group and she spoke at the Motoring Matters Awards Luncheon in Melbourne. She also attended the Australian Trucking Association conference, where she learned about the recruitment challenges that the country faces.

The percentage of female drivers in Australia is closer to two percent, due to the challenges they face moving across the western part of the country and its ruggedness. In that two percent is Heather Jones, who has been in the industry for 25 years and has introduced her own daughters to the industry.

When Jones isn't managing her company, Success Transport, she can be found delivering fuel to the mines near Karratha,

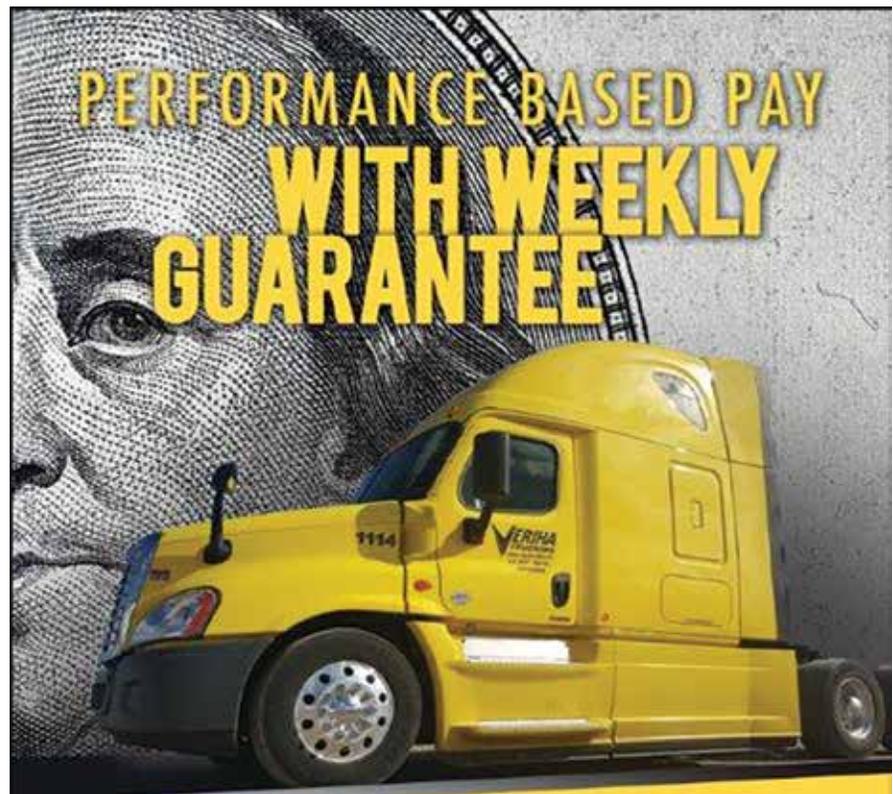


Heather Jones formed the Pilbara Heavy Haulage Girls group in Australia to introduce young women to careers as professional drivers.

Australia. She formed the “Pilbara Heavy Haulage Girls” to introduce young women to careers as professional drivers.

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and the U.S., they all face one common challenge: finding qualified drivers in a world where the next generation dislikes many of the characteristics of the job.

Despite the geographic and environmental differences between these countries and the U.S., they all face one common challenge: finding qualified drivers...

From work-life balance, to forgoing a degree for a career in a trade, the challenge is the same—finding men and women who want to pursue a job as a professional driver.

WIT has become a worldwide leader in finding solutions for many of the issues that trucking industry professionals face. From Mexico, to Sweden, to South Africa, to Australia and New Zealand, the need to attract women grows, and WIT is working hard to be a world-recognized resource and leader. 🚛

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Announcing the Winners of the I HEART Trucking Photo Contest

In an effort to promote a positive view of the trucking industry, the Women In Trucking Association (WIT) hosted the "I HEART Trucking" photo contest, which ran from June 23 to July 24, 2015.

Three-dozen entries were submitted from industry professionals in the U.S., Canada, and Mexico. Professional drivers and other trucking industry contestants, using their own cameras or phones

sent in the photos. The contest was sponsored by Schneider and Waste Management, which also assisted in judging the entries.

Judging was based on originality, composition, quality, and "I HEART Trucking" theme. You can view all submitted photo at womenintrucking.org/photo-contest-entries.

And, without further adieu, here are the winners.

People's Choice

Winner: "Susie Tearing up the Blacktop, From Coast to Coast" by Susan De Ridder.

1st Runner-up: "Trucking Alaska" by Peggy Biro.

2nd Runner-up: "Living the Truck Experience" by Shantell Zuzueta.



People's Choice Winner, "Susie Tearing up the Blacktop, From Coast to Coast," by Susan De Ridder.

Honorable Mention

"May We NEVER Forget" by Julie Matulle.



Honorable Mention, "May We NEVER Forget," by Julie Matulle.

Judges' Choice

Winner: "Rise and Shine" by Kim Grimm.

1st Runner-up: "The Beauty of Trucking" by Andrea Noto.

2nd Runner-up: "Car Hauler" by Martha Ibarra.



Judges' Choice Winner, "Rise and Shine," by Kim Grimm.

Winners received a plaque at the Women In Trucking reception at the Great American Trucking Show (GATS), which was sponsored by Werner Enterprises and Rand McNally.

"These photos truly express a positive and honorable perspective of the trucking industry," says WIT President/CEO Ellen Voie. "It is a great way to show the non-trucking public a side of transportation they might not normally see." 🚛

Advancing the Role of Women in the Industry: WIT'S Accelerate! *Conference* & Expo a *Success*

Professionals attend WIT Accelerate! Conference to learn, network and make a difference

By Carleen Herndon, VP Business Development/AE, MindShare Strategies

“Build it and they will come.”

This well-known quote from the Kevin Costner movie *Field of Dreams* represents the same kind of confidence Women In Trucking Association (WIT) had in building the Women In Transportation Conference, known today as the Accelerate! Conference & Expo. The inaugural event took

place September 20 to 22, 2015 in Dallas, TX, with more than 350 transportation professionals attending and over 60 companies showing support by sponsoring or exhibiting.

WIT founder Ellen Voie, who serves as president and CEO of the association, had

always dreamed of one day providing a conference to further the role for women in the industry. “I felt passionate about bringing these issues to advance women in transportation and the solution would be to host a conference to address issues and challenges, while helping to support and promote each other.”

Voie explains how it all began. Two years ago, MindShare Strategies (a management and marketing firm specializing in transportation and logistics) was brought onboard to assist, and the first task at hand was to implement a comprehensive research initiative, which included live interviews and online surveys that ranged from content to timing and location. Once the results were tabulated, the conference was validated. The WIT board agreed to move forward and soon thereafter, the creative process began with



coining the name of the conference, Accelerate!, and building the dream.

The goal of the event was to bring the industry together for professional development and industry education, offer the opportunity to network with peers, and to support WIT's goal to encourage the employment of women in the trucking industry. The education committee was created to plan the content for speakers and break-out sessions, and the marketing, promotion, and sales were in full swing.

Fast-forward to August 2015: the 50-booth expo was sold out, with 61 companies sponsoring and exhibiting. Diamond sponsors included Walmart, FedEx Freight, Saia LTL Freight, and Truck City of Gary, IN. Ruby sponsors were Great Dane, Ryder, TA/Petro, and U.S. Xpress. And, Sapphire sponsors were Centerline, J. J. Keller & Associates, Inc., Zip Xpress, Volvo, YRC Freight, Taxation Solutions, Yokohama, and ZoomInfo. Attendee registrations were coming in fast and furiously, and ultimately, represented about 160 companies in the transportation and logistics industry.

"The first-ever WIT Accelerate! Conference was a hit. As a sponsor, we found the attendees were eager to absorb all of the information, including booth visits and attending all of the breakout sessions and social networking events. There were numerous meaningful discussions about business challenges, needs, and opportunities. All of the TA/Petro attendees considered this conference a big hit," says Tom Liutkus, vice-president of marketing and public relations, TravelCenters of America.

Although the conference was positioned as an event promoting a stronger role for women in transportation, it certainly wasn't for women only, as both women and men appreciated the insight shared by the diverse speakers. Opening keynote speaker was Jennifer Jo Cobb, a NASCAR Camping World Truck Series racer and the only female to both own and drive her vehicle. It's no surprise that Cobb, who is living the ultimate woman-in-a-man's world life, is a winner with her can-do attitude and unwillingness to quit. She was a testament for all in perseverance. Cobb's session was sponsored by Arrow Truck Sales.

Closing keynote Deputy Administrator for the Federal Motor Carrier Safety Administration Daphne Jefferson talked about her experience riding with female drivers in a two-day ride-along arranged by WIT. She responded to questions from the audience on current regulatory compliance initiatives of the department.

Not one, but two of SiriusXM's radio personalities were at Accelerate! Dave Nemo, host of The Dave Nemo Show on SiriusXM's Road Dog Channel 146, broadcast live from the conference on both days and interviewed speakers. Nemo's show

reaches about one million professional drivers throughout the U.S. and Canada. Meredith Ochs, SiriusXM's Freewheelin' talk show host, shared her insights at the podium on the topics drivers discuss with her on the air, such as carriers, fellow drivers, and the industry.

Panel discussions included the Influential Woman in Trucking award recipients and a session on driver recruiting. The powerhouse panel of women leaders and executives consisting of Rebecca Brewster, president and COO of the American Transportation Research Institute; Rochelle

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Bartholomew, CEO of CalArk International; Joyce Brenny, founder and CEO of Brenny Transportation; and Kari Rihm, owner of Rihm Kenworth, brought their class and grit to the table and spoke openly on their challenges and successes.

TA/Petro hosted a panel discussion on driver recruiting and how to attract and retain drivers. On the panel were Robert

Rothstein, a transportation attorney who holds a commercial driver's license; Dr. Jeanette Kersten, a professor at the University of Wisconsin-Stout who has conducted extensive research for Women In Trucking Association regarding recruiting strategies for drivers; and Michael Colonese, president and co-founder of WorkAmerica, a social impact business focusing

on helping unemployed and under-qualified Americans start a new technical career.

David Coleman, otherwise known as "The Dating Doctor," gave attendees some comic relief, but also a serious message and a license to take control of your life by integrating core principles of personal and professional leadership and tips on

What moves you?

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

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how to identify healthy versus unhealthy relationships. Bloomberg Research Senior Analyst Lee Klaskow discussed the state of the economy and some of the leading contributing factors, such as fuel prices and capacity.

Breakout sessions were also a hit and gave attendees a choice of content. They

included Nagin Cox, a space operations engineer who shared her experiences working on the Mars Curiosity Mission at the NASA Jet Propulsion Lab. Cox showed examples of the technology used by the Mars rover and how some of the advanced engineering can be used on earth. Joel McGinley of TranStrategy Partners

presented Performance on Steroids: How to Maximize Your Organization's Performance and Beth Carroll of Prosperio Group shared her expertise on Driver Compensation: Solving the Puzzle of Attracting and Retaining Female Drivers. Retired Deputy Sheriff





Debbie Gardner of the Survive Institute presented an action-packed session featuring her simple but effective self-defense tips and instructions to breathe and to remember “love is all you need” for mental, verbal, and physical empowerment.

“Debbie is great! She is entertaining and full of energy while taking a unique approach to personal safety/defense. I have shared the tips I learned from her with my friends and loved ones,” says Amber Billingsley, senior business development analyst at Mode Transportation. “Other self-defense techniques are too complicated. She takes a simple approach.”

What would a conference be without a little fun? Each night, receptions were held so the attendees could network. The Welcoming Reception was sponsored by Bendix, and TA/Petro sponsored Monday Night’s Event, the “Truck Talkin’, Line Dancin’, Red Deckin’ Affair, complete with Tex-Mex cuisine and line dancing lessons lead by Jeana Hysell. Hosted by the WIT Foundation, more than \$2,000 was raised to support scholarships for students to pursue careers in transportation.

“This conference exceeded all of our expectations,” says Voie. “The board met the day after the event and we all agreed we are definitely bringing it back next year.”

Details for the 2016 Accelerate! Conference & Expo will be announced soon. Be sure to keep checking the Women In Trucking website, www.womenintrucking.org. See you next year! 🚛



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Mark Your Calendars for the 2016 Accelerate! Conference & Expo

Date & Location: November 7-9, 2016 in Dallas, TX

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

What: With general sessions, breakout sessions and peer-to-peer interactive discussion groups, this event offers extensive networking opportunities for those in transportation and logistics. The conference features an integrated exhibition of valuable suppliers, including carriers, third-party logistics providers, OEMs, technology innovators and shippers.

Contact: Carleen Herndon at (615) 696-1870 or visit www.womenintrucking.org for more details.

Women In Trucking Foundation

Awards Seven Scholarships

The Women In Trucking (WIT) Foundation supports the association's goal to encourage the employment of women in trucking industry careers.

In October, seven female students were awarded scholarships in various areas of training all related to the trucking industry. This marks 14 scholarships awarded by the WIT Foundation in 2015.

"This year marks a milestone for the Women In Trucking Foundation, in that we were able to increase the number of recipients and the frequency of the scholarship awards by adding a second scholarship application period in July," says WIT Foundation Chair Debora Babin Katz, Vice-President of TrucBrush Corporation.

Scholarship applications will be accepted again during the month of January 2016 and will be awarded in March.

These seven scholarship recipients are working toward careers in the trucking industry, which supports the mission of the Women In Trucking Foundation. Scholarships are awarded in four areas: technical, safety, leadership, and commercial driving.

For more information or to donate to the scholarship fund, visit www.womenintruckingfoundation.org or call (888) 464-9482. The Women In Trucking Foundation is also registered with Amazon.com® Smile.

The Women In Trucking Foundation is affiliated with the non-profit organization Women In Trucking Association, Inc., and is responsible for raising funds for scholarships and encouraging the employment of women in the trucking industry. 🚛



Michelle Miller

Michelle Miller is earning her Master's of Business Administration degree. Her career goal is to be the first African American female executive and Chief Diversity Officer (CDO) at Republic Services.



Darcie Holloway

Darcie Holloway is earning a Master's degree in Occupational Safety Management at the University of Central Missouri. Ultimately, she would like to work for an employer that complies with a rigorous standard to ensure a safe work environment free from recognized hazards.



Lauren Shoemaker

Lauren Shoemaker is working toward a Bachelor's of Science degree in Occupational Safety and Health, with a Fire Science minor at the University of Central Missouri. Her goal is to seek and gain employment in the field of safety.



Tonja Willhelms

Tonja Willhelms is finishing her Bachelor's degree in Business Administration with certification in HR management. Her goal is to enable her career growth where she will have a greater impact on decisions made surrounding how and who we bring into an organization and how the industry attacks the driver shortage we face today.



Erica Hansen

Erica Hansen is currently working toward a Bachelor's degree in Transportation and Logistics Management. Upon completion, she plans to earn a Master's of Business Administration (MBA) in transportation and logistics.



Linda Donaldson

Linda Donaldson is currently earning a degree in Occupational Health and Safety at Columbia Southern University in Orange Beach, Alabama. She plans to work in the trucking industry as a safety director after she graduates.



Tracy Christenson

Tracy Christenson is pursuing her Class A CDL. She looks forward to not only becoming a professional truck driver, but to also being a trainer.

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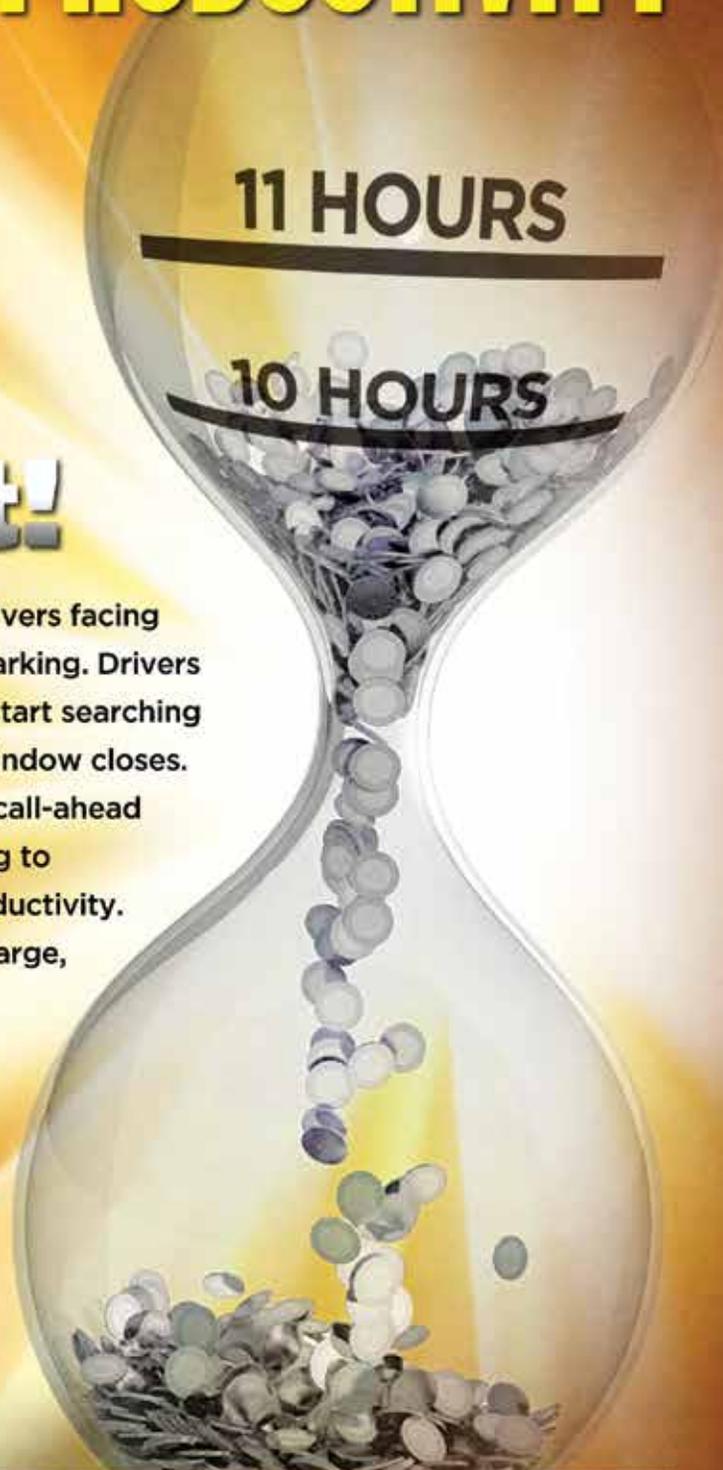
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CRASH Safety Advocate Takes First Ride in a Tractor-Trailer

Before his first ride-along, “enemy” was how Ron Wood viewed every tractor trailer on the road. The massive rigs were a painful reminder of the crash that killed his mother, sister, and three nephews near Sherman, TX in 2004. The accident was caused by a fatigued driver who crossed the median and struck his family’s SUV head-on, killing all five of his loved ones.

Ron became active in the Truck Safety Coalition and Citizens for Reliable and Safe Highways (CRASH), a safety advocacy group formed in 1990 that is led by Joan Claybrook, a former Administrator of the National Highway Traffic Safety Coalition.

“To this day, when I see a semi-trailer truck, I am instantly reminded of the deaths and devastation they have caused—both to my family and to so many others—and of which they are constantly capable,” Wood stated in a Facebook post.

Ron served on the Federal Motor Carrier Safety Administration’s Entry-Level Driver Training Advisory Committee, where he met Ellen Voie, President and CEO of the Women In Trucking Association, Inc. (WIT).

“Ellen suggested that it might be therapeutic for me to take a ride in an actual 18-wheeler,” says Wood. “I thought about it. My first internal reaction was, ‘No way! Trucks [are] bad.’ But, then after I thought more...well, I figured it might be a helpful part of my healing process.”

And it was.

“When I met Mr. Wood, it was clear that the loss of his family members had motivated him to focus on truck safety,” says Voie, “but I was especially concerned that he didn’t realize that the industry has the same goal. I wanted him to get a true perspective of the use of technology and the practices in place to avoid fatigue.”

The ride was scheduled for September 25, almost 11 years to the day that Ron lost his family members. Carol Nixon, a 25-year professional driver for Walmart’s Private Fleet and a member of the WIT Image Team, was the



Ron Wood, CRASH safety advocate, and Carol Nixon, professional driver for Walmart Private Fleet.

driver. His two-hour journey started and ended at the Walmart store in Woodbridge, VA.

“The ride-along on the Walmart truck was highly informative. And it was an unexpected, important step in my healing process. The safety features, practices, and professionalism in the Walmart trucking fleet are

amazing and way beyond what I expected,” says Ron. “I only wish these safety measures were standard across all of the trucking companies in the U.S.” 🚛

You can watch Ron Wood’s ride-along video at <https://youtu.be/O15eLESXrg4>.

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Pride Transport Prides Itself on *Honesty, Integrity & Opportunity*

By Paul Adair

For almost a century, the England name has been virtually synonymous with trucking in the state of Utah and throughout North America; a tradition that begins with Chester Rodney England's establishment of C.R. England in 1920.

Sixty years later, and after over 20 years in the family company, C.R. England's grandson, Jeff England founded the Pride of England (later changed to Pride Transport, Inc.), using values instilled by a lifetime immersed in the trucking industry.

England built a large facility in 1988 in Salt Lake City, UT to better meet the needs of his customers and his fleet. This milestone for Pride Transport allowed the burgeoning business to emerge from C.R. England's long shadow and stand on its own.

The past year has proven to be a significant one for Pride Transport. Breaking ground in 2014, the company has developed a new 20,000 square-foot facility adjacent to its existing building. The first phase of the project was completed in February 2015, with the second phase, which consists of Pride Transport's innovative and modern driver facility, having been completed—fittingly—in early September, just in time for Driver Appreciation Week.

While Pride Transport is based out of Salt Lake City and primarily serves the western region of the U.S., the company has opportunities for drivers to run freight throughout the nation. Pride Transport currently has 620 employees, 500 of whom are full-time company drivers.

Pride Transport has become known as a welcoming place for drivers, whether



The Pride Transport, Inc. team: Ian Peterson, COO; Lindsey England Qualls, director of human resources; and Jay England, CEO.

they're in it for the short-term or the long haul. Rotating its equipment every few years, the company has a reputation for the quality of its fleet and drivers appreciate they are getting the newest, most innovative, and safest vehicles on the road.

Realizing the job can get stressful, Pride Transport strives to provide jobs that pay well and offer a rewarding place to go each day. When you drive for Pride Transport, you know you are working for a company that operates with honesty and integrity, putting the driver first.

"Jeff England has always fostered an environment where if you work hard, are loyal to the company, and have a desire to do a good job, you can be assured to be provided an opportunity," says Lindsey England Qualls, director of human resources at Pride Transport, Inc.

"As a company, we have always tried to give opportunities to those who want them and are ready to work."

Part of the appeal of Pride Transport is that it was founded by a truck driver who knows the challenges a driver faces during any given day. Jeff England views himself as a driver first and a business owner second and prefers to be on the road rather than in the office. His dedication to both driving and drivers gives Pride Transport credibility in an industry that can be difficult to gain respect in if you don't know your way around a truck.

"This is why we have a lot of loyal employees and why people want to work for Pride," says Qualls. "Jeff England has earned a well-respected reputation within the industry because he's out on the road. It's not unlikely that when you pull up to a Pride truck, you'll see Jeff in the driver's seat. The industry is in Jeff's blood, and he loves it."

Those who use Pride Transport's services regularly have come to anticipate a personal touch to their freight handling and enjoy easy access to upper management. Customers see that Pride Transport readily provides a high-level of on-time service, consistent capacity, and assurance that their freight will arrive in a clean, professional, and respectful manner. Most importantly, customers know they are dealing with a company that always operates with integrity in everything it does.

Proud of its heritage as a family-run company, Pride Transport works diligently to maintain an environment that promotes diversity and encourages cooperation among its staff.

"We know trucking can sometimes be perceived as a little rough around the edges," says Qualls. "Even so, we demand a level of respect among our employees to create a family-friendly atmosphere."

The respect Pride Transport demands from, and offers, every employee helps make it a desirable place to work. Pride Transport values the unique perspective that women bring, and the company aims to increase the ratio of women in its workplace.



Pride Transport's headquarters are based out of Salt Lake City, UT, but the company has opportunities for drivers throughout the nation.

"Women bring a different skill-set to the job," says Qualls. "We need more female representation in our fleet, and being associated with Women In Trucking Association is critical to our company becoming more attractive to women in the industry."

Female drivers currently make up about 14 percent of Pride Transport's workforce—more than twice the national average of six percent—and the company is committed to seeing that statistic rise as they roll into the future. 🚛

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Diversifying the *Workplace,* Driving the Economy

Over the past 25 years, Kelley Platt has seen her share of mergers/acquisitions, growth, change, and economic recession. After a decade spent as the corporate treasurer at what has become Daimler Trucks North America (DTNA), Platt understands the important role trucking and commercial vehicle manufacturers play in the nation's economy.

Platt has since stepped up to become president of Western Star Trucks and was named chief diversity officer (CDO) for DTNA in August 2015.

"I've seen how different parts of the industry work. I've seen the really good times and major economic recessions. I've seen the impact NAFTA regulations had on commercial vehicle traffic with Mexico and Canada. I've seen the role trucking plays in our economy and the role manufacturing plays in making customers successful," she says.

Platt's expanded role as president of Western Star Trucks includes executive oversight of the Western Star Truck Manufacturing Plant in Portland, OR. Though

it may be the smallest of the heavy duty truck OEMs in North America, Western Star builds a premium vehicle that is popular with both owners and operators, as well as a new on-highway truck that is widely used as a reward vehicle for large fleets. The company also builds specialty heavy duty vocational trucks for those who need something rugged and durable with off-road capacity.

"There are a lot of things we have been challenged with; to grow our business, and to serve segments of the trucking industry that provide an alternative to current products," says Platt, who is also a member of DTNA's operating committee. She obtained her CDL after accepting the position of CDO, which aims to ensure alignment of diversity and inclusion strategies with organizational goals.

"I got my permit and spent a week at driving school—eight hours a day behind wheel—learning how to drive a truck," she says.

"It was one of the hardest weeks I'd ever spent at work! It made me



Kelley Platt is president of Western Star Trucks and is also chief diversity officer at Daimler Trucks North America.

"It's an absolutely awesome time to be a woman in trucking! It's a great place to make a career, and I'm glad we've got an organization like WIT that supports and encourages that."

appreciative of what goes on with our vehicles—how we look at them from a design perspective. Now, when I'm at the manufacturing facility, I can get behind the wheel and experience the issues they're talking about."

There are over 20,000 DTNA employees throughout Canada, the U.S., and Mexico, in manufacturing and office environments. It is Platt's job to ensure they use diversity to make DNTA a great place to work.

"It's not something where someone's written a blueprint," she says. "That provides a challenge. But this is our opportunity to do things that haven't been done—to proactively embrace diversity as one of our core values and enhance DTNA as a workplace where people want to spend their career."



Women are a significant part of the workforce. DTNA's first employee resource group was borne from discussions years prior, when Platt brought together female executives to network and encourage each other.

"Our first women's network, called WIN, has raised awareness in our organization. It's been helpful and is part of our active mentoring program."

As a charter member of the Women In Trucking Association (WIT), Platt has seen the merit of the organization since

day one and is impressed by the number of women running their own trucking companies.

"DTNA and Western Star support WIT; we recognize women are playing increasingly important roles in our industry. They are instrumental in running companies, and in logistics fields. It's important to realize there are folks dealing with the same issues," she says, "so they can connect, network and share that common bond."

There are many opportunities for women, she adds, and with things

becoming more automated and schedules and routes changing, a career in trucking is becoming more attractive.

"It's an absolutely awesome time to be a woman in trucking! The opportunities are almost limitless," she says. "And if you're on the fleet or OEM side, employers are looking for women! I'm excited people see it as a key part of the economy. It's a great place to make a career, and I'm glad we've got an organization like WIT that supports and encourages that. It's great for our industry." 🚚

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2. Spread the word! Invite your peers and associates to join WIT.
3. Contribute to our Facebook group (Women In Trucking Association, Inc.).
4. Become a mentor. Offer to help someone understand the industry or befriend someone in a position similar to yours.
5. Talk to others at trade shows or even your PTA. Tell them about careers in trucking. Ask for career brochures or find information at FMCSA's Share the Road website.
6. Attend a networking event. From truck shows to conferences, we hold receptions for members and potential members. Watch for upcoming event details in our e-newsletter or calendar.
7. We are often asked for insight from our members, so we forward survey requests and appreciate your response.
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Meet WIT's *2015* Members of the Month

Each month, the Women In Trucking Association (WIT), highlights a member who is succeeding in the industry. Here are the Members of the Month for 2015. To read more about these and other members who have been given the distinction, go to www.womenintruck.org/member-of-the-month.

JANUARY 2015

Dianne Shook

J.B. Hunt driver Dianne Shook recently had the opportunity to deliver \$1,000 worth of school supplies to her grandchildren's school as part of the company's Adopt-a-Class program. Shook was one of 10 drivers across the country to be selected for the program, and she was the only woman to participate.

The program allows drivers to nominate their child's classroom and, if selected, they personally deliver gifts to the children's classroom, complete with a pizza party, truck tour, and J.B. Hunt t-shirts.

Seeing the smiles on the kids' faces reassured Shook that she was driving for the right company. Shook says she was initially drawn to J.B. Hunt because she knew she could find more miles with the company. Additionally, she knew the company had a history of driver retention, and that she wanted to be a part of it.

FEBRUARY 2015

Felicia Berggren

Felicia Berggren was climbing the ladder in the medical field as a Certified Nursing Assistant (CNA) and a Certified Medical Assistant (CMA) when truck driving started calling her name. She was working three jobs to pay her bills, but wanted to advance, which meant more schooling and more money. She needed all three jobs to pay for school but didn't have the time while working the jobs. She was at a crossroads.

In a short time, Berggren's path crossed with three others beginning their pursuit of a CDL and a truck driving career. She looked at the classified ads for the first time in her life. It was flooded with "truck driver needed" ads.

She researched the companies and their training programs and decided on a truck driving school in Indiana. Just three days into the three-week training, she had 10 pre-hire letters in hand. Werner Enterprises was built by a driver, for a driver; she knew the company was the best choice. After eight months of driving

Prior to her career as a driver, Shook made a living as a nurse. It wasn't until after her husband passed away, though, that she knew she had to follow her dream.

"My dad is a retired driver," she says. "And, I've always wanted to drive trucks." Shook hasn't regretted her decision to join the trucking industry. "I love what I do, still today," she says. "I learn something new every day and that's what I told the kids."

Shook's advice for her fellow female drivers? Safety first. "When girls would get in my truck, I'd tell them safety first and the rest we can deal with," she says. "It's a lot of hard work, and it's not for everyone. But, if it's always been your dream, then live it and do the best you can."



solo, she became a trainer and was approached about doing a training video for the company. While shoot-

ing the video, she was introduced to Jim Morbach, a retired military veteran with over 21 years of military experience and Werner's senior director of Student & Government Recruiting. Berggren was selected to drive a Freedom truck with Operation Freedom, Werner's military-themed fleet that travels on regular freight routes in addition to being showcased at truck shows, recruiting events and specific veteran ceremonies.

Berggren visits truck driving schools across the country and speaks with them about opportunities at Werner.

"I want to show that women can do this job," she says. "Trucking doesn't have to fit a stereotype...women do not need to be afraid of truck driving."

MARCH 2015

Kari Rihm

Kari Rihm is an inspiration for those faced with adversity and excels beyond expectations.

Her career consisted of 15 years in corporate marketing communications and she “retired” in 1994 to raise her children.

Her husband was the dealer principal for Rihm Kenworth headquartered in St. Paul, MN. She was his key advisor and served on the Board of Directors since 1998. She was familiar with the business and its trusted long-time employees.

In June 2010, Kari’s husband was diagnosed with inoperable brain cancer and passed away less than four months later. While grieving the loss of her husband, she had to decide the fate of his company.

With the Rihm family legacy on the line, she applied with Kenworth Truck Company to be named dealer principal. Otherwise, she would have to sell. Kari gave a presentation to Kenworth to obtain her own

dealer contract and they granted it in April 2011.

Kari immersed herself in daily operations. She has been open about her limited experience and relies on her support system and management team.

Since Kari took over, the success of Rihm Kenworth has been undeniable. Her dealership is currently the only 100 percent woman-owned Kenworth Truck Dealer in North America.

“I truly do not think what I have done is extraordinary . . . I have demonstrated to my employees, fellow dealers, and Kenworth Truck Company that determination against the odds, drive, and hard work will lead to success if you have vision and stick to your plan.”



APRIL 2015

Goldie Seymour

Goldie Seymour was one of eight children raised on her family’s ranch in Wyoming. She was always one of the boys and recalls being raised as “her dad’s son.” She loved driving tractors and farm trucks around the ranch.

When Goldie turned 16, she had two choices. She could get her operator’s license or a commercial license. With cattle needing to be hauled, her father made the choice. Little did she know, it was just the beginning of her trucking career.

“When I wasn’t driving a truck, I was selling parts for one,” she jokes. Working mostly with men on the ranch prepared her for the male-dominated trucking industry.

“My mother was dead set against me going on the road,” says

Goldie. “I took her out with me and she really enjoyed it. I think it helped her accept my choice to be a professional truck driver.”

Goldie is currently a Lease Operator for National Carriers, Inc. and was the recipient of the 2014 Driver of the Year award—the first time in the 47-year history of the company that a woman has won.

In June, Goldie turned 61 years old. She recognizes there are more women in the industry but feels there could be more. “I’d like to see more women out here, just for the fact they can do it!” she says. “It takes a lot of hard work, but I couldn’t imagine not doing it.”



MAY 2015

Jeana Hysell

Jeana Hysell is a senior safety consultant at J. J. Keller & Associates, Inc. She also serves as vice-chair of the WIT Foundation.

Prior to joining Keller, she was a regional safety manager for CEMEX. Jeana also was the president/CEO at Safety Compliance Professionals LLC, a consulting firm specializing under the guidelines of FMCSA regulations for many motor carriers. She also served as the company’s director of safety. Jeana has spent several hours in depositions as a representative for motor carriers and served as an expert witness surrounding driver/motor carrier responsibilities in many legal cases.

Jeana has been in the industry since 1979, starting out as a company driver, then graduating to an owner-operator. She developed her own fleet of five trucks, leasing them with a major carrier. After successfully driving over two million safe miles, she traded her office behind a windshield for the mortars of a classroom,

graduating in 2003 with a Bachelor’s degree in business administration and in 2004 with a Master’s degree in occupational safety/transportation safety from CSMU.

She has obtained many certifications surrounding fleet safety management, including her Certified Director Safety, Accident Investigation and Fleet Management, and more.

Jeana belongs to many transportation organizations and won Ohio’s Safety Professional of the Year award in 2007. She donates her time and professional knowledge to econoLABS, Women In Trucking, Arizona Trucking Association, California Trucking Association, National Safety Council, and many other entities. She maintains a current CDL with all endorsements. “You never know,” she says. “I just might need it again.”



JUNE 2015

Tina Evans

Tina Evans has been driving an expedite truck for 14 years with her husband. They talked about getting back into trucking when their kids were grown; a retirement plan, of sorts. When the business Tom worked for was going to close, they did their homework. They looked at expediting because it was common for a husband to train his wife. They bought a truck and Tom went on the road to gain experience.

When Tom came home, Tina would go around town learning how to drive the truck. When the time came, Tina got her license. It was a hard decision to go on the road; their twin children had only a few months until graduation. Having faith, and because her job had ended, Tina went on the road.



After a year or so, Tina and her husband ended up with Load One in 2011.

Having a dream of owning a fleet, realizing the worth of Load One and how successful they could be, Tina and Tom expanded and now own four expediting trucks. They are doing so well, they hope to buy two more trucks this year.

"We are hoping to be home more as we grow as a company. We have two small grandchildren we adore, and at this stage of the game, we like being home a little more," says Tina.

JULY 2015

Silvia Chavez

If you want to find a powerhouse of a woman, look no further than Silvia Chavez. Silvia is an Army National Guard veteran, having served six years as a medic. When her husband on active-duty had to relocate, the two moved from Fort Leonard Wood, MO to Fort Knox, KY.

"I'd constantly run across advertisements for CDL drivers," said Silvia. "I figured, 'Why not?' I got my license and training, and before I knew it, I was an over-the-road driver."

Silvia says she needed to focus on a career that would make it easy to adapt to constant change.

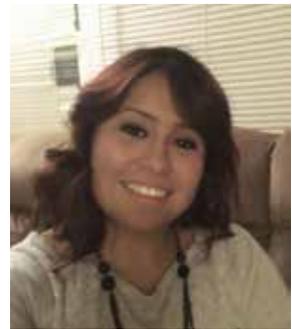
The field training she participated in for the National Guard prepared her to be an over-the-road driver, in that she was accustomed to being away from the comforts of home; it also taught her tremendous work ethic and empowered her to take pride in her work.

Silvia drives for a Ryder dairy customer, where she has a predictable route and schedule that allows her to be home more often.

"There are many benefits to being a driver—from the independence of being my own boss, to the drama-free nature of the position."

Silvia believes it is critical for drivers to take care of themselves. She advises drivers to eat healthy and take time to exercise on their free time, to perform better and be more alert.

"People often see women and think, 'Oh no, it's a woman driving—watch out,' but I've heard we are some of the safest CDL drivers on the road," says Silvia. She is a role model to women who might see the industry as intimidating. She is a shining example of what it means to be a tough, smart woman who takes ownership of her work.



AUGUST 2015

Shelly Hoffman

When Shelly Hoffman proposed the idea of teaming to her husband, she was kidding! But there was no laughter once they had looked into it. Their professional careers had led them to disappointment, and now, three years later, their CDLs have been more rewarding than their academic degrees combined.

Prior to driving professionally, the Hoffmans discovered travel as a mutual passion. A lucky career change allowed them to move from Cincinnati to Switzerland for a few short years, and that opened up possibilities for European travel. It ended with a long trip home, backpacking through Russia, Mongolia, China, and the U.S.

Following the economic crisis of 2008, traveling professionally was an unobtainable dream. Upon discovering the truck team demand, they took the plunge and once again, they were travelers. Recently, they moved to a smaller family-run operation, M.C. VanKampen.

"It's not the same as being on vacation, but we sure do have fun out here," says Shelly. "A true traveler enjoys seeing Las Vegas, New Mexico as much as Las Vegas, Nevada, but only truckers get to see both. In the same day, even!"

Shelly contributes to a blog, started by her husband, to debunk the misconceptions of truck drivers and redefine the lifestyle.

"Eating healthy is a big part of it, and it gets talked about a lot. But let's get a culture rolling—people getting out of their cabs and taking advantage of all they can!"

Shelly started running to offset the physical effects of so many hours spent sitting while driving and now the Hoffman team schedules much of their home time around local races in the Cincinnati area.

The Hoffman blog can be found at www.dieselnomics.com.



SEPTEMBER 2015

Debra Babin

Debra Babin never dreamed her career would revolve around snow and trucks. After leaving her public accounting life to raise a family, she sought a career with flexibility. She started her own business working as a freelance writer and business development/marketing consultant.

“One of my Babson colleagues was working with a lot of commercial snow and landscape companies, and he made some introductions. My consulting business grew and I became entrenched in the snow industry,” she says, eventually becoming the chair of the editorial advisory board for the national publication Snow Business magazine.

It was her experience working in the snow industry that led a colleague to introduce her to Jim Burns, who had a big idea. In 2012, Jim’s client, a large Boston-based airfreight company, asked him to solve one of their biggest issues—safely and effectively removing snow from their fleets’ rooftops. Debora’s experience with business development, her extensive knowledge of the

snow industry, and her energy and entrepreneurial spirit made her an ideal collaborator.

“I closed my business and joined Jim’s team of engineers to bring this concept to fruition,” she says. TrucBrush—a mobile device that can clear accumulated snow off a trailer’s roof in one minute—was born.

Debora is vice-president of TrucBrush Corporation and is working with a national travel center company on a program that will make TrucBrush services available along North America’s highways.

In 2013, she discovered the Women In Trucking Association, and this May she was inducted to the board of the Women In Trucking Foundation.

“I’ve made it a personal goal to help other women forward their careers in the trucking field,” she says.



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

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OCTOBER 2015

Danielle Roszko

Danielle Roszko was a sophomore when she decided she wanted a career in logistics. Twenty years later, she has risen through the ranks to become president of supply chain and Pratt Logistics, LLC, a wholly-owned subsidiary of Georgia-based Pratt Industries.

From her office at Pratt's corporate headquarters in Conyers, GA, Danielle oversees an innovative logistic group that operates a brokerage and an asset division with more than 325 trucks and 400 drivers across the U.S. She also leads the procurement team for Pratt.

Danielle has a drive and spirit that welcomes the everyday challenges of the job, as she manages a vast nationwide network of people and equipment. That energy and competitive nature serve her well as an endurance athlete.

Danielle is a long-time triathlete and has successfully finished three Ironman races (swimming 2.4 miles, riding a bike for 112

miles, and a 26.2 mile marathon, all in a matter of hours). She is a big believer in team sports.

"Having the right players in the right positions has led us to achieve success in the high-growth environment."

Her business philosophy and approach to life is to reach her driver-teammate through site visits and a separate e-mail address for only drivers to contact her through. Her philosophy appears to be working; under her leadership, Pratt Logistics has a driver turnover rate of less than 10 percent.

Danielle says she stands up for what she thinks is right and faces risks and challenges head-on.



NOVEMBER 2015

Amy Haag Lathrop

This fall, Amy Haag Lathrop, chief operating officer at Perfect Pallets, Inc. became the third Madame Chairwoman of the Indiana Motor Truck Association (IMTA). After a succession of male leaders, she brings a fresh perspective to a group of trucking professionals working to impact transportation in Indiana.

"In trucking, I often find I am the only female in the room. But that never really affected me. You bring your talents and value to the table and that is what others see."

The oldest of four, Amy attended the University of Notre Dame and graduated with a business degree in marketing. As a busy wife and mother of three, she is high energy, and is usually out the door for a 5 a.m. workout before work.

After college, Amy worked for Target Corporation as a store manager and at their corporate headquarters on special projects. Experience with project management and IT initiatives have helped her foster growth

and expansion opportunities. After an eight-year career in retail, Amy was ready to make a change.

"I was born into trucking, with both my father and grandfather owning a trucking company. Discussions at any family gathering always circled back to current events and how the industry was impacted." Using her corporate experience, Amy guided the family business in leveraging technology to expand.

As she assumes her new role as the IMTA chairwoman, Amy hopes to display how a female leader can complement the group and drive progress with the association.

"There are big shoes to fill, with the leaders before me, but I hope to carve my own legacy that creates an inspiration to other women—that they, too, can have an impact on the Indiana trucking landscape."



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DECEMBER 2015

Kim Grimm

In 1973, Kim Grimm fell in love with driving when she took Driver's Ed. There is a saying, "If you love what you do, you never work a day in your life." She feels that way after all the years and millions of miles behind her.

Kim went to Kirkwood Community College in Cedar Rapids, IA in 1978, while still working at a job weighing trucks at a local quarry for B.L. Anderson Co., Inc. In five weeks, she had her chauffeur's license, as it was called at the time.

While working at the quarry, Kim begged for a driving job. The superintendent gave in and she was on the road in a gray Ford 8000 with a 15-foot dump box. The guys were afraid they were going to have to do her work. After she showed them she could do as many loads as they did—more, on some days—and take care of her truck, they accepted her.

In 1986, she decided to go over-the-road, and she loved it. In 1990, Kim went to her first truck show: the Walcott Truckers Jamboree,

in Walcott, IA, where she met her dear friend Bette Garber. A lifelong friendship started that night. Today, Bette's picture, saying, and spirit ride with Kim every day in a truck that is named in her best friend's honor.

Kim loves her truck more than her old Kenworth Illusion.

"The millions of miles were good ones and took me places I will always remember," she says. "Now, I have a truck and trailer that are all mine and I love them even more."

In her eyes, she now has the perfect truck and trailer: black with lots of lights and chrome.

"Every day I proudly drive her down the road is a great day," she laughs. "This crazy life isn't for everyone, but it works for me. I will always be grateful to everyone who has helped me along the way. Work hard and dream big—and always be safe out there!"



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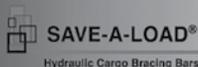
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Mid-West Truck & Trailer Show
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Old Frontier Family, Inc.	Robinson Decorative Stone, Inc.	Transport Topics	Z Transport & Logistics LLC

Association / Insurance Services / Fleet Software

National Association of Small Trucking Companies14

Auto Transport

Balch Logistics.....36

Best Home Time

Tri-National Inc.....6

Brakes & Safety Technology

Bendix Commercial Vehicle Systems LLC.....10

Commercial Fuel Chemicals

AM Fleet Chemical Company35

Dispatch Software

Trans Plus Systems Corporation24

Entertainment Transportation & Logistics

Clark Transfer Inc.24

Freight Factoring, Funding Solutions

Century Finance..... IFC

Fuel Additives

Howes Lubricator42, 43

Full-Service Truck Stop

Travel Centers of America / Petro Stopping Centers.....22,23

Hydraulic Cargo Load Bars

Save-A-Load36

Insurance

Dixon Insurance36

Insurance & Risk Management

Cline Wood Agency34

Internal Tire Balancing Beads

Counteract Balancing Beads20

Legal Services

Aird & Berlis LLP20

Maximize Your Talent With Us

Valley Queen Cheese Factory Inc.....9

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Recruiter / Transport Company

J.B. Hunt18

Recruiting

Pride Transport27
Total Transportation of Mississippi LLC25
Veriha Trucking Inc.13

Recruiting Women & Student Drivers

Cargo Transporters.....12

Refrigerated Transportation

America's Service Line17

Tire Chains

Onspot Automatic Tire Chains24

Trailer Manufacturer

Great Dane Trailers.....10

Transport Companies

Davis Express Inc.33
Estes Express Lines33
Holland.....41
Schneider National14
Skinner Transfer Corporation.....40
The Rosedale Group36
TRIMAC.....4
Walmart OBC

Transportation

Gully Transportation.....36

Transportation & Logistics Services

Halvor Lines Inc.29

Transportation Management Solutions

Landstar System Inc.....37

Wheel Polishing Equipment

Vehicle Inspection Systems Inc.....24

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August Winner
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