

# Redefining *the* Road

Edition 1 | 2017

The official magazine of the Women In Trucking Association

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# Ten Years!



*Ellen Voie, CAE, President & CEO,  
Women In Trucking Association, Inc.*



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*We're commemorating our anniversary  
with a special edition of the  
Women In Trucking logo*

Ten years ago the Women In Trucking Association (WIT) did not exist. Ten years ago, there was no Scholarship Foundation, no Girl Scout Transportation Patch, no WIT Index, no conference dedicated to empowering women. No one recognized our female drivers, a distinguished woman in logistics or an influential woman in trucking. Nothing.

Ten years ago, there were very few women at trucking industry events. The few women who attended conferences and meetings made a point to connect and reach out to one another for networking and support.

Ten years ago, an idea was born. Twelve powerful, passionate and dedicated women joined to create an organization focused solely on increasing the number of women employed in the trucking industry. With the help of a dedicated attorney who believed in our mission, we filed the paperwork to become a nonprofit association and received our IRS determination letter.

Ten years ago, our very first reception attracted a few interested men and women who munched on cookies and sipped coffee as they considered the concept of an organization created to attract and retain more women as drivers, managers and so much more.

It's been an amazing decade of challenges, growth, frustration and elation as well as a lot

of hard work. Here we are, in 2017, celebrating our tenth anniversary.

We have just begun. We have a long way to go, but we're here to continue to push our mission to encourage the employment of women in the trucking industry, promote their accomplishments and address obstacles that might keep women from succeeding. The mission has never changed and will continue to drive our efforts into the future.

We've got a lot of exciting things planned for you, our members. From a certification program to better-designed truck cabs to more amenities and safety at truck stops to, if my personal goal is realized, a doll that drives a big truck!

Your support is valuable, and we can't do this without you. Thanks for believing in us and our mission. The next ten years will be even better.



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# The Evolution of WIT: Yesterday, Today, Tomorrow



**Brian Everett, ABC  
Group Editorial Director and Publisher  
Redefining the Road magazine**

It's a proven rule in life: "Where we've come from defines who we are today and who we likely will become tomorrow." This applies to individual human beings—and to organizations like the Women In Trucking Association (WIT). The reality of this rule is underscored in this special edition of *Redefining the Road* magazine, which celebrates the 10-year anniversary of WIT.

**Reflecting on Yesterday.** In this edition, WIT founder Ellen Voie reflects on the amazing journey of the association since its beginning, and a feature article highlights the many achievements that have propelled WIT's mission forward. Much has been accomplished these past 10 years as a result of tireless efforts of volunteers, members and staff—from encouraging the employment of women and measuring progress made through the WIT Index to recognizing accomplishments of female drivers and professional women in the industry.

**Celebrating Today.** This edition quickly reminds us of the power of relationship-building and best practices. In the cover story, "Secrets to Successful Mentoring," you'll learn how to benefit from a mentor, coach, and/or sponsor relationship in your career. You'll hear first-hand from many women who have been successful on the giving and receiving end of these relationships. You'll also read about the importance of a strong wellness program at Saia and a strong training program at Ryder—best practices that are driving success at these companies.

**Planning For Tomorrow.** The feature story, "Attracting Millennials: How Can Transportation Companies Compete for New Talent," outlines what millennials value in life and how to use that information to attract and manage the next generation of talent. "Current Industry Perspectives: Top Issues for Trucking" explores key challenges such as capacity, regulations, infrastructure and volatile diesel costs—and their impact on strategy and operations today and tomorrow.

So reflect on where we as an association have come from, celebrate where the industry is today, and plan for what we're likely to accomplish tomorrow. Cheers to the Women In Trucking Association. Here's to wishing you and your members more success in the next 10 years!



*Brian S. Everett*



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**“The delicate balance of mentoring someone is not creating them in your own image, but giving them the opportunity to create themselves.”**

**—Steven Spielberg**

Mentorship can be a powerful tool—both for companies and their employees. Benefits for mentees include increased self-confidence, a fresh perspective on their abilities and career guidance, to name just a few. Mentors themselves have the opportunity to “give back,” build credibility, and gain personal satisfaction. And companies benefit from improved productivity, engagement and retention, according to a study by Wharton School of Business at the University of Pennsylvania.

Mentoring can be particularly valuable for women in the workforce. Working with a mentor can help to overcome gender barriers such as lack of access to opportunities, networks,

At the *Accelerate!* conference session on mentorship, panelists shared some of the most memorable advice that they've received from their own mentors. These words of wisdom may be helpful for *Redefining the Road* readers as well!



**Anne Miner:**  
"Choose somebody worthy of you."  
(clients, partners, mentors, etc.)



**Donna Trujillo:**  
"Surround yourself with people who bring you up."



**Brooke Mosely:**  
"You have one life and it's not very long. If you need to make a change, make it now."



**Beth Potratz:**  
"You alone have the power to create the future you want to be in."



**Ellen Voie:**  
"When in doubt, assume good intent."

and advocates, explains Alyse Nelson of Vital Voices Global Partnership in a recent blog post for *Fortune*.

In the transportation industry, mentoring can be helpful, not only for women in management, but also for female drivers. "Female drivers can feel outnumbered," says Brooke Mosely, Training Specialist at Prime Inc. "They need to know they're being heard. Mentoring programs help them to feel more comfortable and know that somebody is advocating for them."

Mentoring is also a valuable employee recruiting tool when it comes to millennials. In fact, a PGI study reports that 75 percent of millennials see mentoring as crucial to their career success. And according to the 2016 Deloitte Millennial Survey, millennials who are intending to stay with their organization for

more than five years are twice as likely to have a mentor. (For more on millennials, read the article on page 12.)

Even with all of its advantages, mentorship is surprisingly uncommon for women. In fact, 63 percent of businesswomen surveyed never had a mentor, according to a study conducted by Development Dimensions International (DDI), a human resources consulting firm. What's holding them back? Possibilities include the low ratio of female managers to entry-level positions, lack of time, a reluctance to ask, and concerns about competition.

The good news? It can't hurt to ask. In fact, 71 percent of female executives surveyed reported that they always accept invitations to be formal mentors at work, according to the DDI study.

### Establishing a good mentor relationship

At the Women In Trucking (WIT) Association's 2016 *Accelerate!* Conference & Expo in November, a panel of experts shared their insights on successful mentoring. Panelists included Brooke Mosley, Training Specialist at Prime Inc.; Anne Miner, President, The Dunvegan Group Ltd.; Beth Potratz, President and CEO of Drive My Way; and Donna Trujillo, an independent consultant. WIT President and CEO Ellen Voie served as moderator.

Mentoring comes in all shapes and sizes, panelists say, ranging from formal corporate programs to informal relationships over a cup of coffee. Mentors can be women or men, from within your company or external, from

*continued on page 10*

continued from page 9

any industry, etc. And it is wise to have multiple mentors throughout your career.

Before seeking a mentor, it is important to understand this unique role and how it compares with coaching or sponsorship, for example.

## A coach talks to you, a mentor talks with you, and a sponsor talks about you.

**Coaching** is typically a short-term process focused on helping you to learn a skill, overcome a challenge or improve your performance. **Mentoring** is a longer-term, more holistic approach designed to guide you through a significant transition at work or offer support throughout your career. **Sponsorship** takes the mentor relationship to the next level. Usually an influential, senior-level figure, the sponsor acts as your advocate, promoting you directly to ensure that you are considered for job opportunities and special assignments.

Miner summarizes the distinction: “A coach talks *to* you, a mentor talks *with* you, and a sponsor talks *about* you.”

All three of these relationships are important for women in the workplace, panelists agree. The key is to understand which relationship in this continuum best meets your needs.

### Finding the Right Fit

If you determine that a mentor is the best option for you, choose carefully. “Being a mentor is a big responsibility, and not everybody’s cut out to be one,” Potratz points out.

What makes a good mentor? Panelists identified several key characteristics.

“A great mentor will be prepared to listen and take time to understand what you want to accomplish,” Miner says. “They should also hold you accountable. You must be willing to hear what they say and take action. They’re not there to fix the problem for you.”

“Choose someone who sees a part of you that you don’t see—who can help to explore the core of who you are,” Potratz suggests. “It helps to find someone you can feel vulnerable with. Having those exploratory conversations without judgment can be invaluable.”

### Getting in Gear

To identify an appropriate mentor, it helps to have an action plan. “You need to know what your goals are,” Potratz advises.

Trujillo agrees. “Start by thinking about what you want to work on with them,” she says. “Choose someone you connect with who will have your best interest at heart. Then take the initiative. Tell them what you want to achieve and why you chose them as your mentor.”

Miner recommends holding a preliminary meeting to set goals and establish expectations. Determine how often you will meet. Establish a “judgment-free” policy, and request (don’t presume) confidentiality. Identify the protocol for when one of you wants to disengage.

### Moving On

How do you know when it’s time to call it quits? When you’ve accomplished your goal or determined that you are not getting something out of the relationship, the panelists agreed.

“Mentorship actually can be counterproductive when it is not mutually beneficial,” Potratz says.

If the relationship is not working, don’t be afraid to make a change. “For our driver mentors, we are always careful about making the right match,” says Mosely. “If it’s not a good fit, we make a switch. This isn’t Match.com!”

“It’s helpful to have a variety of mentors,” Trujillo elaborates. “The person who helped you get to where you are today might not have the insights to get you where you want to go tomorrow.”

### Ready to Roll?

“Mentorship can play a vital role in helping to move women forward in the transportation industry,” says WIT’s Voie. “Women In Trucking encourages women to actively seek out mentors—and serve as mentors for others. If we all help each other, we’ll continue to increase the number of women in leadership positions and women drivers.” ■



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# Attracting Millennials: How Can Transportation Companies Compete for New Talent?



**By 2020, millennials are expected to represent 40 percent of the workforce. Born between 1980 and 1995, this generation is over 80 million strong and about 50 percent female. As a rule, these women are educated, ambitious, confident and career-focused—undoubtedly a powerful asset for transportation and logistics companies.**

With a significant driver shortage and dearth of women in leadership positions, the transportation industry needs to tap into this potential workforce, but this new generation of workers is not looking for business as usual.

At the Women In Trucking (WIT) Association's 2016 *Accelerate!* Conference & Expo in November, panelists explored the topic of millennial workers and what the industry can do to attract them. The group included Brian McMahon, Finance Analyst, Fleet Advantage; Sarah Wulf, Recruiting Manager, Veriha Trucking; Michelle Richard, Vice President of Human Resources, Saia Inc.; Kelsey Nelson, a student at University of Wisconsin—Superior; and moderator Andreea Crisan, WIT Board Member and Chief Operating Officer and Executive Vice President, Andy Transport.

## What is the Millennial Workforce Looking For?

Twenty-three-year-old Nelson graduated in December 2016 with a degree in transportation and logistics management and just joined J.B. Hunt as an Operations Supervisor. When deciding where to apply for jobs, she said she took a variety of factors into consideration, including pay, location, corporate culture, benefits, company size, career opportunities, and mentorship programs.

Nelson's wish list reflects key priorities of her generation (see Millennial Snapshot sidebar). Panelists offered a variety of insights to help transportation companies address many of these issues.

## Corporate Culture

Millennials want to work for companies with a good image and reputation. Being ethical and honest is simply table stakes, panelists agree.

"A paycheck is not enough. It comes down to how you treat people, how supportive you are," Richard says. "Most drivers get their jobs from word of mouth. If drivers have a good experience, they can bring in more drivers."

## Quality of Life

Work-life balance is a high priority for millennials. Wulf recommends that companies highlight ways in which they help employees—whether it's the fact that their drivers are home every night, offer programs to support driver's families or install Direct TV in trucks.

This may involve a shift in perspective, Crisan suggests. "We need to change our vocabulary," she advises. "Drivers must become our customers," she advises.

## Career Progression

"Studies show that 36 percent of millennials will change jobs in one to three years," Wulf explains. "We need to give them the opportunity to change jobs within our own organization."

When it comes to recruiting strategies, Wulf says companies need to work more on what they're going to do for drivers—let them know potential career paths and create opportunities to help them move forward. At Veriha Trucking, for example, a successful driver might become a "Road Scholar" and then move on to become a trainer. This opportunity to advance appeals to millennials' desire for career progression.

To satisfy a popular millennial desire to for self-employment, Crisan suggests highlighting the opportunity to become an independent contractor. Since many millennials are eager to work with or own a start-up company, she asks, "Why not encourage them to develop apps or offer services that solve industry issues?"

"It's all about creating opportunities for people," Richard says. "Don't let them become stagnant. Give them the chance to move—horizontally and vertically."

## Technology Expectations

Millennials take technology for granted. From mobile phones to social media, they live on a steady diet of digital information.

Transportation companies need to leverage technology wherever possible, panelists agree. A strong social media presence and up-to-date website are minimum requirements, Wulf says. Richard recommends highlighting how the industry uses technology to make a driver's job easier and safer. McMahon challenges companies to be creative. "Get drivers on Snapchat to spread the word about careers in transportation," he suggests.

## Roadblocks to Attracting Millennials

The transportation industry's biggest challenge in attracting millennials may be public misconceptions about the industry, panelists cautioned.

"When people think of the trucking industry, they still think of 'Smokey and the Bandit,'" says Richard. "That's not the end of the story, but we put a period on it. We need to repackage and repurpose how we think about driving trucks."

Panelists agreed that news coverage of the transportation industry tends to focus on negatives—accidents, pollution, etc. This is of

significant concern for millennials who typically are very motivated to do work that has a positive impact on the world around them.

"We need to talk about how safe driving practices are saving lives and showcase environmental stewardship," says McMahon. "For example, programs like Women In Trucking's ride-alongs and the new Women In Trucking Girl Scout transportation patch are helping to highlight the good in the industry." (Read more about WIT ride-alongs on page 28.)

"Heavy industry regulation is also a stumbling block," Richard points out. "Particularly for millennials who tend to prefer flexibility. The key is to give them flexibility somewhere else."

McMahon also stressed the need to promote the scope of the trucking industry. "When I started working at Fleet Advantage, I saw so many different facets of the industry. I hadn't realized what a progressive, forward-thinking environment it was."

"We need to make careers in our industry more appealing," Richard says. "When you think about careers, you don't automatically think about becoming a professional truck driver. We tend to think about more mainstream careers like being a doctor or a lawyer, but college is not for everybody. Trucking is a good profession that pays good money."



Today, most people accidentally fall into the transportation industry, Crisan reflects. "If we want millennials to choose transportation, we need to brand and package the industry accordingly," she says.

WIT is uniquely positioned to help with that rebranding. Crisan explains, "Women In Trucking can help the industry attract more female millennials by celebrating, awarding and promoting successful women in the industry. Younger generations will follow their lead." ■



## Snapshot of the Millennial Workforce

**Millennial workers.**  
**Wondering what makes them tick?**  
**Here's a look at some of their top priorities.**

- Millennials have a different career mindset than previous generations. An overwhelming 97 percent of men and women millennials say that **work-life balance** is important to them.
- That doesn't mean that they plan to slack off. Female millennials rank **career progression** as the most attractive employer trait. They are more likely to believe they can reach very top levels with their current employer.
- Actually, 72 percent of millennials would prefer to **be their own boss**. They value the freedom and flexibility of a more entrepreneurial environment.
- That being said, 88 percent of millennials prefer a **collaborative environment**. They're seeking a work environment where employees pull together for a shared purpose.
- Corporate image and reputation are critical. Female millennials want to work for companies that demonstrate **social and environmental responsibility**.
- Feedback is important to millennials, and they're eager to develop **relationships with mentors**. In fact, 75 percent think mentorship is crucial for success.
- **Global careers** are high on the agenda. Seventy-one percent of female millennials want to work outside their home country during their career.
- **Diversity** is top of mind for this generation. When surveyed, 85 percent of women said that an employer's policy on diversity, equality and workforce inclusion was important when deciding whether or not to take a job.

"The Female Millennial—a New Era of Talent," [www.pwc.com](http://www.pwc.com)  
"Why Millennials Don't Want to Work for You," [www.Forbes.com](http://www.Forbes.com).  
"Portrait of a Generation" infographic, [www.pgi.com](http://www.pgi.com)

# Current Industry Perspectives: Top Issues for Trucking



**Issues connected to productivity and capacity continue to be top of mind for those in the U.S. trucking industry. Last year had relatively loose capacity, but it likely won't be the same this year.**

Considering the current market situation coupled with a new Trump administration now in place, there are a number of factors that could put a squeeze on productivity and capacity in the coming months.

### Strong Demand for Capacity

Of course, demand for capacity is a critical factor for trucking—and it's driven to a large degree by manufacturing. According to the Manufacturers Alliance for Productivity and Innovation, manufacturing still is in the recovery phase of the economic cycle. Industrial manufacturing production must grow another 3 percent to reach the pre-recession production level achieved in 2007, which means a full recovery is expected in the third quarter of this year. Non-high-tech manufacturing production is approximately 5 percent below the pre-recession level and will not be fully recovered until the third quarter of next year.

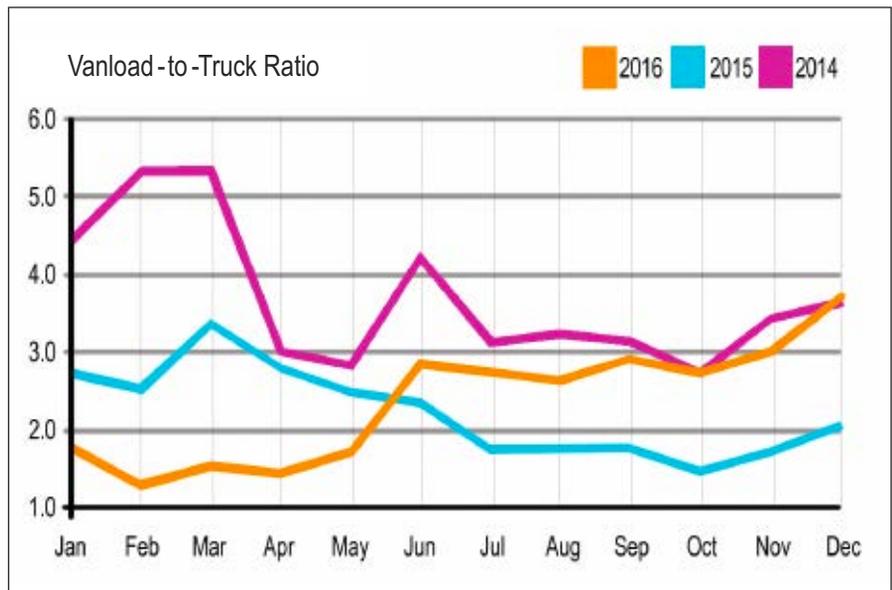
Along with demand, what is a primary factor impacting capacity? The volume of freight that brokers are asked to move, along with the number of available trucks to move that volume. In 2016, demand started out

weak but finished strong, with a steady climb in the load-to-truck ratios for vans, reefers and flatbeds starting in mid-2016. These ratios represent the number of shipments posted for every truck posted on DAT Load Boards, and are an indicator of spot-market demand relative to capacity. Beginning in May, there began a steady climb in the load-to-truck ratios for vans. Reefers experienced a similar pattern, and flatbeds began their climb in August.

### ELD Mandate: Impact on Capacity

It's now less than one year away. After Dec. 17, 2017, nearly all heavy-duty trucks must use electronic logging devices (ELDs) to log their hours of service. While large carriers have been using ELDs for years, many small fleets and owner-operators have yet to make the switch from paper logs. Industry predictions about the reduction of capacity following the mandate vary from 3 to 10 percent.

Some industry observers have wondered if the mandate will stay on track with the new Trump administration. While the possibility of facing unexpected regulation changes becomes a valid discussion when new leaders are elected, it's highly unlikely the mandate will be rescinded given it was initiated by the Congress itself even with a strong Republican majority in the House. It's unlikely that Congress would go against its own actions.



### More Scrutiny of Professional Drivers

There are several new regulations coming down the pike from the Federal Motor Carrier Safety Administration (FMCSA) that could further reduce the number of drivers in an already dwindling pool. There are proposals to test drivers for sleep apnea, test hair to check for drug use, and create a database of drivers who have failed drug or alcohol testing. The FMCSA also recently completed public comment on a speed-limiter rule that could force drivers to drive slower than the posted speed limit in some states. A reduction of even a few miles per hour, multiplied by the thousands of miles a driver logs each year, would impact productivity.

### Infrastructure: Moving Forward?

Trucking productivity decreases as traffic congestion increases due to our lack of infrastructure investment. Unfortunately, highway funding bills have hit roadblocks in Congress and are often short-term measures that maintain spending at current levels. Although the Trump administration has proposed significant increases in spending, it's not clear if Congress will support this vision.

Underfunded infrastructure exaggerates other trucking problems, such as the lack of parking for professional drivers to take their mandated breaks. This problem will only worsen with the ELD mandate, as electronic logs won't allow any wiggle room when drivers need to take their required rest breaks or stop for the night.

### Volatile Diesel Costs

Prices have risen 59 cents per gallon since February of last year, and analysts predict prices to continue to rise throughout this year. The Organization of Petroleum Exporting Countries (OPEC) has announced they will reduce production this year and, at current prices, there's little incentive to increase U.S. oil production. Because the cost of fuel is one of trucking companies' top expenses, fleets and owner-operators that are currently struggling financially could fail if prices rise significantly. ■

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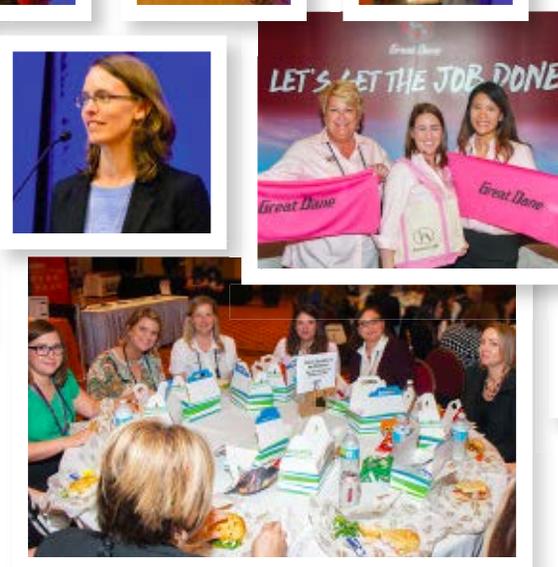
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# 2016 *Accelerate!* Attendees Learn, Share and Celebrate



Ellen Voie with finalists for the 2016 "Influential Woman in Trucking" award: Karen Jones, Ryder System; Sherri Garner Brumbaugh, Garner Trucking Inc.; Ramona Hood, Transportation Logistics at GENCO, a FedEx company; and Carolyn Gable, New Age Transportation.



More than 50 industry providers participated in the exhibition, including carriers, third-party logistics providers, OEMs, consultants, technology innovators and shippers.

The Embassy Suites Dallas Convention Center was buzzing with excitement as the Women In Trucking Association (WIT) kicked off its *Accelerate!* Conference & Expo last November. More than 400 women and men attended the second annual event in Dallas—coming from across the country and as far away as New Zealand.

The positive energy and supportive atmosphere established the perfect environment to talk frankly about common challenges, share creative ideas and celebrate women in the industry.

Attendees had the opportunity to check out educational sessions on a wide range of topics, including the outlook for the trucking market, making life on the road easier for women, building a personal brand and more.

They also learned from leading authorities such as Scott Darling, Administrator of the Federal Motor Carrier Safety Administration (FMCSA), Dr. Valerie Young, author of *The Imposter Syndrome*, and Sara Laschever, an expert in negotiation skill-building.

Over the course of the conference, several key themes emerged.

While women have many valuable qualities that help them excel in the workplace, they are more likely to experience self-doubt and shy away from negotiation than their male counterparts. By recognizing these tendencies and learning strategies to address them, women can help to level the playing field. (Watch for more on negotiation in *Redefining the Road* later this year.)

The transportation industry needs to improve

public perception in order to attract a more diverse workforce. It is important to communicate that it is a dynamic industry with a wide variety of opportunities and that women are building successful careers as professional drivers and leaders in the transportation industry today.

Millennials and military veterans can be valuable for companies seeking new talent. To appeal to millennials, recruiters should highlight peak areas of interest, such as professional development, technology, social responsibility, etc. Veterans want to know how they fit in the organization and where they can add value. (Check out our article on attracting millennials to the industry on page 12. Look for more on hiring veterans in our next issue.)

## Ramona Hood Named 2016 “Influential Woman in Trucking”

In 1991, 19-year-old Ramona Hood took a receptionist position at Roberts Express, which was eventually acquired by FedEx. She just wanted to get a job, not realizing that, down the road, she would become a veteran in the industry.



Fast forward 25 years, Hood is vice president of Customer Operations, Transportation Logistics at GENCO, a FedEx company, and is the recipient of the prestigious Women In Trucking (WIT) 2016 “Influential Woman in Trucking” award. The award recognizes women in the industry who make or influence key decisions, have a proven record of responsibility, and mentor and serve as a role model to other women. The award was introduced in 2010 as a way to honor female leaders in trucking and to attract and advance women within the industry.

However, becoming a successful executive and distinguished leader in transportation was no easy feat, as there were many stops along the way. Starting from the ground up at FedEx Custom Critical, Hood spent several years as a receptionist until she decided to take a chance and pursue a leadership role. Once transferred to the operations department, Hood held numerous positions as she worked her way up to Senior Manager. As years passed in the department, she decided it was time for a change and took on the Senior Manager position in the Sales Department.

While many women would be intimidated at the thought of obtaining a bachelor’s degree in business management while working, Hood was eager to further her education at Walsh University. She was able to strike a balance between work, education and home life, all while delivering results for her business unit.

But it doesn’t stop there. Hood continued to rise through the ranks as she switched to the FedEx Truckload Brokerage department and was promoted to the company’s executive team as Managing Director. Over the span of eight years, Hood would help to drive revenue growth of more than 30 percent and contribute margin growth of more than 20 percent. She then would pursue her executive master’s degree in business administration at the Weatherhead School of Management at Case Western Reserve University.

Today, through hard work, perseverance and strategic leadership, Hood has received numerous honors, including *Crain’s Cleveland Business* 2016 “Women of Note” and *Smart Business* magazine’s “Smart Women 2016,” in addition to the 2016 WIT award.

“Ramona Hood truly deserves the title of the 2016 Influential Woman in Trucking,” says Ellen Voie, WIT President and CEO. “She has not only advanced in her career to become a vice president in a large corporation, she has taken the time to give back to her community. We are extremely proud to be able to recognize her for her accomplishments and her altruism.”

Upon receiving the award at the 2016 WIT *Accelerate!* Conference & Expo in Dallas, Hood expressed her gratitude, “I’m blessed and thrilled to be named the ‘2016 Influential Woman in Trucking.’ It was a fantastic opportunity to be a part of the panel with the other great finalists.” ■

**Freightliner Trucks is sponsor of the sixth annual “Influential Woman in Trucking.”**



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*continued from page 16*

Today, top women leaders in the transportation industry are passionate about the industry and love what they do. They are committed to creating a corporate culture marked by integrity, communication and respect.

The conference also provided attendees the opportunity to network with others in the industry at lively evening receptions, participate in group discussions on topics of interest at

roundtable luncheons and meet with industry providers at the exhibition.

“This conference really showcases the vibrant community of Women In Trucking members and corporate partners,” says Ellen Voie, WIT president and CEO. “We’re looking forward to continue growing the conference and raising awareness for women’s issues in the transportation industry. When we work together, our potential is limitless!” ■



# Women In Trucking's 10-Year Anniversary

A Decade of Driving the Industry Forward

## 2007

Ellen Voie founds Women In Trucking Association  
Membership drive attracts 500 members



## 2008

1st reception at MATS—chocolate fountain introduced!



Voie earns commercial driver's license (CDL)

## 2009

First "Salute to the Women Behind the Wheel"  
Ellen Voie becomes WIT President & CEO  
SiriusXM's Freewheelin' show features Voie



## 2010

Frito-Lay becomes 1st Gold Level Partner  
First male director joins the board  
Women In Trucking Scholarship Foundation is born  
First ride-along with chairwoman of the NTSB  
1st annual "Influential Woman in Trucking" award

## 2011



WIT launches premier issue of *Redefining the Road* magazine!

France  
New Zealand  
Australia  
Mexico

For more info

Visit:





Ten years ago, the Women In Trucking Association (WIT) was born. Lots of hard work, dedication, growing pains, and support from board members, association members, partners, and the industry have made the organization what it is today. Let's take a look at WIT's accomplishments.



2007-2017 • STEERING TOWARD DIVERSITY

## 2012

White House recognizes WIT as "Transportation Innovator Champion of Change!"

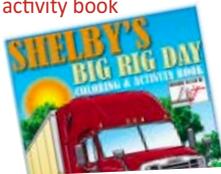
Voie travels to speak to Transport Women Australia  
Voie throws pitch to start Cleveland Indian's game



Photo: Katie Cole/CBS Radio

## 2013

President Obama invites Voie to commemorate 50th anniversary of Equal Pay Act  
Driver volunteers launch WIT Facebook page  
WIT publishes children's activity book



Voie helps DOL, ED, and DOT to define skills for transportation careers

WIT Board member attends signing of Transportation Bill at White House



## 2014

WIT develops Girl Scout "Trucks are for girls" Transportation patch



WIT adds mentoring board to website  
"I ♥ Trucking" contest recognizes video series about life as a driver  
Voie speaks at Motoring Matters banquet in Melbourne, Australia  
Voie & UW-Stout professor present at Women's Issues in Transportation event in Paris

WIT introduces weekly "WIT e-News"

WIT member takes Wisc. Secretary of Transportation on ride-along  
WIT creates list of Certified Women-Owned Businesses  
WIT starts monthly segment on Dave Nemo Show  
Voie meets at White House to promote health insurance portal for small businesses

## 2015

"Distinguished Woman in Logistics" award is established

Mary Aufdemberg is elected as WIT chairwoman

WIT members lead ride-alongs for Deputy Administrator of FMCSA, member of CRASH, and Wisc. Congressman

WIT CEO Voie is appointed to U.S. DOT's Entry Level Driver Advisory Committee

WIT creates Image Team  
Voie participates in events at White House, in Mexico and new Zealand

WIT releases recruiting guide to attract female professional drivers

WIT Index helps to benchmark diversity



WIT holds first Accelerate! Conference and Expo  
Holiday auction raises money for WIT Scholarship Foundation

## 2016

Board crafts strategic plan  
MindShare Strategies becomes WIT's association management company  
7th annual "Salute to Women Behind the Wheel"  
WIT holds 1st Canadian "Salute to Women behind the Wheel"

SDCE magazine names Voie "2016 Pro to Know"

Fleet Owner names Voie 1 of 12 Outstanding Women in Trucking

The Image Team adds more drivers + safety and recruiting professionals  
Wisc. U.S. Senator goes for ride-along with Image Team member

Social media outreach hits new high

FMCSA Administrator goes for ride-along with Image Team member



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and click View our timeline

## Knowledge is Power



At Ryder, we believe there is no greater investment a company can make than in its people. After all, it is thanks to our employees that we are able to deliver on our promise to customers. That means we focus much of our efforts on recruiting the best of the best through valuable partnerships and facilitate opportunities for career advancement through continual training.

Last year, Ryder provided scholarship funds to SkillsUSA, Universal Technical Institute Foundation and Women In Trucking. These grants, part of Ryder's giving strategy supporting expertise, serve to help educate the next generation of commercial vehicle technicians and professional drivers. Teaming up with organizations like these not only provides us with the opportunity to tap into some of the best talent, but it also serves to continue growing the pool of drivers and technicians within the transportation and logistics industry.

Of greatest importance to most employees is the promise of a career path. Millennials have overtaken Baby Boomers as America's largest generation, and they're keen on knowing upfront that there are opportunities for advancement available to them. One of the best ways we do that at Ryder is by getting them the valuable training they need to succeed and grow within their jobs. Annually, we average about 40 hours of online and instructor-led training per technician. Ryder's core training includes safety, OSHA, environmental and technical. Our technicians also have access to direct learning from OEMs on diagnostics, natural gas, refrigeration and lift gates. Additionally, Ryder produces a monthly, technical-rich print publication and ongoing short video tutorials for technicians.

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Patrick Pendergast is Group Director of Talent Acquisition for Ryder System, Inc.

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## Why Wellness Matters



It's no surprise that when you're a professional driver it's tough to live a healthy lifestyle. Sitting and working for long hours coupled with finding time to eat a wholesome meal or exercise has unfortunately made a career in transportation one of the unhealthiest around.

In fact, when the University of Utah School of Medicine conducted an examination of

nearly 50,000 driver medical records, they found evidence that drivers' relatively poor health potentially put them in jeopardy in more than one way. Over 30 percent of drivers had signs of at least one medical condition that's been linked to diminished driving performance. As such, it's an employment and safety issue as well.

Knowing all of this, it's paramount that carriers offer a holistic wellness program. Doing so can help companies attract new drivers, retain employees, and improve safety metrics. Saia LTL Freight's commitment to its own program, "Delivering Wellness," is stronger than ever. Since its inception, we've worked to create a program that focuses on improving the overall health of not only employees, but spouses too.

It's important that a wellness program reflect that a company's most valuable asset is its employees. Employees that have a high quality of life are engaged and show increased

productivity—all of which positively impact a company's performance.

By providing resources, communications and fun challenges, carriers can encourage changes in behavior and increase employee physical activity. For instance, Saia's "Step It Up" program rewards healthy behaviors in almost any physical activity in which an employee chooses to participate.

One tenet that Saia's wellness program has always held to is to create an environment where the healthy choice is the easy choice. If a company does this and puts employees first, they'll have a tremendous foundation upon which to build their own wellness program. ■



Kristy Roger is Corporate Benefits Manager for Saia Inc.

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## Benchmarking Diversity

How many women are in the trucking industry today? The Women In Trucking Association (WIT) is determined to find out.

Last year, the association established the “WIT Index” to better quantify the number of women working as professional drivers and in management at organizations nationwide. Initially, the Index tracked female board members and executives at 15 publicly traded trucking companies nationwide.

To collect even more comprehensive data, WIT has now partnered with the National Transportation Institute (NTI), the top research organization for driver compensation and benefit information.

“We know that women represent a largely underdeveloped minority group in our industry,” says Leah Shaver, NTI’s Chief Operating Officer and a member of the WIT Board of Directors. “We also know, from recent conference discussions and media coverage, that benchmarking gender distribution in our industry is necessary to quantify progress. We’re going to help trucking companies do just that.”

Every quarter, NTI surveys hundreds of trucking firms for data regarding driver wages, benefits, retirement plans and more.

The confidential information is reported in aggregate to carriers for benchmarking and forecasting. This past year, NTI added two questions to their list of research responses: the percentage of women employed as professional drivers and the percentage of women in leadership roles within the company.

Over the course of three quarters, NTI found the average percentage of female drivers at these carriers to be 7 percent. They also found that women comprise 24 percent of management at the carriers surveyed.

In the past, WIT relied on U.S. Department of Labor (DOL) data for this information. However, the DOL reports the number of “driver/sales workers and truck drivers” and “industrial truck and tractor operators.” The job descriptions for these positions do not accurately represent the responsibilities of professional over-the-road drivers. Based on the DOL numbers, women represent just 6 percent of the driver population and 18.1 percent of “supervisors of transportation and material moving workers.”

“The mission of the Women In Trucking (WIT) Association is to increase the percentage

of women employed in the trucking industry to utilize unrealized potential,” says WIT President and CEO Ellen Voie. “To do this, we must first find out exactly where we are today, so we can measure any future changes and explore best practices of carriers that excel in attracting and retaining women as both drivers and leaders. With the help of the National Transportation Institute, we’re well on our way to developing an accurate benchmark.” ■

### Help Us Benchmark

To continue developing the WIT Index, the National Transportation Institute and Women In Trucking encourage all carriers to share their percentage of female drivers and leaders. Please submit your data to NTI at:

<https://driverwages.com/wit-index/>

Contributing carriers are not identified within the index, and will receive a copy of the aggregated results by region and fleet size.

### Mark your calendar for these events!

- MAR 31-APR 2** Gulf Coast Big Rig Truck Show Biloxi, MS
- APR. 5-8** Transportation Intermediaries Association (TIA) Las Vegas, NV
- APR. 30-MAY 3** WERC 40th Annual Conference for Logistics Professionals Fort Worth, TX
- JUN. 11-13** 2017 TMSA Logistics Marketing & Sales Conference Amelia Island, FL
- JUL. 21-22** Expedite Expo 2017 Lexington, KY
- AUG. 24-26** Great American Trucking Show (GATS) Dallas, TX

### WIT ON THE AIR at SiriusXM 146

#### Freewheelin’ with Meredith Ochs & Chris T.

**Day/time:** Last Wednesday of every month, 1pm Eastern (Replayed weeknites at 10pm Eastern)

**Call:** 888-ROAD-DOG  
WIT’s Ellen Voie joins Freewheelin’ and welcomes your comments and questions!

**Next up:** March 29th, April 26th

#### Dave Nemo Show with Ellen Voie

**Next up:** Monday, April 10th, 7am Eastern

## Not Their First Career Choice, but the Right One

While more and more women make deliberate decisions to work in the trucking industry, historically, many have found themselves working in the industry by chance. For most 2016 “Member of the Month” honorees, working in transportation wasn’t their first career choice, but it turned out to be the right choice.



**Heather Hutchens** was a successful optician of over 20 years, but she wanted to spend more time with her husband. Therefore, they completely switched gears and started careers as expediter drivers. Now Hutchens vlogs (video blogs) her road adventures that she posts on her YouTube channel, TheCraftyTrucker.



**Robyn Mitchell** spent many rewarding years teaching, but she realized that she was ready for a career remix. She plunged head-first into the trucking world and became a professional driver. Inspired by her life on the road, the *Mother Trucker Book Series* was born. Today, she travels the country meeting her readers and fans.



Over the years, **Jill Maschmeier** found herself on one hunt after another as her employers either closed their doors or moved to another city. Seeing an opening with National Carriers, she thought, “I have no clue what ‘compliance in trucking’ means, but let’s give it a try. What can I lose?” Today, she is passionate about working in transportation. “The excitement of what is going to happen each day keeps me coming back for more,” she says.



Many women leverage family connections to get their footing within trucking. After working for years in law enforcement, **Gerri Davis** felt a calling to return to the family business. It turned out to be the right fit. She successfully spearheaded and managed many projects for the company and became one of only three fe-

male dealer principals in North America (in the Daimler Trucks North America organization) as a third-generation owner of Truck City.



**Kristy Knichel** also joined the family business. For the past nine of her 13 years with the company, she has been the President and CEO of Knichel Logistics. She says, “I see my company continuing to grow, and I also see more women taking on leadership roles as we continue to impact this thriving industry and make names for ourselves.” She was named the 2015 “Influential Woman In Logistics” by WIT and the Transportation Intermediaries Association.



Since her father was a truck driver, **Cynthia De La Rosa** grew up around all things trucking. While she enjoyed the experience of driving, she initially chose a different career route in real estate. The economic decline in 2008 drove her to reconsider truck driving as a career, and she’s been a professional driver ever since.



**Peggy McCullah** was a machinist for many years, but she was left jobless when her company relocated its operations. With many family members in the transportation industry, she decided to see what it was all about. Now, she is a successful professional driver with over 1 million safe-driving miles and encourages other women to consider working in the industry.



**Annette Womack** was introduced to a career in the industry by her father’s friend who owned a trucking company. Today, she has over 1.7 million safe-driving miles, earned numerous company awards over her 20 years with Giant Foods, and has even written a driver route book for new drivers with the company. “This is an amazing industry, and truck driving can be a lucrative career,” she says. “Women can make an incredible living out here.”



As a Platoon Leader of a construction company in the Army, **Michele Zambrano** became knowledgeable about many types of equipment, ranging from a Humvee to a 50-ton truck. When she joined Waste Management as District Manager, she says, “I quickly realized that I found my home. It was very much like being back in the field where I belong, leading troops. This time, the troops are CDL drivers and their equipment is a trash truck.”



With seven years of truck-driving experience in the Army National Guard, **Sheili (Shay) Torres** knew driving for J.B. Hunt would be a perfect match for her. Today, she is one of the first women to complete the Hunt’s Heroes program. Her advice to potential professional drivers: “Never allow a challenge or even fear to intimidate you. Being a woman is already powerful, but a woman who knows where she is heading and seeks knowledge . . . that woman is unstoppable.”



For some women, transportation was their first instinct. **Jodi Edwards**, for example, has been in the industry for more than two decades working for J.B. Hunt. “Trucking empowers me to live my own life, teaching me that I don’t need another individual in order to survive. It has provided me with a home, good career and sustainable livelihood,” she says. “I’ll still be here until I get my two million miles.”



**Shannon Van Roo’s** career path also has revolved around trucking—as a cashier at a truck stop, a professional driver, co-managing her husband’s trucking company, and, now, supporting truckers through Acuity Insurance. “Trucking isn’t just about driving,” she says. “It takes many people with a variety of skills and interests to build a successful company.” ■

## WIT Foundation Welcomes Four Dynamic New Directors



**Guenther**



**Collins**



**Haynes**



**Payne-Brown**

Four dynamic women recently have been appointed to the Board of Directors of the Women In Trucking (WIT) Foundation. They include Jill Guenther, Senior Director, S&D CoE, Frito-Lay, Inc.; Susan Collins, Director, Industry Relations, Truckstop.com; Sue Haynes, Talent Acquisition Director for Ryder System, Inc.; and Theresa Payne-Brown, National Account Sales for Hyundai Translead.

“Supporting the goals of those who wish to build a career in transportation is an exciting opportunity,” says Guenther. She has been with snack-food manufacturer and distributor Frito-Lay, Inc. for 26 years, 16 of those in transportation. Today, she supports field operations and heads teams in the areas of warehousing and transportation.

As a transportation and logistics professional with more than 15 years of leadership experience,

Collins’ focus at Truckstop.com, an online freight-matching service, includes deepening industry relationships that serve the carrier, broker and shipper markets. “I am truly honored and want to thank the WIT Foundation Board for this opportunity to serve,” says Collins.

Haynes joined Ryder, a Fortune 500 commercial fleet management, dedicated transportation and supply chain solutions company, in 2011 as a diesel mechanic recruiter. Today, she collaborates with human resources partners and supports internal executive clients in the development and implementation of creative strategic recruitment programs to build and enhance the pipeline of qualified fleet maintenance talent.

For the past 10 years, Payne-Brown has focused on sales and providing support to the top 100 trucking companies nationally in

her role for Hyundai Translead, a leading manufacturer of dry and refrigerated van trailers, domestic containers and container chassis. She also is active in the California Trucking Association and other transportation industry groups.

“We are fortunate to have these outstanding women leaders join the Foundation Board,” says Board Chairwoman Debora Babin Katz of TrucBrush Corp. “Their professional experience and industry relationships support our mission to help individuals advance their careers in transportation through educational scholarships.” ■

### WIT Foundation Board of Directors Officers

<b>Chairwoman:</b>	<i>Debora Katz TrucBrush Corp.</i>
<b>Vice Chairwoman:</b>	<i>Jeana Hysell Senior Safety Consultant, J. J. Keller &amp; Associates, Inc.</i>
<b>Treasurer:</b>	<i>Jason Henderson Business Manager Feeding America— Eastern Wisconsin</i>
<b>Secretary:</b>	<i>Sandra Sanford Director of Inside Sales TravelCenters of America</i>

### Board of Directors Also Includes:

*Angela Thompson, VP Human Resources, UPS  
Jeff Hammonds, VP Walmart Transportation  
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## Kansas City, Here We Come

### Accelerate! Conference & Expo slated for Nov. 6-8, 2017

Think barbecue and jazz music. Think WIT's 10-year anniversary. Think networking. Think learning. Think professional development. Think fun!

The Women In Trucking Association (WIT) is already planning its 3rd Annual *Accelerate!* Conference & Expo, which will be held Nov. 6 - 8 at the Sheraton Kansas City Hotel at Crown Center.

### Sponsor or Exhibit

Booth and sponsorships sales are already in full swing. Align your brand with WIT's mission and raise your branding and visibility with a booth at the expo and a sponsorship for year-round promotion. There are lots of opportunities for business development.

### Learn and Network

Where else can you learn real nuggets to take back to make you better at your job, so you can take your company to the next level? Where else can you network with almost 500 attendees, representing all aspects of the industry—including human resources, recruiting, engineering, operations, marketing, sales, drivers and executive management? Attend and bring your team for the education, networking, professional development, interactive roundtables and to support WIT's mission.

Get it in your budget and on your calendar—and register now to save. Corporate attendee packages are available. For more information, contact Carleen Herndon at 888-464-9482 or visit [www.womenintruck.org](http://www.womenintruck.org) and click on the quick link for the *Accelerate!* Conference & Expo. ■

## WIT Image Team Roundup

Knowledgeable. Passionate. Positive. Leaders. These are just a few characteristics that define the exceptional Women In Trucking (WIT) Image Team. This group of diverse women are experts in the trucking industry and positive representatives of the association's mission. They are the face of WIT as they speak to the media and industry professionals at public events and industry trade shows. They also connect with legislators, regulators and industry leaders through ride-along events in which they inform and articulate the obstacles they face on the road. ■



Meet the WIT Image Team

### Back row:

**Julie Matulle**, Professional Driver & Part time Recruiter, H.O. Wolding Inc.  
**Brooke Held Sudimak**, Professional Driver, Ru-D Trucking  
**Allyson Hay**, Professional Driver, Walmart Private Fleet  
**Brooke Mosley**, Training Specialist/Female Driver Liaison, Prime Inc.  
**Wyzeena Heeny**, Professional Driver, Covenant Transport  
**Gretchen Jackson**, Sr. Manger/Driver Recruiter, CFI (Contract Freighters Inc.)  
**Jodi Edwards**, Professional Driver, J.B. Hunt Transport Services Inc.

### Front row:

**Carol Nixon**, Professional Driver, Walmart Private Fleet  
**Cindy Kaps**, Professional Driver, Rocking Double K, Inc. leased to Landstar  
**Jeana Hysell**, Sr. Safety Consultant, J. J. Keller & Associates, Inc.  
**Stephanie Klang**, Professional Driver, CFI (Contract Freighters Inc.)  
**Felicia Berggren**, Professional Driver, Werner Enterprises  
**Deb LaBree**, Professional Driver, Castle Transport LLC leased to Landstar Inway Inc.

### Not pictured:

**Cindi Alexander**, Co-Owner/Director/Training Instructor Lake Cumberland CDL Training School  
**Ingrid Brown**, Owner/Operator, Rollin' B LLC  
**Angelique Jones**, Professional Driver, Atlantic Bulk Carriers  
**Jill Maschmeier**, Director of Safety & Compliance, National Carriers  
**Sarah Wulf**, Recruiting Manager, Veriha Trucking

## FMCSA Administrator Gets Fresh Perspective on Ride-Along

On a recent road trip, Stephanie Klang of Contract Freighters, Inc. (CFI) had a special guest in the passenger seat of her Kenworth 680. Federal Motor Carrier Safety Administration (FMCSA) Administrator Scott Darling joined the professional driver in December for a first-hand look at life on the road.

During the two-day ride from Foristell, Mo., to Oklahoma City, Klang had the opportunity to share her thoughts and concerns with the Administrator.

“Mr. Darling was very keen on seeing how the laws that the FMCSA passes relate to real-world driving—where the rubber meets the road,” she explains. “We discussed everything from ELDs to speed limiters to Hours of Service (HOS) rules. I showed him where I had to park for 10 hours on a break 35 miles from home. He learned that the HOS clock stops for no one.”

Klang has 37 years of experience as a professional driver. For the past 29 years, she has driven for what is now CFI, a North American dry-van trucking company. She is a captain on the American Trucking Associations “America’s Road Team” and currently serves on the WIT Image Team.

“This ride-along was another fantastic opportunity to obtain first-hand, on-the-road perspective of some of the challenges facing today’s professional drivers from an incredibly talented female driver with more than three million miles of accident-free experience,” says FMCSA Administrator Scott Darling. “I thank

Women In Trucking and their skilled and dedicated drivers, not only for promoting additional career opportunities for women, but also for their partnership in promoting roadway safety as they help move our nation’s economy.”

“Our goal in providing ride-alongs to our regulators and legislators is to give them the opportunity to experience a driver’s life in the cab of a truck” explains Ellen Voie, President and CEO of WIT. “Stephanie helped Adminis-

trator Darling to better understand the challenges professional drivers face on the road each day—particularly from a female driver’s perspective.”

WIT has provided ride-alongs to elected officials including U.S. Senator Ron Johnson, Congressman Reid Ribble, Former National Transportation Board Chairwoman, Deborah Hersman, and CRASH safety Advocate Ron Wood. ■



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# WIT News Briefs

Start snapping those photos for this summer's "I ♥ Trucking" Photo Contest! This contest offers drivers and transportation professionals a way to share their view of trucking with others in a positive way. This year's theme is "Women In Trucking's 10th Birthday."

Bust out the birthday supplies. Eligible photo entries must feature a truck and a birthday item (cake, party hat, Happy Birthday sign, etc.).

## How it Works

- In July, participants will submit their photos through the Women In Trucking (WIT) website.
- From there, WIT members and those interested will vote online to determine the People's Choice winner.



- A panel of judges also will choose their favorite image to be named Judges' Choice.
- Winners will be recognized at an "I ♥ Trucking" reception at the Great American Trucking Show in Dallas, Texas, in August. They also will receive a plaque and be featured in a press release and WIT's *Redefining the Road* magazine.

So get your trucks, cameras and party hats ready and wish WIT a Happy 10th Birthday!

For more information and contest rules, visit [www.WomenInTrucking.org](http://www.WomenInTrucking.org), then click "I ♥ Trucking Photo Contest" under the "Our Community" tab.



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**Women In Trucking & Arrow Truck Sales will give away a TRUCK at the 2018 "Salute to Women Behind the Wheel"**

More information to be announced soon!  
[www.womenintrucking.org](http://www.womenintrucking.org)

**ARROW**  
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## Drivers: Enter for a Chance to Win \$1,000,000

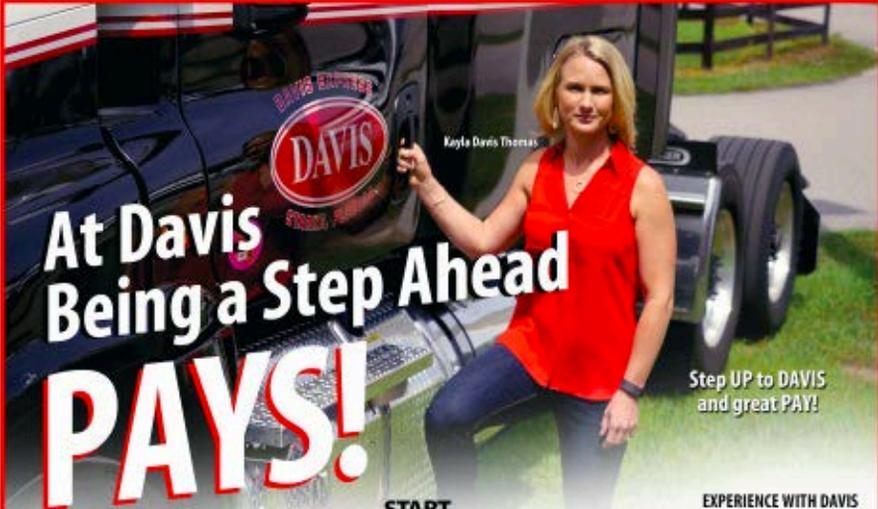
What would life be like as a millionaire? With the new contest sponsored by Smart-phoneTrucker.com and Women In Trucking (WIT), you might just find out! Class A CDL holders can enter for a chance to win \$1 million, plus an extra \$100,000 for veterans.

To register, look for the banner on our WIT website. There's no purchase necessary, but you must be a driver to win. Deadline to enter is July 20, 2017.

Twelve finalists will attend the final drawing at the Great American Trucking Show (GATS) show in August 2017. They will have the opportunity to match a predetermined four-digit number combination that has been pre-programmed into the "Crack the Vault" iPrize Game application on an iPad.

Watch for ways to increase your chances to win, ie: "like" the SmartPhoneTrucker.com's Facebook page or fill out a survey.

For contest rules and FAQs please visit: <http://smartphonetrucker.com/rules-faqs/>. Read the form's opt-in statement carefully. By entering, you agree to be contacted by the eight contest sponsors. ■



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## Celebrate & Be Celebrated

Join Us at the "Salute to Women Behind the Wheel"

From its inception, the mission of Women In Trucking (WIT) has been to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles.

Since 2010, WIT has been promoting the accomplishments of women drivers by hosting the "Salute to Women Behind the Wheel," in conjunction with the Mid-America Trucking Show in Louisville, Ky. This event has quickly become one of the favorite events of the year. This year, it will be held on Sat., March 25th.

Last year, WIT President and CEO Ellen Voie welcomed the 190 professional drivers and 200 guests who attended the event representing a vast array of motor carriers. Some are company drivers, some owner-operators, but

all are women who drive thousands of miles per year.

Two years ago, WIT started giving an award to the company with the most female drivers in attendance. The first recipient was Walmart and, last year, Landstar led in attendees.

"The Women In Trucking organization represents the interests of women who make transportation their career," says Sandi Edwards, Vice President of Capacity Qualifications for Landstar Transportation Logistics. "Landstar provides opportunities to a wide variety of professionals in this business and is proud to support the businesswomen associated with our firm. The 'Salute to Women Behind the Wheel' event provides us a chance to recognize and thank the many women in the transportation industry."

Don't miss out on the celebration. You'll enjoy the keynote by Ann Dyer from Walmart, the entertainment by Jayne Denham, the chocolate fountain, and the fun! The Women In Trucking Foundation also will feature their annual fundraiser with lots of door prizes. ■

**200 professional women drivers were honored at the 7th annual Salute to Women in Louisville, Ky.**



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## WIT Partners with TruckerSam to Introduce All-Inclusive App



With over 700 miles under her belt for the day, Wendy pulls over at a truck stop for the night. She checks her Women In Trucking (WIT) app by TruckerSam to see if she has any friends in the area, sends a message to her husband and figures out which truck stop will be her next. These are just a few of the resources



Wendy will utilize on the road with the new WIT app.

WIT recently partnered with TruckerSam to introduce an all-inclusive app that allows professional drivers to socialize with one another in real time, connect with loved ones,

find deals on industry-specific products and services, search for businesses, see job boards, join or renew WIT membership, read up on the latest WIT news and much more.

“This is the only platform focusing its solutions and advanced tools on the social and personal needs of the truck driver’s unique profile and his or her way of living,” says Avi Bar, TruckerSam’s CEO and founder. “With this new platform, TruckerSam is pleased to offer truck drivers fast, well-rounded help when and where they need it the most.”

TruckerSam’s team recognizes that the rigor of being on the road can get tiresome and lonely, and the amount of apps for professional drivers can seem overwhelming. By creating

an all-in-one platform, the app is tailored specifically to drivers and gives them access to a variety of information and tools they might need on the road.

“The trucking industry is a close-knit community, especially for professional drivers,” says Ellen Voie, WIT President and CEO, “Not

only can you connect to your friends and family, you’ll have much-needed resources right at your fingertips.”

For more information, visit [www.truckersam.com/tswls/women-in-trucking](http://www.truckersam.com/tswls/women-in-trucking) or download the app in Google Play. ■

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-Dalanie, Schneider driver

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## Meet the WIT Board of Directors

Every successful organization relies on strong leadership. At the helm of the Women In Trucking (WIT) Association is a team of industry leaders. As board members, their role is to ensure that WIT upholds its mission by doing quality work and ensure its long-term financial stability and integrity. Here's a peek at those who dedicate their time and talents to ensure the success of WIT.

### WIT Board of Director Officers

WIT Chair: As Director of Product Marketing for Daimler Trucks North America, **Mary Aufdemberg** oversees the development, management, and execution of the Freightliner Trucks integrated marketing strategy.

WIT Vice Chair: **Stan Hampton** is Vice President of Driver Personnel at J.B. Hunt. He hires commercial truck drivers for J.B. Hunt's fleet of over 15,000 trucks and is heavily involved in J.B. Hunt's military hiring initiatives.

WIT Secretary: **Patrick Pendergast** is Group Director of Talent Acquisition for Ryder System, Inc. He is responsible for designing and executing staffing strategies that facilitate over 9,000 hires annually.

WIT Treasurer: As a General Manager at C.H. Robinson, **Mary (Clark) Brown** is responsible for assisting in hiring new employees, providing training and education, analyzing and monitoring branch productivity and performance metrics, as well as overall branch performance.

### WIT Board Members

**Andreea Crisan** is Chief Operating Officer and Executive Vice President of Andy Transport. Over the past 15 years, she has held progressive roles—in accounting, operations, insurance, and business development as well as strategy and PR.

**John Dietze** is Senior Vice President—Dealer Sales Leader for BMO Transportation Finance. He has held a number of positions in the business including operations, risk and sales prior to moving into his current role in 2011.

The first female executive in Great Dane's history, **Brandie Fuller**, Vice President of Marketing, is responsible for global marketing strategy and initiatives that include advertising, marketing, public relations, internal communications, integrated campaigns, interactive and social marketing, and community relations.

**Marne Keller-Krikava** is President and CEO of J. J. Keller & Associates, Inc.—a third-generation family member of the family-owned business. She works with the executive leadership team to motivate, guide and lead a high-performance organization.

**Stephanie Klang** has 37 years of over-the-road, 48-state experience. For the past 29 years, she has been a Professional Driver for what is now Contract Freighters, Inc. (CFI). She is a captain of the American Trucking Associations "America's Road Team" and serves on the WIT Image Team.

In his 16 years with Walmart Stores, **Bryan Most** has led a variety of high-performing teams. As Vice President, Private Fleet, he now has responsibility for all Walmart Private Fleet drivers, transportation offices, truck shops and Regional Operations Centers in the Eastern U.S.

**Andreea Raaber** has held a variety of roles in her 25 years at Bendix Commercial Vehicle Systems. Since 2007, she has served as Vice President Business Development—driving both U.S. and global business development.

As Chief Operating Officer for the National Transportation Institute, **Leah Shaver** oversees development of all business operations within NTI and also serves on the Executive Committee.

As Director of National Accounts/ New Business Development at Arrow Truck Sales, Inc., **Jim Stevenson** oversees all of the company's retail sales to small- and medium-sized fleets and their owner/operators.

With more than 25 years of experience in the transportation industry, **John White** joined U.S. Xpress in 2005 as Vice President of Operations and currently serves as the company's Chief Marketing Officer.

**Jason Williams** is Co-founder and President of Expediter Services, LLC. The ES team has grown a fleet of over 150 trucks by creating more profitable solutions for independent contractors and expanded to meet the needs of owner-operators. ■



*Some of the board members are pictured here. Seated: Mary Aufdemberg, Stan Hampton, Mary (Clark) Brown. Standing: Jason Williams, Leah Shaver, Andreea Crisan, Stephanie Klang, Jim Stevenson.*

## Partnerships Help WIT to Build Momentum

**“Alone we can do so little; together we can do so much.” —Helen Keller**

Women In Trucking (WIT) puts the power of collaboration to work every day. The association’s partnership program is a great example. Companies across the industry are stepping up to help WIT raise awareness of the need for more women in the transportation industry—both as professional drivers and corporate leaders.

WIT partners provide financial support, offer guidance on the Board of Directors, help to raise visibility on the WIT Image Team and provide in-kind donations to help support WIT’s mission.

In recent months, we’re pleased to announce that **Arrow Truck Sales, Inc.** and **Expediter Services** have joined WIT as new Gold Level Partners.

Long-standing partners have also renewed their commitment to the organization, including:

**Gold Level Partnerships:**

- Bendix Commercial Vehicle Systems LLC
- BMO Transportation Finance
- Freightliner Trucks
- Great Dane
- J.B. Hunt Transport
- Ryder System
- U.S. Xpress, Inc.
- Walmart

**Silver Level Partnerships:**

- C.H. Robinson
- Hyundai Translead
- Waste Management

**Bronze Level Partnerships:**

- FedEx Freight
- Frito-Lay
- Michelin
- TVC Pro-Driver

“Sponsorship from business leaders like these is particularly powerful in helping to elevate the issue of gender diversity,” says Ellen Voie, WIT President and CEO. “With their support, we’re able to generate more dialogue, draw attention to key issues, showcase success stories, and encourage women around the world to see transportation as a viable career opportunity.”

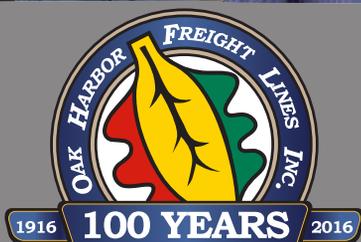
Thanks to all of WIT’s partners for their generous support. ■



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