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The official magazine of the Women In Trucking Association

## INSIDE...

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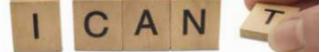
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## What I'm looking forward to...



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



We have reached the 10-year mark, and I am overwhelmed with how far we've come in the past decade. From recognition by the White House to ride-alongs with some pretty influential people to our amazing board of directors and the creation of a separate foundation to provide scholarships, we've come a long way.

However, the next 10 years will be even more amazing. Here's what I am looking forward to in the coming years:

The first truck driver doll will be released soon. We're working on sponsors and how to get this out to the public. The doll's name is Clare, and we'll be creating a story about why she became a professional driver.

I can't wait to hand over the keys to a late-model Volvo donated by Arrow Truck Sales. The truck will go to a member of Women In Trucking at the "Salute to Women Behind the Wheel" in March 2018 at the Mid-America Trucking Show. Drivers, get your entries in now.

I'm looking forward to helping Feeding America feed hungry families across the USA. Our new initiative will help move food to distribution centers across America through the generosity of our carriers, drivers and logistics companies. More information will be available as we roll out the load information through Truckstop.com.

I'm also excited about the Girl Scout supply chain activity book we're creating. It will help children understand how Girl Scout (Girl Guides in Canada) cookies move from the grain in the field to the baker, packaging center, distribution facility and, finally, to the customer (the final mile) by a smiling Girl Scout. We want them to make the connection between trucks on the road and the cookies they sell.

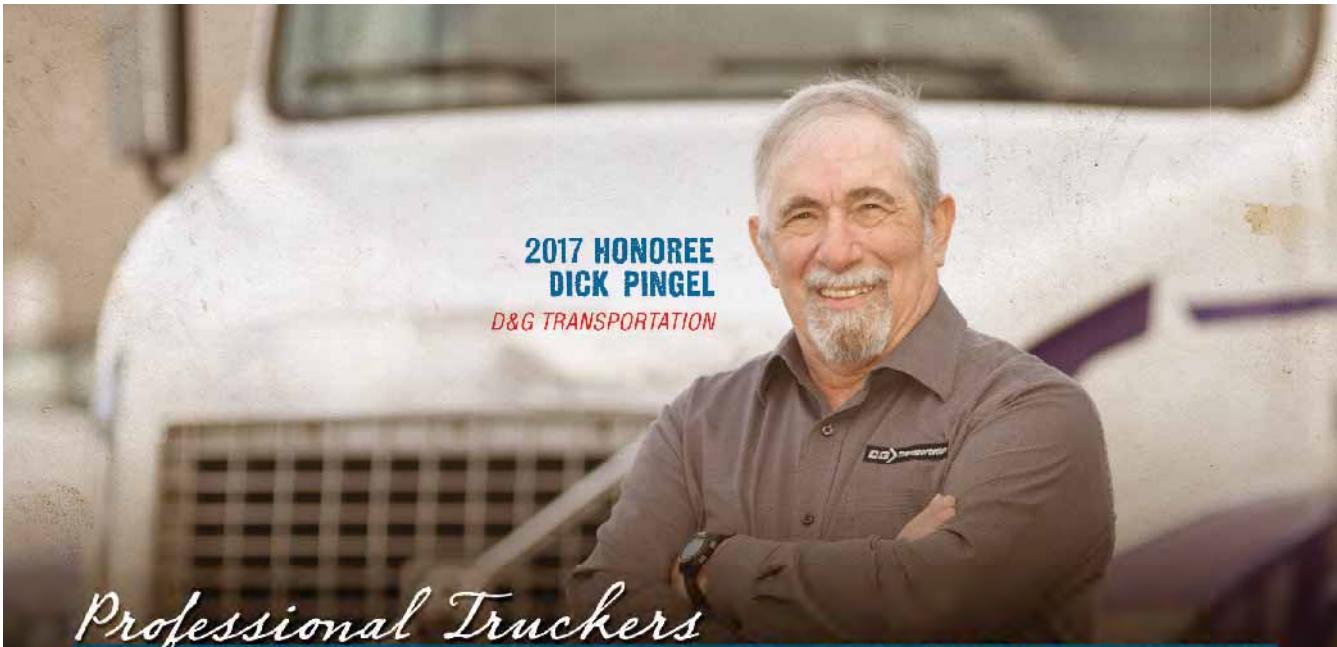
I'm looking forward to better understanding how to serve our members. We're 4,000 voices strong and growing. Each of you have a reason for joining (and renewing), and we want to make sure we are serving your needs as a member.

We have so many things we're working on for the coming years. I hope you'll stay with us and support us with your membership. We need you, so we can create change in the trucking and transportation industry.

I'm looking forward to the next 10 years.

A handwritten signature in black ink, appearing to read 'Ellen Voie'.





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our Citizen Drivers. As always, anyone can nominate a driver – fleet owners, employees, husbands, wives, sons, daughters, trucking organization members, trucking industry suppliers. Nominations are being accepted until September 30, 2017, at which time a panel of trucking professionals will review the nominees and serve as judges. Then, in 2018, we're taking our Citizen Driver ceremony on the road! We'll announce our new class of Citizen Drivers in a special ceremony at the Iowa 80 Trucking Museum. Among other honors, they will have a TA or Petro location named for them. We look forward to meeting your nominees, and honoring the professionals who drive our livelihoods. And our country.

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# Got Talent? It Takes Strategy and Effort to Attract, Retain the Right Workforce



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

Ask any leader in transportation, logistics and supply chain, "What's the secret to winning in a competitive economy?" Most will answer: Talent.

With the power of TMS, WMS, and enterprise-wide technology solutions creating efficiencies and automation in the supply chain and transportation operations, you might think that the answer would revolve around technology. But, while there's tremendous value in leveraging technology, it takes talent to plan and implement the power of technology as an ultimate solution.

And with an end-to-end, customer-centric supply chain being the ultimate goal for many companies and their strategic partners these days, having the right people with the right skill sets is imperative for success.

Interestingly, talent (or the lack thereof) is a leading theme in many trade magazines you pick up and at industry conferences you attend. In fact, Women In Trucking Association's 2017 *Accelerate!* Conference & Expo in November will have a specific educational track dedicated to HR/Talent Management issues and a special pavilion of providers at its expo.

Talent management also is the theme for this edition of *Redefining the Road*. We lead off with the cover story talking about how the industry needs to adopt new hiring and retention practices for a stronger talent strategy. You'll find practical tips on how to strengthen your strategy and expand your

potential talent pool to include, not only qualified women, but also veterans, older workers, and other key demographic groups.

In addition, by reading “Women vs. Men—Why Do They Turn in Their Keys?” you’ll gain perspectives on how to better retain drivers by understanding what frustrates them. This will help you to address any issues you may have—making it more likely they’ll be with you for the long-haul.

Finally, this edition features a *Talent and Recruiting Resource Guide* of all WIT members that provide valuable products and services that can help you to attract and retain a highly-skilled, qualified talent pool.

We're also excited to report that WIT will be publishing a new resource, *Best Practices Guide to Increasing Women Drivers in the Industry*. Be on the lookout for this resource this fall and regularly visit [WomenInTrucking.org](http://WomenInTrucking.org) for additional resources that will help you to attract and retain the right workforce for your organization.

Best of luck on your important workforce initiatives!

Brian S. Everett





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## Expanding the Talent Pool: **The Value of a Diverse Workforce**

**The industry can no longer afford to maintain the status quo when it comes to recruiting. Companies with jobs to fill need to broaden their field of view.**

There's no denying the critical need to expand the available workforce in the transportation and logistics industry. The driver shortage, an aging workforce, increasing regulation and industry growth have contributed to the perfect storm.

The industry can no longer afford to maintain the status quo when it comes to recruiting. Companies with jobs to fill need to broaden their field of view.

"If you keep going to the same well for talent, you're going to get the same result," warns Keera Brooks, President and CEO of Sawgrass Logistics and the driving force behind Women In Trucking's (WIT) new *Best Practices Guide to Increasing Women Drivers in the Industry*. "If you're continually picking off other companies' drivers, for example, it becomes a wage issue. And your customers can't afford that."

Instead, Brooks encourages companies to expand their potential talent pool to include women, veterans, older workers, etc. Hiring workers from a variety of backgrounds and work experiences can have a dramatic impact on an organization.

### Why widen the net?

"Workforce diversity can provide great value," Brooks explains. "A solid foundation for your own company, a better relationship with customers, increased profitability."

"A diverse team delivers better business outcomes," Patrick Pendergast, Group Director of Talent Acquisition for Ryder System, Inc., agrees. "When every person on a team comes from a different setting, they each have different insights. That pushes the team to deliver their best. There's a tangible business outcome—real ROI."

### Do the legwork

Educate internal audiences on the importance of diversity. "You've got to work with your hiring managers. Talk about the make-up of the team," Pendergast says. "What skill sets are they looking for? What kind of background experience are they lacking? Always be looking for someone with a different experience or a new angle they can bring to the team."

Pendergast also suggests establishing partnerships with external organizations like Women In Trucking to stay abreast of best practices.

### Get the word out

One of the biggest hurdles in hiring women is a lack of awareness. Jobs in transportation are often not even on their radar.

"We need to make women aware of great careers we have—for drivers, of course, but also for engineers, freight planners, etc.," Pendergast explains.

"Today, only about 6 percent of professional drivers are women, and 14 percent hold management positions," Brooks points out. "We've only just scratched the surface."

### Know your market

Companies interested in attracting more women can't expect to use one-size-fits-all recruiting practices.

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# We Want You



If you're ready to recruit more women to your organization, the U.S. Armed Forces can be a valuable resource. Approximately 15,000 military personnel transition out of the military every month—approximately 15 percent of whom are women, says Brad Bentley, President, FASTPORT, Inc.

Veterans prove to be an excellent talent pool because they are self-disciplined, mission-focused, safety-oriented and excel at challenges.

"Veterans are hard-wired to succeed in our industry because they've already worked for the largest logistics operation in the world: the U.S. military," Bentley reasons.

While the Army, Navy, Air Force and Marines are natural targets, Bentley encourages companies to consider the National Guard and Reserve and military spouses as well since they also represent a diverse and highly capable talent pool.

Don't rush into a military recruiting program, however. Bentley stresses the need for the right corporate culture: "Veterans always know their rank, responsibilities, and what they need to do to advance," he explains. "If you don't have that structural organization, you're setting yourself up for failure. They may wind up leaving the company—and the industry."

When creating a military recruiting program, Bentley recommends keeping in mind a few important elements:

- Make sure to have a former or current member of the military in your recruiting department—ideally, a member from each branch of the service.
- Mentorship is a must. Veterans will want to connect, ask questions, learn about the company culture, etc.
- Establish a veteran's affinity group or talent network. This is especially important for female veterans, so it helps with both recruiting and retention.
- Remember to educate veterans about other opportunities beyond professional driving. They may not be aware that their skill sets translate into other occupations. Show them where they can add value.
- Veterans will want the opportunity to advance. Show them possible career paths early on. Recognition programs can help to create a positive environment.
- Consider implementing a Department of Labor (DOL)-approved Registered Apprenticeship program. Veterans may need to learn industry-specific knowledge to supplement the training they had in the military, and paid training is an incredible recruiting and retention resource for this sought-after cohort.

### For more information, check out these resources:

#### FASTPORT, Inc. [fastport.com](http://fastport.com)

Using its job-matching technology, FASTPORT connects job seekers to employers actively hiring from both the civilian marketplace and military community. FASTPORT also helps employers create and maintain Registered Apprenticeship programs.

#### Hiring Our Heroes [uschamberfoundation.org/hiring-our-heroes](http://uschamberfoundation.org/hiring-our-heroes)

This nationwide initiative by the U.S. Chamber of Commerce Foundation hosts more than 100 events each year to help veterans, transitioning service members and military spouses find meaningful employment opportunities.

#### National Transportation Center [nationaltransportationcenter.org](http://nationaltransportationcenter.org)

The National Transportation Center offers training programs to individuals interested in pursuing a career in the transportation industry and those currently employed in the industry who would benefit from continuing education, with emphasis on supporting veterans.

Continued from page 9

"If the transportation industry is ready to engage more women, it's time to think about how to engage differently," Brooks says. "So many people just don't know how to hire women."

To get started, recruiters need to understand their target market. Men and women are obviously wired differently. So what really resonates with women?

"When we recruit men, we usually find that a challenge is effective: 'Here's what can be done. Can you do it?' It's a cowboy mentality," explains Jason Williams, Co-founder and President of Expediter Services, LLC. "For women—and this is also generally true of minorities and immigrants—an approach like 'Together, we can' is more effective. The support system opens the door."

Historically, the transportation industry has involved risk taking. Women tend to be more averse to risk than men, so it can be helpful to show them ways to engage with minimal risk. For example, Williams says, women often

prefer to test the carrier and equipment before jumping right into a purchase.

### Keep everyone on board

Once they're on board, women need to feel supported in order to stay connected and engaged.

"Companies sometimes focus so much on recruiting and then lose employees on the back end," Keera Brooks warns. "You need to give equal focus to retention. Thinking about the entire driver life cycle—recruiting to retiring—can help to disrupt the attrition cycle."

"Team communication is always important, but it's even more critical with a diverse team," Pendergast says. "Encourage open, honest communication. Everyone should feel safe and know that their opinion matters."

A good support system is also essential. "Women juggle work and family. If you set them up for success on the family side (give them time off for a dentist appointment, sick kid, etc.), you will get more loyalty," Keera Brooks recommends. "Balance leads to success."

Establishing a women's group that gives

female employees a chance to get together and discuss issues can be a valuable tool—both for retention and recruiting.

### Moving forward

The U.S. Department of Labor estimates that there are 74.6 million women in the civilian workforce today. Time for recruiters to get busy! □

### Best Practices Guide Coming Soon!

Want to learn more about building a diverse workforce? Check out Women In Trucking's new *Best Practices Guide to Increasing Women Drivers in the Industry*! Based on a survey of WIT members, this first-ever guide explores challenges and successes and helps to define a clearer path for bringing more women into the industry.

Watch for this guide in the WIT e-News and on [womenintrucking.org](http://womenintrucking.org) this fall.

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# Self-Confidence Spurs Success for Women in Transportation



Rush



Starling



Duff

Finalists for Women In Trucking's 2017 "Distinguished Woman in Logistics Award" are an elite group with much to be confident about. This year's award winner, Andra Rush, is Chair and CEO of Rush Trucking Corporation; CEO and President of Dakkota Integrated Systems; and Chair, CEO and President of Detroit Manufacturing Systems. Finalists include Lacy Starling, President, Legion Logistics, LLC and Karen Duff, President and CEO, International Express Trucking, Inc (IXT).

These highly successful women recently talked about how self-confidence has helped them get where they are today and shared tips to help other women step up their game.

## Paper route pays off

When Andra Rush graduated with a degree in nursing and got her first job, she quickly realized she wasn't going to make as much money as she had hoped to help her parents and grandmother. "I knew I had to do something different," she explains.

A girlhood paper route planted the seed for her career in transportation. The route enabled her to experience the full gamut of running a company—servicing customers, collecting money and winning new business, she points out.

"I figured out early in my life that I liked working with people and that owning a business seemed to be a very positive experience," she explains. "I chose trucking because I had learned that it was essential to all U.S. commerce."

In 1984, she used \$5,000 borrowed from her parents along with \$3,000 in savings and her credit cards to launch Rush Trucking with one van and two pickup trucks. Today, she leads the largest woman-owned business in Michigan and one of the largest Native American-owned businesses in the United States.

## Jill of all trades

Lacy Starling has worked in journalism, sold Mary Kay cosmetics, ran a jewelry store, earned an MBA . . . So when her husband asked if she wanted to start a business together, she figured, "Why not? I can learn any industry. I know how to sell and how to manage a business."

It turns out she was right. Legion Logistics, the company they founded in Florence, Ky., in 2009, earned \$22 million in sales last year.

## Hitting a home run

Karen Duff started out as a buyer for a sporting goods importer, a position which included logistics oversight. When her team would travel to China on buying trips, she was always the only woman—good preparation for her entry into the predominantly male transportation industry, she points out.

In 1993, she started International Express Trucking (IXT) as a U.S. customs courier service using her 401K funds. In 2001, the company shifted into drayage services and has since grown to be one of the top three drayage companies in Kansas City, Kans.

## 4 Secrets to Success

Each of these women took a different path to success, but all of them exude a healthy level of self-assurance.

"Self-confidence is everything," Duff declares. "If you don't believe in yourself, no one else is going to."

Wondering how to build your own self-confidence? Consider these tips from the experts.

### 1. March to your own drum.

As Rush, Duff and Starling talk about how they got their start, a common theme emerges. They all were determined to chart their own course and not be limited by convention.

"When I was growing up, my parents told me I could do anything," Duff remembers.

Rush also refused to be pigeonholed. "The real driver for my career has been to simply get out there and do what I want to do—what I think is right—and not let anyone else define me, my goals or my potential," Rush says.

Bucking convention is not always easy, Starling admits. "In this traditionally male-dominated industry, there are lots of stereotypes and misconceptions, and people will question your abilities," she says. "You have to have confidence in the face of doubt—have your armor on. Think 'I'm a woman. So what? I'm good at what I do. Let me prove it to you.'"

### 2. Focus on core values.

Confidence comes, in part, from knowing your priorities.

Starling had very specific ideas about the kind of company culture she wanted to cre-

ate. "Other trucking companies in the area all tended to hire the same kind of person. I wasn't interested in running a fraternity," she jokes. "I wanted to be more inclusive in terms of age and gender. I wanted to create a space where people can come and be themselves and know respect."

Core values are also a driving factor at IXT. "Integrity is our Number One priority," Duff says. "No one can take that from you."

This focus on integrity has helped her to manage a very diverse workforce. "We have 100 drivers from 36 different countries—many of whom are unaccustomed to female authority figures—but they all value integrity. That has helped us to develop mutual respect."

### 3. Continuous learning.

It's tempting to think that these powerful women have got it all together, but they're the first to admit that they haven't always had it all figured out.

"It's a myth that anyone in leadership has it all together," Starling says. "I've made many mistakes. *Anyone* who owns a business makes mistakes."

"In the early days of my career, I made a lot of mistakes," Rush admits. "But I always wanted to help people and make their lives better, which motivated me. I also had a lot

of smart people around me, which gave me opportunities to learn and grow."

Continual learning is critical, Starling agrees. "I have never been afraid to ask questions. When customers asked us to do something, the answer was always 'yes.' Then we'd figure out how to do it!" she explains. "I'm an absolute sponge around people who have strengths where I don't. I ask all kinds of questions, so I understand and feel informed. Being ignorant often makes you falter."

Duff takes a similar approach. "You have to plan. Be prepared," she counsels. "You have more self-confidence when you know what you're doing."

### 4. Just fake it.

Of course, there are times when planning and preparation just aren't enough.

"There's always an element of 'Fake it 'til you make it,'" Starling says. When financing issues arose early on, Starling did what she calls a "dog-and-pony show" with financiers for several months. She had no experience with the presentation process, but she did her homework.

"I had to project my role as a leader," she says. "It was a self-fulfilling prophecy.

*continued on page 14*



Continued from page 13

At no point did I ever feel like 'This is in my wheelhouse,' but I came out on the other side of the experience confident that I now have an understanding of higher-level finance."

Sometimes you just have to look the part. Duff tells the story of a competitor who made a sales call wearing flip flops. The prospective customer ultimately chose IXT instead.

"When you walk into IXT, it doesn't look like most drayage companies. It looks like a law firm," Duff explains. "We dress for where we want to be. For women, especially, you've got to dress for success. If you feel good, it gives you self-confidence."

These successful women leaders sure make self-confidence look good. n

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## Struggling with Self-Doubt

Actress Jodi Foster said she thought it was "a big fluke" when she won an Academy Award for Best Actress for *The Accused*. Prize-winning author Maya Angelou once said that each time she wrote another book she'd think, "Uh oh, they're going to find out now. I've run a game on everybody." These are just two high-profile examples of a very common phenomenon known as the imposter syndrome.

Valerie Young, international expert and author of "The Secret Thoughts of Successful Women," shared her insights about the effects of the imposter syndrome at Women In Trucking's 2016 *Accelerate!* Conference.

"Despite the evidence of their abilities, these individuals have a hard time owning their accomplishments and worry about being unmasked as a fraud," Young explains. "They're likely to say, 'I'm just lucky' or 'If I can do it, anybody can.'"

### Common but counterproductive

As it turns out, the imposter syndrome can happen to anybody. Studies show that 70 percent of people have these feelings of self-doubt at one time or another.

While the imposter syndrome is not unique to women, they are, as a group, more susceptible, Young says. Women are more likely than men to underestimate their capabilities. They're inclined to take criticism more personally. They also tend to internalize failure whereas men externalize failure.

Young offers a light-hearted example: "If a woman is unhappy with the pants she is wearing, she's likely to say it's because she is fat. If a man is unhappy with his pants, he'll say there's something wrong with the pants!"

You might chalk it up to humility or shyness, but the issue runs deeper than that. The negative thoughts and unproductive behavior keep people from reaching their greatest potential. Young explains, "Lack of confidence is a huge factor in keeping people from showing up in their jobs. It's not just a people issue; it's an organizational issue."

Those who experience the imposter syndrome may try a variety of strategies—procrastinating, flying "under the radar," self-sabotage, overwork . . . All of these come at a price—both personally and organizationally, Young says, warning, "Everybody loses when bright people play small."

### Beating the syndrome

How can we overcome this insidious syndrome? To start, we need to talk about it and normalize imposter feelings. Talk about it with your employees, Young recommends.

The next, critical step is to reframe your thought process. "If you want to stop feeling like an imposter, stop thinking like one," she says.

Here are a few useful phrases to help adjust your perspective:

- "No one wins them all."
- "Helpful feedback is a gift."
- "Failure contains lessons."
- "I'm disappointed, but not ashamed."
- "Winging it" is a skill."
- "You can't know everything."
- "I don't understand."
- "The more I do something, the better I'll get."

Most importantly, keep going, regardless of how confident you feel. Feelings are the last thing to change.



# Women vs. Men: Why Do They Turn In Their Keys?

**Women expect and deserve the same pay, opportunities and level of respect as their male driver counterparts. However, new research shows that women and men have diverse needs when it comes to driver retention.**

Stay Metrics, providers of an evidence-based driver engagement, research and analytics platform that enables motor carriers to retain more of their best drivers, released its annual survey study providing new insights into driver turnover and the varied reasons male and female drivers leave their companies.

Based on 150 questions asked of more than 12,500 drivers from nearly 80 carriers, here are key findings that highlight gender differences:

- Women place higher value on reliable and quality equipment than men, as it is their number one predictor for turnover. Women are concerned about how well the cab fits the average female physique, as well as if they can depend on the maintenance of the truck. Men, on the other hand, leave companies primarily due to lack of home time.
- Dissatisfaction with dispatchers plays a more prominent role in driver turnover for men than women. Out of the top 14 turnover predictors, dispatcher relations were two indicators for women and seven indicators for men.
- A more prevalent male driver turnover predictor over women is unmet expectation. According to Tim Hindes, CEO of Stay Metrics, women are more deliberate with their choice of carrier and do a better job at doing their homework to manage expectations.

Overall, the study shows that carriers need to embrace the two distinctive groups and what motivates them and work to adopt a culture of community.

"Ten years ago, carriers didn't differentiate between male and female drivers, but now they are actively pursuing women and working to better understand how to attract and retain female drivers," says Ellen Voie, President and CEO of Women In Trucking (WIT). "The industry is recognizing the positive attributes women bring to the job." **n**

## Top Factors for Dissatisfied Female Drivers



- Dissatisfaction with tractor
- Dissatisfaction with compensation for deadhead miles
- Dissatisfaction with hours worked
- Inadequate preparation during orientation for driving at this carrier
- Lack of respect at carrier facilities
- Dissatisfaction with maintenance department
- Work experiences don't match expectations when signing up for this job
- Dissatisfaction with frequency of maintenance done on equipment
- Dissatisfaction with dispatcher
- Dissatisfaction with pay





## Building Your Personal Brand

**Nike, Apple, Coca-Cola...  
We think about major  
brands on a daily basis, but  
how often do you think  
about your own brand?**

Building a personal brand is just as important as building a corporate brand for a company—and can have its own set of unique challenges and opportunities for women, according to Joel McGinley, Managing Director of TranStrategy Partners and business and life coach. He explains that your personal brand should: represent a story of who you are, be developed from what you value, create mind-share with others, encompass the way you are perceived, establish your position in the marketplace and, ultimately, define you.

"We all have the ability to be a brand and cultivate our power to stand out and be unique. This uniqueness draws people to our product, our services or our message. Your personal brand should be about who you are and what you have to offer," says Laura Lake,

published author and Digital Marketing/Marketing Technology Strategist at YRC Freight.

If you don't develop your own personal brand, others will do it for you. Developing your personal brand is the proactive way of controlling your career development and how you are perceived in the marketplace, explains Lake. "A strong personal brand will impact your ability to get the right jobs, promotions, and increase your ability to attract talent and capital. It is perhaps the single most important way to stand out in your spheres of influence."

If you're beginning to think about your personal brand, here are some key things to keep in mind. Personal branding is the means by which people remember you. It's more than a trademark; it is how you present yourself online and offline to potential clients and customers. Your personal brand builds your business, but it still centers around you as an individual.

According to a Nielson Consumer Survey, only 33 percent of buyers trust messages from a brand while 90 percent trust messages from an individual they know. "That means if

you're a business owner, you have a much better chance of winning people's trust if you bond with them first as a human being and encourage your employees to do the same," Lake explains.

### 4-stage process

McGinley identifies 4-stages in the brand-building process:

1. Take an assessment of yourself.
2. Create a picture of the way you want to be.
3. Develop expectations and hold yourself accountable.
4. Acknowledge yourself and tell others that is who you are.

Your brand is not about selling. It should reflect the person you are and the person you try to be. It's about making yourself available to others, both clients and peers. Lake recommends having active accounts on Facebook, Twitter and LinkedIn and keeping a balance between business-related updates and personal updates so that others will see you as being both professional and personable. Live your personal brand! n

  
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# Heroes in Trucking

A hero is a person who is admired for courage, outstanding achievements or noble qualities. While the four individuals who were recently named the WIT “Member of the Month” for January through April have diverse backgrounds, they all have one thing in common: they are champions to their colleagues, friends, family and the industry at large. These women are making a positive impact on transportation and showing that not all heroes wear capes.

**Shawna Froehlich**, the January “Member of the Month,” works as an over-the-road professional truck driver for the Dart Transit Company. As a WIT member, one of her goals is to take new truckers under her wing and mentor them. “There is never a shortage of opportunities out on the road to help and support other drivers,” she says.

WIT’s February “Member of the Month” is **Iesha Hawkins**, who hauls refrigerated freight for National Carriers, Inc. In July 2016, she was named the “National Carriers Driver of the Month”—the youngest female in the company’s nearly 50-year history to be awarded this honor. “Strive to be the best driver you can be,” she says. “Don’t let anyone discourage you from doing your job.”

**Carol Nixon**, the March “Member of the Month,” is a WIT Image Team member and professional driver for Walmart Private Fleet. While attending WIT’s Accelerate! Conference with her fellow Walmart driver, Deb Pollard, Nixon learned that Pollard’s husband Craig was on dialysis and in need of a kidney. As someone who always puts others before herself and wanting to help, Nixon donated hers. “Thank you is not enough,” says Pollard. “She saved my husband’s life.”

**Claudia Olea** was named WIT’s April “Member of the Month.” She is a Retail Truck Sales Consultant for Arrow Truck Sales, Inc. Paving the way for women in transportation sales, Olea was the number one sales person in the U.S. in 2009 for New Truck Sales and became the first female in her company’s history to reach “Presidents Club” in 2016. n



Shawna Froehlich



Iesha Hawkins



Carol Nixon



Claudia Olea

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## Modern Technology and Infrastructure Will Drive Safety

Widespread industry adoption of advanced safety technology and investment in our dated national infrastructure can deliver massive gains in transportation efficiency and, most importantly, safety for all drivers on the road.

Advanced technology is already helping to transform safety. Telematics systems send valuable alert, incident and equipment data from trucks to support teams who can proactively address safety issues. Various systems include forward-facing cameras which can protect truck drivers from liability as a risk-management tool. In-tractor safety systems like collision-mitigation technology, lane departure, and roll-stability systems are fast becoming prevalent and have proven return on investment in commercial fleets.

FedEx Freight has deployed both Telematics and advanced driver-assist safety systems on our fleet, and we support federally mandated adoption of advanced safety systems on all commercial vehicles. The transportation industry must lead the charge on bringing more safety technology to our roads and highways.

But technology alone cannot bring maximum safety benefits when deployed on our aging roads and highways. Sustainable sources of infrastructure funding and investment in our roads and bridges are a critical piece of the solution. We need a modern, digital infrastructure to take full advantage of these advanced safety systems.

There is no quick fix to our current infrastructure situation; however, there is a common-sense solution that can bring immediate safety and efficiency benefits to the less-than-truckload (LTL) industry, its customers and the motoring public. And it comes at no cost to the federal government or taxpayers. At FedEx Freight, we continue to advocate for modernization of trucking equipment standards, including use of 33-foot twin trailers, which are proven to be safer and more stable than the current 28-foot twin-trailer limit configuration.

Twin 33s would add 19 percent capacity over current twin trailers, which would, in turn, result in fewer trucks on the road. And most

importantly, with fewer trucks on the road, there will be fewer crashes.

One study cited by Americans for Modern Transportation estimates that adoption of twin 33-foot trailers could reduce truck crashes by as many as 4,500 annually. This solution also adds capacity, lowers carbon emissions, decreases fuel use and reduces wear and tear on infrastructure. Amid uncertainty about when and where infrastructure investment will advance, twin 33-foot trailers are a common-sense solution that will ease congestion on our roadways and provide instant safety and environmental benefits.

The U.S. Department of Transportation projects that freight volumes will increase 45 percent by the year 2045. The industry must keep safety at the forefront of its investments in equipment technology and policy advocacy. Investment in advanced safety technology and modern infrastructure are critical to the future of the trucking industry and the safety of its professional drivers. □



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**Today's world is largely driven by customer satisfaction, yet attaining consistent customer satisfaction is now more challenging than ever. Because of innovative business models, customers now expect dedicated service 24/7.**

To meet these demands, businesses are adjusting their operations to accommodate expectations beyond the traditional business hours of Monday through Friday, 9 a.m. to 5 p.m. By employing a non-traditional workforce to serve customers around the clock, your customer satisfaction ratings are guaranteed to increase tremendously.

Assembling the right workforce to provide better service to your customer base takes time and expertise. Companies must analyze the frequency with which customers are contacting them outside of traditional business hours and, in turn, assign the appropriate number of people it takes to handle that volume. Operationally, organizations must determine if it is necessary for these "after-hours employees" to conduct their work in the office or work remotely. It may take some trial and error to discover what works best for your business as it varies for different companies.

At MacroPoint, we have responded to customers' higher expectations by implementing an "after-hours" virtual phone line, a shared responsibility among the support and operations teams. Now, a dedicated MacroPoint team member will be available to take calls outside of standard business hours, providing customers with even better service.

Strategizing the best way to incorporate this non-traditional workforce in an efficient manner is crucial. You must take into consideration the level and duration of training that will be required for these new employees.

#### **Time is of the essence.**

The sooner your organization implements these new operations, the sooner your

## Leveraging Non-Traditional Workforce and Operations to Improve Customer Service

customers will notice the improved service they are receiving from your company. The best way to ensure customer satisfaction is by staying customer-focused through all business changes and advancements. n



**Dave Halsema**  
Executive Vice President  
of Partner Alliances  
MacroPoint



**"I love being over the road."**

Colleen, Schneider driver

### **Let's keep the momentum going!**

Women In Trucking is celebrating its 10-year anniversary this year, and Schneider is proud to be one of WIT's first corporate members. Every year, more and more women are choosing to drive with Schneider, and with good reason:

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## A Collaboration for Opportunity, Caring and Success

As a growing number of women enter into the field of transportation, there still remains the challenge of letting women know, "Yes, you can do this job and be successful." Expediter Services (ES) helps bring opportunity in the driving sector to women who seek to own their own business.

Ellen Voie, President and CEO of Women In Trucking (WIT), explains how she discovered an opportunity to work hand-in-hand with ES to help women transition smoothly into trucking. "Expediter Services truly is a different kind of company with an entirely new business model based on service and support. ES provides trucks and drivers to a select group of carriers, but their main focus is looking out for you. If there's one thing I can emphasize about ES, it's that they care about you and your success. It's such a refreshing approach in this industry and a very good opportunity for women (and men)."

Many women enjoy expediting because they like the many advantages and conveniences of operating a truck that doesn't "bend." However, ES offers tractors if one desires. Straight trucks are easier to learn to operate and a driver can be productive in a shorter time after deciding on this career path — and for many women—and men, expediting is where they stay.

Another important factor is that, at ES, there are no glass ceilings in any of their trucks, as the driver or owner-operator's earning potential isn't gender based. Your income solely depends on your work ethic.

"I'm glad to see that ES's business model is now being tested in the general trucking market to help provide opportunities for women there as well," Ellen says. "I'm also pleased that Jason Williams, President of Expediter Services, is a part of WIT's board. He definitely brings a fresh perspective based on ES's philosophy, which helps us accomplish our mission of promoting and providing opportunities for women in trucking." □

# Yes We Can



# Together



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## WIT Salutes Female Professional Drivers Association's 10-Year Anniversary Celebration Continues!



**Q: Where do you find nearly 170 female professional drivers with almost 2,700 collective years of driving experience?**

**A: At the Women In Trucking Association's (WIT) eighth annual "Salute to Women Behind the Wheel," of course!**

The women who attended this dynamic event at the Mid-America Trucking Show (MATS) this past March were honored for their service as pioneers in the trucking industry.

Six women were recognized for driving careers spanning 40 years or more. The room at the Kentucky Exposition Center was brimming with women—CDL holders dressed in their red WIT shirts along with nearly 200 friends and family members cheering them on. This celebration was part of WIT's 10-year anniversary celebration.

Daphne Jefferson, Deputy Administrator of the Federal Motor Carrier Safety

Administration (FMCSA), addressed the group and thanked them for their role as pioneers. She talked about her ride-along with two female drivers and what she learned from the view of a tractor-trailer window.

Ann Dyer, Senior Director, Regional Transportation for Walmart Stores, gave the keynote address and spoke about traveling with her mother, a professional driver, when she was a young girl and the challenges faced by female drivers in the past. Dyer also introduced Carol Nixon, a member of WIT's Image Team and "Member of the Month" who recently donated a kidney to a fellow driver's husband.

WIT President and CEO Ellen Voie welcomed the group and reviewed the recent accomplishments of the nonprofit organization, including the Girl Scout Transportation Patch, ride-alongs with regulators and elected officials, the WIT app, the newly introduced WIT Index, the truck stop rating directory, and the group's work on truck cab design and ergonomics. She also highlighted recognition programs like the "Distinguished Woman in Logistics," the "Influential Woman in Trucking" and the recently expanded WIT Image Team. Voie promised to fulfill her dream of developing a female truck driver doll in the near future.

# WIT News Briefs



**Salute attendees paid tribute to six women who have been professional drivers for 40 years or more: Heather Hogeland, UPS Freight; Paula Dmyterko, Walmart Transportation; Marcy Johnson, Walmart Transportation; Mary Candy Bass, Transport Designs; Bonnie Berscheid, X-Trux; and Sandra Munford, Southern Cross Enterprises.**

A highlight of the event was the announcement that WIT and Arrow Truck Sales will be giving away a truck to one lucky WIT member at next year's "Salute to Women Behind the Wheel." Jim Stevenson, Director of National Accounts for Arrow, handed Voie the keys to a late model Volvo tractor that the company is donating for the giveaway.

This year's celebration included music by Jayne Denham, an award-winning singer and songwriter from Australia. The crowd enjoyed chocolate fountains and a huge truck-shaped cake. Drivers won door prizes including a \$500 gift card and five \$100 gift cards. The Women In Trucking Scholarship Foundation gave away numerous prizes as well while raising

nearly \$2,000 in donations from the attendees. The event included the annual group photo of the women in their WIT red t-shirts and ended with the distribution of goodie bags filled with items from event sponsors.

Walmart Transportation won the driver participation award for having 21 of their female professional drivers present at the event.

Next year's "Salute to Women Behind the Wheel" will be held March 24, 2018 at MATS. All female professional drivers are welcome to participate and need not be members of the association. □

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## Canada Hosts Second "Salute" Event

Professional drivers north of the border also received much-deserved recognition this year at the second annual "Canadian Salute to Women Behind the Wheel." The celebration honors professional women drivers for their hard work and dedication to the truck driving profession and strives to encourage more women to enter the industry. (In Canada, just 3 percent of professional drivers are women.)

A total of 16 female drivers with 300 years of combined experience attended the event at this year's Atlantic Truck Show in Moncton, New Brunswick in June. Drivers were recognized and honored with gifts and then enjoyed a custom-made cake and spent time networking.

The Canadian Salute was organized by Joanne Ritchie of the Owner-Operators' Business Association of Canada (OBAC) together with the Atlantic Provinces Trucking Associations, the Trucking Human Resources Sector Council and Women In Trucking (WIT). WIT Foundation Board Member and Image Team member Jeana Hysell represented WIT at the event.

The inaugural Canadian "Salute" took place last year at Truck World in Toronto. The event promises to be an annual celebration. □



# WIT News Briefs

## 2017 Girl Scout Events Bring Education and Fun to Young Girls

Just three years ago, Women In Trucking (WIT) held its first Girl Scout event at the Olive Harvey School in Chicago. On that day, for the first time ever, Girl Scouts earned 80 transportation patches as part of an effort to raise awareness for transportation, logistics and supply chain as a viable career path for girls.

To date, 15 Girl Scout events have been held in the U.S. and Canada and 779 patches sold. More events are in the works for 2017. The curriculum is available to corporate members. So far this year, events have been held by: Del Mar College in Corpus Christi, Texas; CFI from Lamar, Mo.; Brenny Transportation in St. Cloud, Minn.; and University of Wisconsin-Superior.



A Truck, a Tiara and a Transportation Patch

Professional driver and WIT Image Team member Stephanie Klang held an event in May for the Lamar Girl Scout Group in Lamar, Mo. Klang was thrilled with the enthusiasm from the 20 young girls, ages 9 and 10. Klang,

who is a 37-year veteran driver with Contract Freighters (CFI,) said she was just as excited about the event as they were.

They enjoyed the coloring book activity and sharing stories about geography, but Klang believes their favorite part was going outside and getting into her truck. "Showing them where I live *and* where I work really opened their eyes. If I can put a seed in just one or two little girls' minds that they can drive a truck, it may spark a little adventure in them and allow for their financial independence one day," Klang explains. "I also had a tiara on the dash and I told them they could be a princess *and* a truck driver." Now, there's a thought!

### All in a Day's Work: Trains, Planes, Ships and Trucks

Ellen Voie, President and CEO of WIT, recently participated in UW-Superior's Girl Scout Transportation Day with 21 young girls eager to learn about transportation.

"Teaching the girls about the process of their Girl Scout cookies really resonated with them," says Voie. "The girls related to the supply chain lesson

and will now identify trucks as part of the process of hauling their cookies." They also toured the SS Meteor, the world's last whaleback ship, and were fascinated by the massive cargo holds, but they took a special interest in the captain and crew's sleeping and eating quarters.

The next stop was a ride on the North Shore scenic railroad to learn about trains and how steam locomotives transported workers. After returning to the university, the girls learned about airplanes and met a female professional driver. By the end of the day, the girls had learned about all modes of transportation, but more importantly, they were exposed to people who operated these engines and what the job entails. □



About 150 Girl Scouts of Greater South Texas checked out real trucks and trucking simulators and talked with professional drivers and instructors at Del Mar College.



Girls learned about all modes of transportation at UW-Superior's Girl Scout Transportation Day.

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# WIT News Briefs

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# WIT News Briefs

## WIT 2018 TRUCK GIVE-AWAY CONTEST

**Thanks to Arrow Truck Sales,  
Women In Trucking (WIT) will  
give away a truck at the  
“Salute to Women Behind the Wheel”  
at the Mid-America Trucking Show.**

"We are thrilled to be able to give away a 2014 Volvo VNL670 truck to one of our members because of Arrow Truck Sales' generosity," says Ellen Voie, CEO and President of WIT. "One lucky winner will drive away from the

'Salute to Women Behind the Wheel' in their semi on March 24, 2018."

For news, updates and instructions on how to submit your essay, visit:

[www.womenintrucking.org](http://www.womenintrucking.org)



*WIT members have the chance to win this 2014 Volvo VNL670 truck.*

### What are the criteria to enter?

- Must be a member of WIT by Sept. 30, 2017
- Must be a CDL holder (verified)
- Must be present at the 2018 "Salute to Women Behind the Wheel" to win or appoint a representative if unable to attend
- Write a 200-300 word essay due Nov. 15, 2017. Essay responses must answer the following question: *Why is it important to increase the percentage of women employed as professional drivers?*

Give examples of what you have done to promote the industry to women. n

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# WIT News Briefs

## WIT Earns TMSA Compass Awards

Marketing plays a key role in helping the Women In Trucking Association (WIT) to raise awareness of the need for greater gender diversity in the transportation industry. That makes recent recognition for WIT's marketing efforts particularly meaningful.

This year, WIT earned two Compass Awards of Excellence from the Transportation Marketing and Sales Association (TMSAtoday.org): one in the Events Category for the *Accelerate!*



**Carleen Herndon of MindShare Strategies and Ellen Voie of WIT were recognized at the Compass Awards banquet June 12 during the TMSA Logistics Marketing & Sales Conference.**

Conference & Expo and one in the Marketing and Sales Collateral Category for the *Redefining the Road* magazine.

For 65 years, the TMSA Compass Awards program has recognized marketing and sales best practices by transportation and logistics organizations. "The Compass Awards Program plays an important role in raising the standard of marketing innovation and sales performance in the transportation and logistics industry," says Elena Izakson, Vice President of Marketing for Hub Group and the 2017 chairperson of the TMSA Recognition Committee.

Out of 80 entries from nearly 50 companies, 12 entries received an excellence award (the highest level of award) and 27 received a merit award. To judge the strategy and execution of each entry, experienced industry and non-industry marketing and sales executives used a 6-point scaling system.

"The *Accelerate!* Conference and the *Redefining the Road* magazine are two critical initiatives that help to educate the market

and advance gender diversity in the industry," says Ellen Voie, WIT President and CEO. "Receiving these Compass Awards helps to validate the value and results generated by these initiatives. We're so pleased we have earned these awards." □



## Help Feed America

The Women In Trucking Association (WIT) and Truckstop.com are teaming up to help provide transportation for Feeding America, the nation's largest domestic hunger relief organization which feeds 4 billion meals to families each year.

Every year, nearly 70 billion pounds of good, safe food goes to waste. Feeding America works to secure donated food from producers, retailers and manufacturers. They have a network of 200 food banks which supply 60,000 food pantries nationwide.

### How Carriers Are Helping

WIT believes the trucking industry can help Feeding America control costs by donating some of the transportation for these shipments. Carriers select the loads that work within their networks at their convenience. The freight might be as small as one pallet or as large as a truckload.

WIT is leading the way in establishing a compassionate, positive image for the trucking industry. When you make a pledge to help, you're showing that we care. More importantly, you're helping to feed hungry families. □

To join us, contact Lana Nichols:  
920-737-9490 or  
[lana@womenintrucking.org](mailto:lana@womenintrucking.org).

An advertisement for Davis Express, Inc. It features a woman in a red sleeveless top standing next to a semi-truck. The truck has "DAVIS EXPRESS" and "DAVIS" on the front grille. The headline reads "At Davis Being a Step Ahead PAYS!" with "Step UP to DAVIS and great PAY!".

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# WIT News Briefs

## An Inspiration to Us All

It's official. *Insights Success* magazine just revealed what Women In Trucking (WIT) members have known all along. Ellen Voie, WIT President and CEO, is one of the "Most Inspirational Leaders in Business."

Voie is one of 30 leaders that the business magazine's editorial team profiled for its annual list of inspirational leaders in April. She is described as "one of the pioneers in women empowerment in the trucking industry."

The article explores Voie's career in the transportation industry, her lifelong role model (thanks, Mom!), the dynamic growth of the Women In Trucking Association, the

importance of integrity, and her passion for engaging more women in the transportation profession.

Voie attributes her success to a passion for the industry and strong communication skills. Her most valuable advice? "You can't learn if you're talking, so listen as often as possible." **n**



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

**Next up:** Aug. 30th, Sept. 27th,  
Oct. 25th

**Dave Nemo Show with Ellen Voie**

**Next up:** Monday, Sep. 11th  
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# WIT Foundation Update

## Meet Sue Fern: WIT Foundation's New Executive Director

Sue Fern, founder of Fern Management Services, has been named Executive Director of the Women In Trucking (WIT) Foundation and brings more than 30 year's global business experience to her new role. "Joining the WIT



**Sue Fern**

Foundation leadership is exciting," says Fern. "Having the opportunity to work with a professional organization with such a strong mission is what I love."

An accomplished economic analyst, Fern is able to

implement strategies, processes and technologies that effectively position foundations to compete in any marketplace and grow donations. As a volunteer leader, she understands the challenges and finds solutions. She is adept at working with multiple communities to support organizational objectives and knows how to foster good communication to support an organization's mission.

Fern attended The Wharton School to gain experience in executive and association management and has been an active member of the Florida Society of Association Executives (FSAE). She joined the FSAE Foundation board as a Trustee in 2009 and is the 2017-18 Foundation Chair. □

### WIT Foundation Board of Directors Officers

**Chairwoman:** Debora Babin Katz  
TrucBrush Corp.

**Vice Chairwoman:** Jeana Hysell  
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J. J. Keller & Associates, Inc.

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Theresa Payne-Brown, Hyundai Translead

## WIT Foundation Awards Seven Scholarships



**Hany**



**Biscaia**



**Edwards**



**Bugni**



**Naran**



**Slye**



**Waggoner**

### And the winners are...

The Women In Trucking (WIT) Foundation has awarded seven \$1,000 scholarships for educational training. The foundation congratulates these women on focusing their futures on careers in the trucking industry. Scholarships are awarded in four areas: technical, safety, leadership and commercial driving.

"As a nonprofit 501(c)(3), the WIT Foundation relies on the generosity of our donors who make our mission possible," says WIT Foundation Chair Debora Babin Katz, Vice President of TrucBrush Corporation. "We continue to work diligently to strengthen the legacy of education in the transportation industry."

For more information or to make a donation to the WIT Foundation scholarship program, visit [womenintruckingfoundation.org](http://womenintruckingfoundation.org) □

**Sarah Hany** enrolled at 160 Driving Academy, Peoria, Ill. WIT Foundation/Ryder Scholarship for her Class A CDL training.

**Ana Silva Biscaia** enrolled at the University of Wisconsin, Superior, Wisc. WIT Foundation/Ryder Scholarship for transportation and logistics management training.

**Tabitha Edwards** enrolled at Universal Technical Institute in Exton, Penn. WIT Foundation/Ryder Scholarship for her diesel engineering training.

**Connie Bugni** enrolled at Veriha Driving Academy in Marinette, Wisc. WIT Foundation/Ryder Scholarship for her Class A CDL training.

**Undral Naran** enrolled at the University of Wisconsin, Superior, Wisc. WIT Foundation/Ryder Scholarship for transportation and logistics management training.

**Faye Slye** enrolled at Alexandria Technical & Community College in Alexandria, Minn. WIT Foundation Scholarship for her Class A CDL training.

**Robyn Waggoner** enrolled at Florence-Darling Technical in Florence, S.C. WIT Foundation/Jan Hamblin Scholarship for her Class A CDL training.

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