

Redefining *the* Road

Edition 1 | 2018

The official magazine of the Women In Trucking Association

INSIDE...

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#SteeringTowardKindness



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



For those of you who attended the 2017 *Accelerate!* Conference & Expo, you might have heard Admiral Wray speak about leadership lessons from Baghdad. He encouraged the audience to take his 30-day challenge. I welcomed the opportunity and promised to report back after a month.

I challenged myself to compliment at least one person each day. (I can't say this was a new initiative for me, as I've been known to give promotional swag to the people who clean the rest rooms at trade shows, but this time I was going to make it a focus for a month.)

There are so many people who work hard and are never thanked for their efforts. These are the people who go unnoticed. A recent Gallup report found that 65 percent of employees said they had not received ANY recognition or appreciation for a job well done in the past twelve months!

What if we start a movement in the transportation industry to change that? Let's start by challenging ourselves to show some appreciation to a co-worker, family member or even a stranger every day. It won't cost you a dime to address someone by his or her name and thank them for their service. It takes very little energy to be nice! In fact, it's been said that it takes fewer muscles to smile than to frown.

Let's eliminate the frown. Let's eliminate the meanness, the nastiness and the downright anger that's been spreading like a thick fog over us. Let's spread some kindness.

We've created a movement with the hashtag #SteeringTowardKindness. Use it in your social media and tell us how YOU are spreading good feelings in your community. Share your experiences in our *Engage* platform or on our Facebook page. We want to hear from you.

Maybe the time has come to turn a corner on happiness and joy. The negativity in journalism, on social media and even the language often used in public places is so discouraging. Anger seems to be justified and used for a reason to hurt others, both verbally and physically. My mother always said, "If you can't say something nice, don't say anything at all."

I hope many of you were able to participate in Admiral Wray's 30-day challenge. By the way, he promised to send a medallion to anyone who completed his challenge. I'm carrying my medallion with me to remind myself to spread kindness.





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Productivity Hacks to Change Your Life



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

In today's work environment, we usually find ourselves with less time, money and resources yet are expected to accomplish more (otherwise known as the "Do More with Less" Syndrome). This edition of *Redefining the Road* magazine is devoted to helping you survive and thrive, despite this syndrome.

The cover story, "Productivity in the Workplace," takes a look at the top factors influencing employee productivity – along with practical advice from business leaders in transportation.

It's no secret that, when we become more satisfied in our careers, we become more productive. Finding career satisfaction usually occurs when you can achieve work and life balance. We spoke with several women who have found a healthy balance between their personal and professional lives. They offer you practical tips on how to accomplish this in "The Big Balancing Act: How to Maneuver Between Work and Home."

With just 7 percent of U.S. professional drivers being women, we've got plenty of room for improvement. If you're responsible for driver recruiting and retention, WIT provides benchmarks, ideas on how to make the profession more appealing to women and ways to battle barriers through its *Best Practices Guide to Increasing Women Drivers in the Industry*.

And for those in a sales role, you'll learn practical take-aways on how to play to your strengths and overcome challenges in "Selling in a Male-Dominated Industry."

Lastly, successful businesses in trucking (particularly those that are woman-owned) are in a unique position to be the highest-performing, reputable enterprises. Learn what it takes to become a top woman-owned business by those that are making it happen.

Enjoy this special edition on how to maximize productivity in the workplace!

Brian S. Everett



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Whether it's increasing sales orders, getting more shipments out the door or making more deliveries, increasing productivity is critical for success in today's competitive business environment. Want to shift your company into high gear? Read on.

TOP FACTORS INFLUENCING PRODUCTIVITY

What does it take to make a productive employee? Experts agree that intrinsic motivation is a critical starting point – when you're driven to do something for internal satisfaction or fulfillment. As an employer, you don't have control over this form of motivation, but you can certainly tap into it when managing employees.

Internal motivation is just one necessary element of productivity, however. Employees also need to be engaged — involved in and enthusiastic about their work and workplace.

"Incredibly motivated individuals can be unproductive if they're not engaged," says Cheryl Saxton, Director of Operations Process Development and Technology Solutions at Holland. "The level of employee engagement that a company fosters helps to determine productivity."

Strong employee engagement definitely makes an impact. In fact, a Workplace Research Foundation study shows that highly engaged employees are 38 percent more likely to have above-average productivity.

"Motivated and engaged employees put their best foot forward," says Jodie Spencer, Manager, Summitt Trucking, LLC. "They will go above and beyond what's required and help others to do their best as well."

Another key contributor to productivity may surprise you... happiness. Happy workers are 12 percent more productive, according to a study by the University of Warwick.

"Employee happiness really matters," emphasizes Valerie Alexander, a speaker, author, and CEO of Goalkeeper Media who addressed happiness and productivity in the workplace at Women In Trucking's *Accelerate!* Conference in November. "When people get happier, they get better at their jobs. They cooperate. They solve problems. They provide good service. They're more productive."

When employees aren't happy, performance suffers. "Poor productivity is often the first indicator that something's wrong — that an employee is unhappy," points out Kristiana Tobey, Driver Qualification Manager at employee-screening-service provider DISA Global Solutions, Inc.

SETTING THE STAGE FOR SUCCESS

The good news is that companies do have the ability to influence employee engagement and happiness. Here's how to get started.

Corporate culture. "An employee must buy into a company and its culture — really 'drink the Kool-Aid' — to truly devote themselves to the cause and the company," Spencer explains. "That's when a person who is intrinsically motivated can create genuine productivity."

Culture starts at the top. "Management must create a productive, positive, reinforcing environment that fosters growth and learning and makes employees feel valued. This is key to creating the self-fulfillment that an employee needs to be a productive worker," she explains.

Clear direction. In addition to establishing and maintaining the culture, leaders also need to share their vision for the company and show employees where they fit in the picture.

"It's important to establish goals and expectations and communicate them to employees," Tobey explains. "Let them know how they should be performing and give them feedback. Share available data. Talk to them about growth opportunities."

Alexander also emphasizes the importance of providing clear direction. "A top motivator for employees is feeling that they're making progress on work that matters," she says.

Employees are more productive when they feel a sense of accomplishment." Naturally, it's easier to feel like you're making progress when you know where you're headed.

Positive support. Leaders need to provide support for employees to make progress. Alexander emphasizes the importance of encouraging autonomy, expressing confidence in their abilities and showing appreciation for their efforts.

Letting high-performing employees know that their efforts are recognized goes a long way.

"Give kudos for a job well done," Spencer encourages. "Employees are often used to hearing when they do something wrong, but they need to hear praise and get credit when they do something right."

It is also important to give employees the resources necessary to achieve their goals.

"Resource allocation is an important part of the support structure," Tobey explains. "Do employees have what they need to get the job

done? Make sure they have the right tools for their particular responsibilities."

INCREASING PRODUCTIVITY

How are companies in the transportation and logistics space helping to enhance employee engagement and happiness? Our panel of experts shared some of their best practices.

Good communication. Providing good direction helps to foster employee engagement at Holland. "We make sure employees know the goal, how they're doing, and what to shoot for," Saxton says. "It's important for them to understand the metrics."

In the past year and a half, DISA has undergone a cultural shift, Tobey says. Communication has become an area of focus. "There has been an increase in feedback from both management and co-workers. It has really helped to improve both our culture and our productivity," she explains. Communication starts at the top at Summitt

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Productivity by the numbers...

The following statistics might drive you to take a closer look at productivity at your company.

- Companies with engaged employees **make 2.5X the revenue** of companies with low engagement levels. (Hay Group study)
- Engaged employees are also **87% less likely to leave** the company. (Corporate Leadership Council)
- **Only 33%** of American workers are engaged at work. (Gallup 2017 "State of the American Workplace" study)
- Poor management is the biggest thing getting in the way of productivity, according to **58% of employees**. (Society for Human Resource Management)
- **Just 40% of employees** know their company's goals, strategies and tactics. (Bain & Company survey)



Continued from page 9

Trucking. Their president regularly gets out and talks with each of the company's 350-plus employees and sends them hand-signed letters – helping remote employees to feel connected.

"In our industry, it's quite common to have direct reports that work remotely — whether they're in a satellite office or across the country in the seat of a truck," Spencer points out. "That makes employee engagement more challenging, but also more critical."

"It's really important for managers to connect with their team," she says. "You've got to make employees feel like they matter and their opinions matter."

Summitt Trucking encourages drivers to share their opinions by sending anonymous messages from their units.

Showing appreciation. Public recognition is important at DISA. Leaders share kudos in the company newsletter and at internal meetings, Tobey says.

Summitt Trucking leaders give high-performing employees "job-well-done" cards and reward them for safety and years of service.

Providing resources. To ensure that DISA employees have the support they need for optimal productivity, the project planning process identifies specific times to request the required resources so that step is not overlooked, Tobey says.

Technology is a critical resource at Holland. "Having the right technology, implemented in the right way can have a tremendous impact," Saxton says. For example, Holland recently implemented a new system for pick-up and delivery that has significantly improved the driver experience as well as productivity.

Add a little playfulness. "Many companies are encouraging friendly competition through gamification," Saxton observes. "Today, technology is driving great visibility – elog systems, performance dashboards, etc. There's a growing trend toward using that data in a fun way to improve employee engagement and productivity."

"Our company is good about using events to gain engagement," Spencer says. Monthly drawings for event tickets help to engage remote drivers. Local employees enjoy connecting at baseball games.

At DISA, "lunch and learn" groups encourage team building and allow employees to engage as a group in a fun atmosphere, Tobey says.

The bottom line? For optimal productivity and business success, make the engagement and happiness of your employees a priority. Alexander shares a memorable formula for success: "Rock your employees with ACDC. Lead with Appreciation, followed by Clear Direction and always express Confidence in their abilities."

Ready to renew your focus on employee productivity with these best practices in mind? It's time to kick it into full gear. ■



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A circular logo celebrating the 50th anniversary of the company, with the number "50" prominently displayed.

Redefining Hiring in the Age of the Millennial

It's no secret the trucking industry is having a hard time hiring younger drivers. In fact, the average driver age currently hovers around 49 years old. As older drivers leave the industry for a variety of reasons, carriers and fleets are having an increasingly difficult time finding new drivers. At the same time, trucking runs this country. So finding new drivers is not only key to keeping the fleets moving, but keeping our nation moving.

Whether we want to admit it or not, millennials are the answer. Understanding their psychology and what makes a millennial tick becomes paramount to getting them into the cab. Studies show millennials are the first generation not motivated by money. Sure, there are some driven by a buck but, in general, millennials are motivated by their time off as much as their time on. They like to explore their own zip code, travel and hang out with friends and family. And according to a variety of surveys, this is their #1 motivator.

So how do we tap into it?

Here are a few ideas for recruiting and keeping younger drivers:

- Gain a firmer grasp of when a driver can expect to be home. A set work schedule means drivers can more readily plan their off-the-clock schedules.
- Direct travel across multiple lanes, giving younger drivers a fresh perspective. For newer drivers, repetitive lanes often lead to boredom and a quick ticket out of the biz.
- Give drivers the option of higher pay or an expenses-paid activity or short vacation. Set up a merit-based, pre-approval process that ensures you're not being surprised.
- Lastly, help them with their technology needs. WiFi, TV and the like are important to help the millennial stay in touch with those closest to them.

We need trucking, and trucking needs drivers. No matter how much autonomous technology evolves, there will likely always be a need for an in-cab driver. We just need to adapt as times change. ■



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Schneider's commitment to women in trucking: sni.jobs/women



Jeremy Feucht is
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Why Women-Owned Transportation Businesses Thrive



The number of women-owned businesses is growing 2.5 times faster than the national average and has more than doubled in 20 years, according to American Express' annual State of Women-Owned Businesses Report.

Whether it's more mentorship involving women or increased experience, confidence and education, this trend of growing women-owned enterprises (WBEs) also is happening in transportation and logistics. What are some of the factors driving this trend?

Women can make strong leaders. After the death of Autumn Transport's founder Lowell Rieks in 2015, his daughter Julie Andrich became President and CEO. Since then, through Andrich's leadership in reinvesting in this second-generation trucking company, the company expects to increase revenue by double digits in 2018.

As CEO of Bennett International, Marcia Taylor is a pioneer in trucking, consistently starting and extending lines of business over the course of the company's 44 years in response to customer demands. In the last 12 to 18 months, the maturation of start-up Bennett On-Site Services (BOSS) Crane & Rigging and

BOSS Oilfield Service and Supply have become profitable entities extending the company into the crane and oilfield arena in Texas.

Women can build strong company cultures. As president of BCP Transportation, Nancy Spelsberg creates a genuinely fun working environment by scheduling employee appreciation weeks that foster a culture of camaraderie. The company has invested in a driver lounge area where they can rest, relax and get to know each other while playing pool, ping pong and air hockey.

At Veriha Trucking, Karen Smerchek focuses on encouraging others to step outside of their comfort zones. The company culture is based on personal development — creating new opportunities for Veriha associates and the organization overall.

Women can communicate and build strong relationships. Susan Fall and Marie McGowan are owners of LaunchIt Public Relations. Because they understand their clients, what's important to trucking and industry associations, they're able to partner with clients to create effective programs, sponsorships and messaging.

Women can be innovative disruptors to uniquely serve the market. Brenda Craig started Craig Safety Technologies and through innovative vision has helped to evolve a company that today offers compliance and safety solutions. In fact, she recently led the company to build an integration with the leading ELD provider, GEOTAB, eScreen/Alere for drug testing and Intuit/Quickbooks to better monitor and simplify the management of an organization's compliance for both personnel, driver files and assets/fleet.

Dr. Gina Anderson, co-founder and CEO of Luma, an instructional design and learning science company that works in the trucking industry, led the direction of DRIVE FIRST, an orientation solution that includes tools and content grounded in best instructional design practices.

Under the helm of Celeste Herpel, Airodyne Industries has received its third patent. The latest is for the innovative design and ease of install associated with their Collapsible Roof Fairings. Like her father who founded the company, Herpel is an inventor, and has an astute sense of business.

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BUSINESSES

To celebrate female entrepreneurs in our industry and encourage more women to follow in their footsteps, WIT is featuring these woman-owned businesses. They are noteworthy for their financial stability, growth, innovation and entrepreneurial spirit.

AIRODYNE INDUSTRIES, INC.

Southfield, MI (Founded 1976)

Owner: Celeste Herpel

www.airodyne.com

Dedicated to improving fuel efficiencies in the heavy-truck market through aerodynamic drag reduction products.

AUTUMN TRANSPORT, INC.

Woodbury, MN (Founded 1980)

Owner: Bev Rieks

www.autumngrain.com

An industry leader in bulk commodities transport with more than 100 trailers servicing all 48 contiguous U.S. states and Canada.

BENNETT INTERNATIONAL GROUP, LLC

McDonough, GA (Founded 1974)

Owner: Marcia G. Taylor

www.bennettig.com

Offers a suite of trucking and specialized logistics services, from flatbed and step deck trucking to 3PL/4PL logistics, customs brokerage and warehousing.

BCP TRANSPORTATION, INC.

Deerfield, WI (Founded 2011)

Owner: Nancy Spelsberg

www.bcptrans.com

Provides local, regional and OTR trucking services, as well as warehousing capabilities.

CRAIG SAFETY TECHNOLOGIES, INC.

Overland Park, KS (Founded 1998)

Owner: Brenda Craig

www.craigsafetytechnologies.com

Provides accountability and risk management for personnel and equipment assets for organizations across multiple industries.

DRIVE MY WAY, INC.

Wilmington, DE (Founded 2016)

Owner: Beth Potratz

www.drivemyway.com

Personalized recruiting marketplace that matches CDL truck drivers and owner operators with available jobs based on qualifications and lifestyle preferences.

DRIVERSOURCE, INC.

Dearborn, MI (Founded 2001)

Owner: Jinan Dalloo

www.driversource.net

Provides logistics staffing and contract leasing services.

FALINE TRAILER REPAIRS, LLC

Carleton, MI (Founded 2011)

Owner: Tonya Villarreal

www.falinetraillerrepair.com

One of the best semi-trailer repair companies in Carleton, MI and Genoa, OH. Services range from preventative maintenance to major repairs.

FLATBED EXPRESS INC.

Omaha, NE (Founded 1989)

Owner: Mary Davie

www.fbinc.com

The largest WBE flatbed carrier in Omaha and Kansas City. Specializes in projects and over-dimensional hauling in the U.S. and Canada.

FORCE FREIGHT TRANSPORT, LLC

Mesa, AZ (Founded 2016)

Owner: Kristen Bond

www.forcefreight.com

Trucking business located in Mesa, AZ serving greater Phoenix and the continental United States. Specializes in refrigerated vans.

GARNER TRUCKING, INC.

Findlay, OH (Founded 1960)

Owner: Sherri Garner Brumbaugh

www.garnertrucking.com

Focuses on transportation, warehousing, logistics management, third-party services and equipment repair.

KENCO GROUP

Chattanooga, TN (Founded 1950)

Owner: Jane Kennedy Greene

www.kencogroup.com

Provides integrated logistics solutions – from distribution and fulfillment to transportation management to information technology—engineered for operational excellence.

KNICHEL LOGISTICS LLP

Gibsonia, PA (Founded 2003)

Owner: Kristy Knichel

www.knichellogistics.com

Non-asset-based 3PL specializing in intermodal, LTL, full truckload and specialty services.

LAUNCHIT INC.

San Diego, CA (Founded 2000)

Owner: Susan Fall

www.launchitpr.com

Committed to offering the industry a cost-effective source of public relations and marketing communications expertise.

MOTHERLOAD TRANSPORT SERVICES INC.

Nanaimo, BC, Canada (Founded 2001)

Owners: Erin Tallieu, Jacklyn Locke

www.motherloadtransport.com

A non-asset-based freight brokerage company with access to more than 2,000 carriers (trucks, vans, trailers) in Canada and the U.S.

ONTARIO TRUCK TRAINING ACADEMY

Oshawa, Ontario, Canada (Founded 1998)

Owner: Yvette Lagrois

www.otta.ca

An innovative, laterally integrated, one-stop shop for entry-level commercial driver training.

RED ARROW LOGISTICS

Sammamish, WA (Founded 2003)

Owner: Liz Lasater

www.redarrowlogistics.com

Tailored transportation and logistics solutions – from single shipments to complex over-dimensional and international orders.

REMSENSE INC. (DBA LUMA)

South Bend, IN (Founded 2008)

Owner: Gina Anderson

www.learnwithluma.com

An instructional design company that helps people learn. Luma's DRIVE FIRST onboarding solution makes orientation process more efficient and effective.

S & S TRANSPORT, INC.

Grand Forks, ND (Founded 1981)

Owner: June Seng

www.sstransport.com

Offers reefer and dry van truckload service, full-service logistics, consolidated and regional transportation, dedicated fleet operations, yard management, warehousing and more.

VERIHA TRUCKING, INC.

Marinette, WI (Founded 1978)

Owner: Karen Smerchek

www.veriha.com

Well-established hauling company with national reach. Provider of Class A CDL training.



continued from page 12

Kristen Bond tested and implemented a progressive pay strategy at Force Freight Transport. By compensating drivers for work performed throughout their day rather than only when they are driving, she found that drivers became more thorough with pre/post trip inspections, safer on the road and report higher job satisfaction.

Beth Potratz, founder and CEO of Drive My Way, is completely disrupting truck driver recruiting by treating the driver as a consumer in the employment relationship.

Women can lead their companies to higher recognition. Under Kristy Knichel's leadership, Knichel Logistics was honored twice by the EPA and named to *Food Logistics* "Top 3PL & Cold Storage Providers" and "Top Green Providers" lists in 2017.

Garner Trucking's President Sherri Garner Brumbaugh helped the company earn national recognition as one of the Truckload Carriers Association's "Best Fleets to Drive For" in 2017 and earned the Mike Russell Image Award from the American Trucking Associations in 2016.

New WIT/ES Program Launches WBEs

If you're a woman considering starting a business or becoming an owner-operator, a new program from Expediter Services (ES) and Women In Trucking (WIT) may be valuable.

"It's often challenging for drivers to obtain funding, and our partnership with Expediter Services will eliminate that barrier," says Ellen Voie, WIT President and CEO. "Not only can a woman receive financial support, she will also learn how to become a small business owner."

Women in the program will be put on a path to establish their own small businesses as owner-operators and fleet owners in a market that now has a driver shortage approaching 50,000, according to current industry estimates.

"We value our partnership with Women In Trucking," says Jason Williams, ES President and member of WIT Board of Directors. "Through experience in developing our scope of services, we know that women are an important and growing part of a changing marketplace in trucking. We've been working for some time now to put the financing, operational support, and infrastructure in place."

For more details, contact Expediter Services at 877-349-9303 or at recruiting2@expediterservices.com. ■



Meeting the Challenge Together

Scan to learn how the Women In Trucking Association and ES are working together to provide opportunities to meet the 150 Women-Owned Business Challenge



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Path to Ownership

Five Tips for a Healthy Lifestyle on the Road

Working out of a truck can create roadblocks to healthy living. Typically, drivers don't have set schedules, rely on truck stops for nourishment and sit for long stretches of time. Over time, this can lead to various health problems, including weight gain, back pain and lethargy.

Here are five tips to help drivers maintain a healthy lifestyle on the road:

1. Prepare your own meals.

At the end of a long shift, many drivers opt to buy a snack at a truck stop rather than preparing a healthy homemade dinner. Meal planning can be time consuming, but Commercial Driver Jeannie Lennox recommends buying groceries that allow you to cook on the road with an electric skillet — fresh produce, chicken, beef, salmon, seasonings, quinoa, canned beans and lentils. Swap sugary drinks for water, and keep healthy snacks on-hand like fruit, nuts, trail mix and smoothies to curb hunger in between breaks.

2. Get enough sleep.

Studies have shown that, on average, adults need seven to nine hours of sleep each night to be most productive. Stick to a schedule and avoid caffeine and spicy or greasy foods before bedtime. Ease into sleep by turning off electronics and use a fan or white noise machine to drown out disruptive sounds.

3. Stretch and exercise.

Drivers often experience lower back and neck pain that may be alleviated by simple stretching. Strengthen weak muscles supporting the spine with moderate daily exercise, such as a brisk walk, biking and weightlifting. There are even in-cab workouts available.

4. Manage stress.

Stress levels can be elevated for drivers because of tight deadlines and heavy traffic. Learning to deal with stress can prevent related health issues, including heart disease, depression and anxiety. Driver Darrell Hirengen suggests taking deep breaths, keeping a stress journal to identify triggers, reducing caffeine consumption, getting enough sleep and exercising daily.

5. Wear sunscreen.

The driver side window does not block the sun's UV rays, so, technically, drivers are in the sun all day long even though they're in a truck. To help prevent skin cancer, it's wise to apply SPF 30+ sunscreen and wear long-sleeve shirts, a baseball hat and sunglasses. ■



"I added Diesel Treat to my fuel tank and have not had any issues on these frigid Maryland mornings."
Richard H.

"I've been in the transportation industry for over three decades and since the beginning I have used Howes products — never failed me."
Richard S.

"Last week the temperature in Bakken dropped to 31 below. My truck survived and I know it won't leave me stranded because of fuel problems."
Robert P.

"Thanks for a great product that solved my problem. I tried other products but nothing works like Howes Diesel Treat."
Alice T.

"I believe. Being from N winters are ab not only to do. So keep n I'll."

"I used a competitor's product for years. But when it gelled up twice I switched to Howes. It was -38° and no problems. Never going back."
Kathleen K.

"I've used Howes Diesel Treat for over 14 years. My C-15 has over 1,368,000 miles on the original injectors. I start with ease at sub-zero temps. What else can you ask for?"
Lyle K.

"I've been caught in my fair share of ridiculous winter storms and never once did my fuel lines gel thanks to Howes. The stuff just works."
Marc H.

"I've been using your product for the last 5 years and I won't use anything else in my truck. I stand by Howes because you keep me running."
Paul H.

"Whatever is in that stuff, I would highly recommend it to any diesel user! It works like magic."
Doug H.

"When my fellow truckers ask why my truck runs so well, I recommend they go get some Howes. Thanks for making a great product."
Kevin B.

"This product is amazing! The money saved on fuel mileage pays for itself."
Eddy J.

"I finally found a product I can trust. It's nice to find something that really works."
Wayne H.

"Last year, a truly brutal winter. I've ridden in two winters with Howes fuel treat. They didn't use Howes but I did. It was satisfying to know that I chose a winner in Howes Diesel Treat."
William B.

"I just wanted you to know that this product is spectacular. does everything you say on the bottle."
Chris R.

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Contributed by Freightliner Trucks

Taking the Temperature of Trucking:

Benchmarking Female Driver Recruiting & Engagement



A new study is helping to evaluate the current climate for women drivers: WIT's Best Practices Guide to Increasing Women Drivers in the Industry.

"A core aspect of our mission as an organization is to encourage the employment of women in this industry and minimize the obstacles they face," explains Ellen Voie, Women In Trucking (WIT) President and CEO. "We wanted to establish a baseline for where we stand today and identify best practices the industry can implement to increase the number of professional women truck drivers."

"Just 7 percent of OTR drivers today are women, so there is a vast pool of untapped talent out there. Increasing the number of women drivers must be a priority," says Keera Brooks, President and CEO of Sawgrass Logistics, who spearheaded the WIT study. "The needle's just not moving fast enough or far enough."

Based on an online survey conducted in the fall of 2017, the study incorporates both qualitative and quantitative data from more than 200 respondents — 91 percent were women, approximately 44 percent professional drivers.

It explores a variety of topics, including recruiting and marketing, CDL training, new employee orientation, and job satisfaction/work environment. Following are just a few of the key takeaways.

Getting in the driver's seat

What makes a career as a professional driver appealing to women? Women are most attracted to the independent lifestyle, pay/benefits and opportunity to travel, the study shows.

These are qualities that companies would be wise to promote in marketing and recruiting materials, Brooks points out.

The biggest detractors to becoming a driver? Operating the equipment, road safety, getting the license, work schedule and relationship with colleagues were cited most often.

"The 'Attractors' are inherent to the job/industry, so we need to focus on breaking down the barriers that drive 'Intimidators,'" Brooks says.

Spreading the word

Women are introduced to driving as a career by people they know. More than 80 percent learn from family and friends.

Clearly, this referral network is a powerful tool for companies in search of drivers. However, the WIT study reveals a troubling fact: women drivers aren't likely to make those referrals. In fact, men are almost seven times more likely to recommend truck driving than women.

"That's cause for concern because women are more comfortable finding careers where they see others like themselves," Voie emphasizes. "We need to get to a point where women drivers are actively making those recommendations."

Battling barriers

What might be holding women back from recommending a career as a professional driver?

Safety is a top concern, the study shows. When women drivers were asked to rate how safe they feel on a scale of 1 – 10, the average response was just 4.4.

It's not surprising, then, that "safety" and "family/home time" tied as the most critical aspects to focus on to increase the percentage of women drivers in the industry.

Several safety-related areas of the work environment were commonly mentioned as needing improvement by respondents. From providing separate, clean bathrooms and showers with door locks to installing better lighting around yards, docks and parking lots, investing in basic improvements can help to make women safer and more comfortable.

Issues surrounding driver treatment and equality are also cause for concern. According to the survey, 37 percent of women drivers (non-owner-operators) say they are treated differently than their male counterparts by



their employer. In addition, roughly a third of drivers believe they are treated “poorly, with little respect” by support groups.

“Companies should examine their corporate culture,” Brooks recommends. “They need to ensure that all drivers feel safe and respected. Addressing those issues can help to improve the likelihood of referrals from women employees.”

Instituting change

The WIT study has helped to identify industry pain points and open a dialogue on how to best overcome them.

“Professional driving can be a great career opportunity for women, but the industry needs to improve the environment for women drivers in order to realize their full potential,” Brooks explains. “We have the opportunity to reshape what it means to be a truck driver.”



To effect change moving forward, Brooks says, it is critical to look at the complete driver lifecycle (recruiting/marketing, CDL training, new employee orientation, work environment) and across the industry (government, shippers, professional products/services, carriers).

“Change is required, not only to grow the number of women drivers, but also to keep the ones we have,” Voie emphasizes.

The forecast looks promising. Nearly half of carrier respondents (45 percent) said they’re willing to make a commitment to increase the number of women drivers in their business by 2020.

“Women are catalysts,” Brooks says. “They will drive this forward.”

Look for more information on female driver recruiting and retention practices in upcoming issues of *Redefining the Road*. ■

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– Jenn King,
Penske Truck Leasing



It's no secret that the transportation industry has historically been dominated by men – and transportation sales is no exception.

"Customers are definitely caught off guard to see a 5'5" blond woman on a sales call," says Jenn King, Lease Sales Representative at Penske Truck Leasing, who provides strategic counsel for companies seeking comprehensive fleet solutions.

The novelty has its advantages, says Amy Armstrong, Director of Strategic Accounts, Chemicals, at Trimac Transportation Inc., a sales expert in the highly specialized bulk liquid chemical niche market. "There aren't many women in transportation sales, so we're able to connect a little easier," she explains. "And there's the opportunity to become more well-known in the industry."

Play to your strengths

Novelty aside, women have unique characteristics that can offer a competitive advantage in a sales environment.

"Women tend to focus on building relationships, and that's what logistics sales is all about," explains Shannon Hooton, Senior Director of Business Development at Saddle Creek Logistics Services, who has more than a decade of experience in account development and sales management for C-level logistics clients. "Our contracts span three to five years, so it's a long-

term partnership. Clients have to like me and want to meet regularly."

"Women naturally have more empathy," King says. "That's important when building a relationship. Trust follows."

To build rapport, Hooton says, "I always try to find something in common with a prospect. Then, they remember you. Even if they don't have an immediate need, they could have an opportunity down the road."

She keeps in touch with potential customers – often for years at a time, building a stronger bond by helping them to network and sharing industry knowledge.

Overcome challenges

Of course, selling in a male-dominated environment isn't always easy.

"The toughest challenge for a woman in transportation sales is having people question your ability to understand the business," says Armstrong. "You need to show you know what you're talking about – establish your 'street cred.'"

King agrees, "For many of my clients, trucking isn't their forte, so I need to be their expert, their advisor. That sets me up for success."

To stay on top of her game, she does her homework, reading articles about the industry and her clients' companies.

Clients, themselves, can be valuable resources for information, Hooton points out. "When you're meeting with customers, ask questions!" she advises. "Don't assume that, just because the men aren't asking questions, they already know everything and you are the lone reed."

Armstrong also tries to learn as much as possible about her own organization. "When I go into a branch, I sit down with every person – customer service, admin, drivers. I want to learn what they do and how departments are interconnected. I want to understand the scope of our business," she explains.

Entertaining clients in social settings also can be a challenge for women in a male-dominated industry.

"When they say, 'So many business deals are closed on the golf course,' it really is true," Hooton says. "Since I don't golf, I always volunteer to drive the drink cart at tournaments. It gives me the chance to visit in a relaxed environment."

Off the course, she takes time to know her potential clients' favorite sports teams or musicians, so she can personalize outings that appeal to them.

Dress the part

While it might seem stereotypical, women in transportation sales need to pay attention to their professional wardrobe – and for good reason.

"Most of what I do revolves around manufacturing facilities, warehouses or other on-site visits, so I always ask for any dress-code requirements upfront," Hooton says, adding that she keeps a cardigan and closed-toe (ideally steel-toed) shoes in her car. "You don't want to be the one person on a group tour who has to sit out because you wore short sleeves or open-toed pumps."

There *are* occasions that call for more eye-catching apparel, Hooton points out. "When I attend a conference, it's usually a sea of men in grey suits. I always wear a color to stand out."

Tap available resources

Successful women in sales recognize the value of seeking support from others.

"Find mentors in different roles within your company," Armstrong recommends. In her career, she's had male and female mentors

with experience in various areas – finance, IT, customer engagement. "It's good to experience a cross section of the company," she says.

King is actively involved in the Penske Women's Network, but she also encourages women to look for mentors outside their companies. "We're surrounded by powerful women in every area of our lives – from female executives to stay-at-home moms – who can teach and inspire us," she marvels. "Ask yourself, 'What can I learn here?'"

Women's organizations like the Women In Trucking Association (WIT) and AWESOME (awesomeleaders.org) are also valuable resources for networking and support, Hooton points out.

Moving forward

While women will likely continue to face challenges selling in the transportation industry, the situation is improving.

"We're seeing a change in our culture. More organizations are empowering women. There's more support from higher-ups," King says. "Women are more accepted today." ■

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The Work/Life Balancing Act:

How to Maneuver Between Work and Home

Feel like you're walking on a tightrope, struggling to find the "sweet spot" between work and home? You're not alone. For inspiration, see how several Women In Trucking members are tackling the challenge.

LIVE WITH A PURPOSE

Ramona Hood started out at FedEx as a receptionist 25 years ago. Today, she is Vice President of Transportation Management at FedEx Supply Chain. While there, she has earned a bachelor's degree and an executive master's degree. Hood is also a single mom with two daughters and very involved in community service. Needless to say, she knows a thing or two about managing work and home life.

Hood tries to stay away from the word "balance." "Everything is not equal at all times," she admits. "Instead, I try to be 'purposeful.'"

Hood says she identifies what's most important in each area of her life – health/wellness, relationships, success, spirituality, mindfulness and legacy. With these priorities in

mind, she sets long-term goals and continually thinks about how she can support them in the next 90 days.

Hood's online calendar helps her stay on task. Activities are color coded by goal, so she can see at a glance how much emphasis she's giving to each area.

"When I look at the calendar, I reflect on the visual and see if I'm living up to my purpose," she explains.

The calendar also helps Hood to establish boundaries. When her evening schedule becomes skewed too heavily toward work, for example, that's her cue to turn down engagements.



Ramona Hood



Michelle Roger



Stephanie Klang

"I've come to realize that 'No.' is a complete sentence," she explains. "There's no need for guilt or overexplaining."

When Hood does have time with her daughters, she gives it all she's got. "It's less about quantity and more about quality. You've got to be in the moment — really be there 100 percent," she says.

FIND WAYS TO DELEGATE

Michelle Roger faces a daily balancing act between her duties at home as a mom of two boys and at work as Director of Administration for Strategic Capacity Services at Dupré Logistics, a transportation and logistics provider.

"In my career, I am a leader in our organization — a driver of major initiatives," Roger explains. "At home, I have two little boys and I want to be involved in school and sports for them."

The past year has been particularly challenging in terms of work/life balance, Roger says. A new promotion and rapid business growth found her bringing work home regularly.

"I was giving 100 percent at the office and still couldn't get it all done," she says. "I learned that the key is to identify opportunities to delegate. That really helps to lighten the load."

To help prioritize action items, Roger writes her top three "to-dos" on a sticky note and places it prominently on her desk every morning. Roger also prioritizes her inbox.

"Emails can be overwhelming," she says. "I've learned to sort by sender instead of by date and use 'rules.'"

Basecamp software is useful for big picture goals and planning, Roger says. It allows her to create groups, assign tasks, reminders, etc.

Like Hood, at home Roger concentrates on being in the moment — being present for her family.

TAKE CARE OF YOURSELF

Work-life balance looks a little different for CFI's Stephanie Klang. She's spent the past 30 years as a professional over-the-road driver. Since she spends weeks on the road at a time, her Kenworth 680 really is her home.

"I learned early on that you have to be proactive and take care of yourself," Klang says. "The key is to make your sleeper your haven." Her truck is well-equipped to keep her comfortable on the road — TV, portable toilet, microwave, refrigerator, even an ice chest! Her bed sports crisp, daffodil yellow sheets. Her cats ride along for company.

Preparation is key. When she gets a load, Klang kicks into planning mode. She verifies directions and identifies the best route. She plans ahead to make sure she gets a shower and a hot meal. Then, she packs up her truck with everything she might need for a few weeks away.

"Life on the road can be chaotic," Klang says. "Loads get cancelled or changed on the fly, weather can cause issues, roads can be closed... You have to think it through, make order out of the chaos. What are you going to need?"

The Trucker Path app is useful for trip planning, Klang says. The crowd-sourced platform helps her find a safe place to park or a truck stop with showers. Google Maps helps her locate truck-friendly grocery stores.

To stay connected with her husband (also an OTR driver), Klang relies on phone and Bluetooth.

Klang is truly at home on the road. "My life is here in this truck," she says. ■

7

Secrets for Work/Life Balance

When you find yourself slipping out of balance, these seven tips from our experts can help get you back on track:

1

Set goals based on your priorities

2

Stay organized — calendar, Post-its, apps

3

Identify opportunities to delegate

4

Just say 'NO' to over-commitment

5

Plan ahead — expect surprises!

6

Be present in the moment

7

Take care of yourself

Putting More Women in the Driver's Seat



There's no doubt that the transportation industry has a driver shortage. By some estimates, the trucking sector is currently short 35,000 to 40,000 drivers.

Every company either has been or will be impacted by this shortage. As a result, many carriers have intensified their recruiting and retention efforts in the last several years – from establishing their own training schools to targeting diverse groups and offering hiring bonuses and competitive pay.

At Saia, we leverage practices like these and more to attract applicants and retain employees. We not only participate in numerous career

fairs, trade shows and industry conferences, we also have built a strong presence on social media and work diligently to attract veterans and women to the company. Through intensive engagement efforts, a robust employee referral program, a new driver mentoring program and more, we are making every effort to become and remain an employer of choice for some of the industry's very best drivers.

One successful initiative that is highly regarded among our employees is our Women's Focus Group. Established in 2014, the group is comprised of female drivers from around our network of terminals.

Annually, the group is invited to a two-day meeting where we discuss a variety of women-centered topics related to their roles at the company and in the industry. Topics have ranged from industry updates from executives with state trucking associations to mentoring sessions, how to help recruit drivers, how to achieve work-life balance and gathering input on female-friendly driver uniforms.

The group's success supports and strengthens Saia's "Open Door" employee communication policy and provides an opportunity for participants to have a sense of camaraderie unlike any other. Bonds formed through the annual meeting led the women to create their own group, "Sisters of Saia," so they can support one another all year long. We are very proud of the group's success, but also realize it is just one piece of the puzzle.


The current driver shortage is certainly a challenge — one that Saia is tackling each and every day. Through stronger recruiting and training programs, as well as increasing our recruitment of women and others, Saia is working hard to provide a winning career path to those interested in driving. ■



Michelle Richard is Vice President of Human Resources for Saia Inc.

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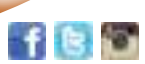
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All Charged Up at 2017 *Accelerate!* Conference & Expo

The atmosphere was electric at the 2017 *Accelerate!* Conference & Expo in November. The Kansas City Sheraton Hotel was bursting with the collective energy of more than 500 attendees.

"This is such a vibrant community with a passion for the issue of gender diversity," says Ellen Voie, President and CEO of the Women In Trucking Association (WIT). "This was our third-annual conference, and you can feel momentum building. The conference is the perfect platform for talking about challenges, sharing best practices and planning for the future. When we work together, our potential is limitless!"

Numerous industry leaders shared insights on a range of topics, including leadership, operations, human resources and sales/marketing. An industry Expo, interactive truck show, networking events and roundtable luncheons gave attendees even more opportunities to gather information and make connections.

A number of actionable themes emerged over the course of the three-day event:



Attendees had the opportunity to connect with approximately 70 industry providers at the Expo.



Finalists for the 2017 "Influential Woman in Trucking" Award shared their insights. Traci Crane of CFI, Tana Greene of Blue Bloodhound and award winner Daphne Jefferson of Jefferson Consulting Group are pictured here with Mary Aufdemberg and Ellen Voie of WIT.



Roundtable luncheons and evening receptions like WIT's 10th Birthday Bash gave attendees the chance to network with others in the industry.



WIT News Briefs

Level the playing field. Women are competing on a playing field designed by men, and they can have greater success when they recognize and address certain evolutionary differences, keynote Valerie Alexander explains. (Look for more on this topic in the next edition of *Redefining the Road*.)

Optimize the work environment. To attract and retain women drivers, the transportation industry needs to improve the environment across the entire driver lifecycle, according to Keera Brooks of Sawgrass Logistics, who conducted the new WIT survey on this topic (see page 16).

Offer a hand. The value of women supporting one another was a concept echoed by "Influential Woman in Trucking" Award finalists and throughout the conference. "As women,

we have to be cognizant of helping other women. Be intentional about it," says Tana Greene, CEO of Blue Bloodhound and award finalist.

Attendees were inspired and energized by the event. Those who attended primarily participated for the professional development, content and networking found at the conference — and nearly 98 percent reported the conference fulfilled their reason for attending.

"This conference was very empowering, and the speakers were great," said one attendee. "I walked away with incredible take-aways and practical ideas that I am applying to my career and operations at my company," another said.

Already, plans are underway to significantly increase attendance for next year's event. Save the date for the 2018 *Accelerate!* Conference & Expo, Nov. 12-14, 2018, in Dallas, Texas. ■

Dozens of educational sessions were led by leading authorities, such as Annette Sandberg, principal of TransSafe Consulting and former administrator of the U.S. Department of Transportation.



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Daphne Jefferson Leads by Example

"Over the years, there have been a lot of situations where I was the only woman in the room," says Daphne Jefferson, the winner of the Women In Trucking Association's (WIT) 2017 "Influential Woman in Trucking" Award.

"Daphne has really been a pioneer in our industry and helped to pave the way for other women to pursue careers in transportation," says Ellen Voie, WIT President and CEO. "She is a tremendous role model for women in the industry. I'm so pleased to recognize her with this award."

The annual "Influential Woman in Trucking" Award, sponsored by Freightliner Trucks, was established to honor hard-working female leaders and to attract and advance women within the trucking industry.

What has helped Jefferson to succeed in a male-dominated industry? "I was raised with the belief that I could and should reach as far as I could," explains the former Deputy Administrator of the Federal Motor Carrier Safety Administration (FMCSA), now Principle and Executive Coach at Jefferson Consulting Group.

Jefferson took that belief to heart. After 20 years with the Federal Aviation Administration, she wanted to do more, but she had reached a glass ceiling. She took a leap of faith and moved on.

A proponent of risk taking, Jefferson says a little bit of fear comes with the territory. "Taking that first big risk opens you up to the possibility of more," she says. "Your skills will translate into different areas."



Daphne Jefferson was honored to receive the 2017 "Influential Woman in Trucking" Award.



Translate they did. Her storied career as a public servant continued at the National Aeronautics and Space Administration (NASA), the U.S. Department of Labor and the Department of Transportation. Before her retirement from the DOT last fall, Jefferson was the senior career official responsible for truck and bus safety on the nation's roadways. She now offers leadership and executive coaching services to help other leaders reach their full potential.

She encourages other women in the transportation industry to join her in testing their boundaries.

"We have to make sure we're not self-selecting out of opportunities," Jefferson explains. "Women are a driving force. Women in positions of leadership need to insist on including them on the list of candidates."

Jefferson recognizes that women need female leaders at the table as role models, and she takes the responsibility of being the 2017 "Influential Woman in Trucking" seriously.

"It is important that women such as myself and the other nominees for this distinguished award serve as a pipeline for future female leaders," she says. ■



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- Rapid City, SD
- Atlanta, GA
- Dalton, GA
- Birmingham, AL

New Community Platform Encourages Member Networking

New to the industry and have a question or need advice? Maybe you are an industry veteran and have a best practice to share? Check out *Engage*, Women In Trucking's (WIT) new member-only online community platform.

Engage encourages mentoring, community and education by allowing WIT members to virtually connect and collaborate through distinct community groups. Initial core groups include:

- Professional drivers
- Business leaders in trucking
- Operations professionals
- HR/talent management professionals
- Sales & marketing professionals

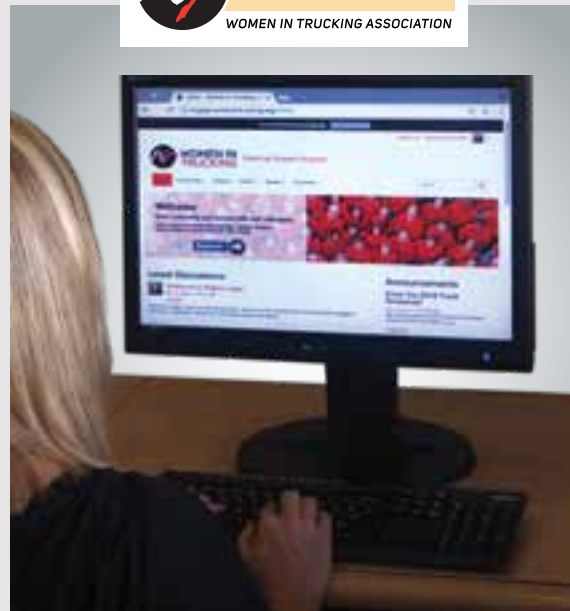
Through these communities, members can ask questions, share ideas and experiences, discuss challenges and best practices and upload informational resources. With more than 4,000

industry professionals in WIT's membership, this has the potential to be a powerful resource.

"*Engage* is a sensational idea," says one of the platform's first users, Jim Rennie, President, Citadel Fleet Safety. "WIT continues to lead, build trust and invigorate women in the transportation business. I look forward to learning and sharing on this open forum platform."

"*Engage* is a new member benefit and resource that will empower members to create invaluable knowledge hubs and networks, foster engagement and build stronger peer relationships," explains Ellen Voie, WIT President and CEO. "The platform also provides a way for WIT to better understand its members, what they're interested in and how to provide more value to them."

For more information about *Engage*, please visit womenintrucking.org. ■



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SALUTE TO WOMEN BEHIND THE WHEEL

Save the Date and Make History

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

Women In Trucking (WIT) is preparing for what could be the largest attendance in the nine-year history of the "Salute to Women Behind the Wheel." The popular event which celebrates the accomplishments of professional women drivers will be held March 24, 2018 at the Mid-America Trucking Show in Louisville, Ky.

For added excitement this year, WIT President and CEO Ellen Voie will award the keys to a 2014 Volvo VNL670 to the winner of the WIT Truck Giveaway, sponsored by Arrow Truck Sales.

Learn what's new and exciting with WIT, visit with sponsors to learn about their products and services, attend Debbie Gardner and The Survive Institute's "Re-think Self-Defense" seminar, join or renew your WIT membership at the WIT booth, win door prizes and enjoy the refreshments, including the mouth-watering chocolate fountains. And you won't want to miss being in the annual driver photo.

Drivers must show proof of current CDL to attend the event. Get your red shirt on and join us at the "Salute to Women Behind the Wheel." ■



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Build Strong Sales, Leadership, Service Skills: Earn Your PDC

Ready to accelerate your professional development? Timing is everything. Women In Trucking (WIT) recently partnered with TranStrategy Partners to launch the Professional Development Certification (PDC) program.

Tailored toward women in the trucking industry, the program will provide both industry-specific education as well as personal and professional development.

Easy, on-demand access to 30 courses following Industry Knowledge, Leadership and Career Development tracks provides foundational learning, best practices and useful strategies to help WIT members navigate their career pathways and strengthen their personal brand.

Wade Witherspoon, Director of Education at TranStrategy and chief architect of the certification program, says, "With integral input from Ellen Voie, WIT Board members and the



entire association membership, we have built a powerful tool to strengthen the development of members and to help elevate their opportunities in the future."

"This new WIT Professional Development Certification was created to help our members cultivate both their personal and professional skills," says Mary Aufdemberg, Director, Used

Truck Acquisitions and Operations at Daimler Trucks North America and Chairwoman of WIT. "I know this program will be extremely beneficial to those who take advantage of it."

For more information, visit wit.training or contact Wade Witherspoon at 866-331-3681 or wspoon21@outlook.com. ■

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New Doll Encourages Girls to See Themselves in Driver's Seat

Welcome to Women In Trucking's (WIT) new ambassador! Clare has big plans to encourage and empower young girls and women to enter the transportation industry.

This plush doll is the brainchild of WIT President and CEO Ellen Voie. It was developed and produced for WIT by HABA USA with financial support from the National Transportation Center (NTC).

Truck-loving Clare stands 13" tall and sports an official WIT hat and "I ♥ Trucking" T-shirt. Her package shares the story of her journey into the driver's seat of her very own 18-wheeler.

"The launch of this doll is a long-time dream come true for me. The world is wide open for girls today, and I'm thrilled to be providing a toy that tells them that whatever they want to be is just great — whether that's a teacher or an ad exec or a professional driver," says Voie.

Clare will be available at TA/Petro Stopping-Centers beginning in April. Parents and gift givers can also purchase the doll on Amazon and at HABAUSA.com. ■



Photo Contest: Clare's First Road Trip!

Get your cameras ready 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 and creative way.

The Women In Trucking Association (WIT) has produced a truck driver doll named Clare as part of its efforts to make the industry more appealing to girls and young women who are searching for a job (see article above). To welcome this new member to the WIT family, this year's photo contest theme is "Clare's First Road Trip!"

To qualify, photo entries must include a Clare doll, poster or image. They will be judged based on originality, composition, quality and incorporation of the contest theme.

HOW IT WORKS

In July, participants will submit their photos through the 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 to be named Judges' Choice.

Winners will be recognized at an "I ♥ Trucking" reception at WIT's *Accelerate!* Conference & Expo Nov. 12-14, 2018 in Dallas, Texas. They also will receive a plaque and will be featured in a press release and WIT's *Redefining the Road* magazine. ■

**For contest rules, visit
WomenInTrucking.org**



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WIT Foundation Awards 16 Scholarships



The Women In Trucking (WIT) Foundation is helping women to achieve their goals for careers in transportation. The organization recently awarded 16 scholarships, totaling \$5,850.

The 501(c)3 non-profit organization awarded nearly \$13,000 in 2017, enabling 23 scholarship recipients to pursue educational training in the trucking industry.

"This past year represents the largest number of scholarships awarded by the WIT Foundation annually, which we could not have achieved without the generosity of so many individuals and corporate grants," says Debora Babin Katz, Vice President of TrucBrush Corporation and Chair of the WIT Foundation. "We are grateful for the continued support and donations."

Congratulations to these recipients:

Alexandra Buchanan – Ohio Technical College, Cleveland, OH. Awarded the WIT Foundation/Ryder Scholarship for her diesel technician training.

Ana Silva Biscaia – University of Wisconsin, Superior, WI. Awarded the WIT Foundation Scholarship for transportation and logistics management training.

Angell May – Forsyth Technical Community College in Winston-Salem, NC. Awarded the WIT Foundation/Ryder Scholarship for her diesel technician training.

Cedra Talaga – IITR Truck School in Central Point, OR. Awarded the WIT Foundation/Jan Hamblin Scholarship for her CDL training.

Esther Namatovu – Uganda Mobile Computer Training Association in Kampala Uganda, Africa. Awarded the WIT Foundation Scholarship for leadership training.

Jazmyn Webster – SageTruck Driving School in Cheyenne, WY. Awarded the WIT Foundation/Ryder Scholarship for her CDL training.

Jodie Spencer – Indiana University Southeast in New Albany, IN. Awarded the WIT Foundation Scholarship for her MBA training.

Kendall Trujillo – Universal Technical Institute in Avondale, AZ. Awarded the WIT Foundation Scholarship for technician training.

Lauren Melton – Florence Darlington Technical College in Florence, SC. Awarded the WIT Foundation/Ryder Scholarship for her CDL training.

Merissa Hill – Universal Technical Institute in Orlando, FL. Awarded the WIT Foundation/Ryder Scholarship for her diesel mechanic training.

Micaela Duran – Universal Technical Institute in Avondale, AZ. Awarded the WIT Foundation/Ryder Scholarship for her diesel mechanic training.

Noelle Parlier Onstad – Eastern New Mexico University in Portales, NM. Awarded the WIT Foundation Scholarship for her MBA training.

Pamela Stone – Kirkwood Community College in Hiawatha, IA. Awarded the WIT Foundation Scholarship for her accounting/business training.



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FORWARDING THE FUTURE

Sadie Smith – Oklahoma Wesleyan University in Bartlesville, OK. Awarded the WIT Foundation Scholarship for her strategic leadership training.

Tara McClure – Murray State University in Murray, KY. Awarded the WIT Foundation Scholarship for her business management training.

Undral Naran – University of Wisconsin, Superior, WI. Awarded the WIT Foundation Scholarship for transportation and logistics management training. ■

For more information or to make a donation to the WIT Foundation scholarship program, visit WomenInTruckingFoundation.org

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Women In Trucking (WIT) brings you this Resource Guide of talent and recruiting companies, all of whom are WIT corporate members.

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APRIL 19 – 21

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MAY 6 – 9

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