

Redefining *the* Road

Edition 2 | 2018

The official magazine of the Women In Trucking Association

INSIDE...

**HANDLING SEXUAL
HARASSMENT**

in the #MeToo Era

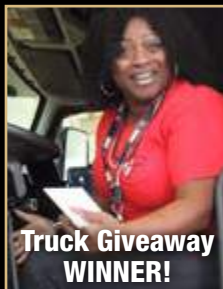
**Early-Stage
Driver Turnover**

**STAYING
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On The Road

**How Women
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**SALUTE TO
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**TOP
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TO
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Tune In to Women In Trucking



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



The Women In Trucking Association (WIT) is here to be YOUR resource. Our goal is to help educate, enlighten and empower you.

We hope you are taking advantage of these resources which include the *Engage* platform, the weekly e-newsletter, this magazine, and social media (Facebook, LinkedIn and Twitter). This is how we communicate with our members and potential members.

This year, we were so excited to be given our own show on SiriusXM's Road Dog Trucking Channel 146. Each Saturday morning (with replays on Sundays), you can hear me interview one or more guests on the two-hour program.

The show is geared toward both women and men, and the majority of our listeners are professional drivers who call between their loads, breaks or on down time. These drivers ask questions, offer advice and sometimes just want to share a story. They are all very engaged with the guests.

I've had the opportunity to interview such varied guests as Debbie Gardner with the Survive Institute; Valerie Alexander, author of "How to Succeed In the Workplace Despite

Having Female Brains;" and Elba Pareja-Gallagher, Founder of ShowMe50.org. I've interviewed Congressman Mike Gallagher, who rode with a female professional driver and shared his insights. I've even had a show about drones with Sharon Rossmark, Founder and CEO of Women and Drones.

The guests might surprise you, and the insight should enlighten and entertain you. Watch our e-newsletter for upcoming show information, or visit our website and click on "WIT Show." If you don't currently subscribe to SiriusXM, you can find information on obtaining a 30-day free trial to see if you'd like to continue the service on your radio or via the app on your computer, tablet or smartphone.

I'm always looking for interesting guests as well, so if you would like to be on the WIT show on a Saturday morning, please let me know. If you're listening, please call in and share your story or ask a question.

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A handwritten signature in black ink, appearing to be 'E. Voie'.



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Momentum is Happening: 2018 is the Year of the Woman



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

2018 has been dubbed “The Year of the Woman.” I’m amazed at the women leading our biggest companies and institutions, as well as up-and-coming females who are doing great things in their careers and lives.

There truly is momentum to encourage strong, skilled, powerful women. We see many leaders with solid management and vision, such as Mary Barra, Chairwoman and CEO of General Motors, and Indra Nooyi, Chairwoman and CEO of PepsiCo. In politics, we see women leading policy shifts, like U.S. Secretary of Transportation Elaine Chao and former U.S. Secretary of State Condoleezza Rice. Even in pop culture, we’re seeing more strong female heroes in movies and TV shows like Jyn in *Rogue One* of the Star Wars Series, Leslie Knope in *Parks and Recreation* and Carol Peletier in *The Walking Dead*.

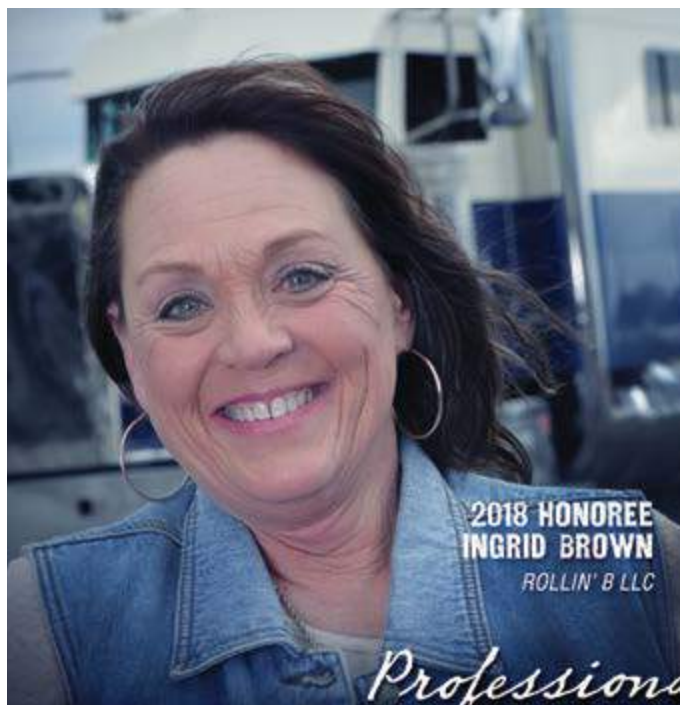
In transportation, we’re also seeing women rise to top leadership roles. The Women In Trucking Association recently has awarded the WIT “Influential Woman in Trucking” Award to Daphne Jefferson, former Deputy Administrator, Federal Motor Carrier Safety Administration (FMCSA); Ramona Hood, Vice President, Transportation

Management at FedEx Supply Chain; and Kari Rihm, President and CEO of Rihm Family Companies. Award winners for the “Distinguished Woman in Logistics” include Renee Krug, Chief Financial Officer at GlobalTranz; Andra Rush, CEO of Rush Trucking; and Shelly Simpson, Executive Vice President and Chief Commercial Officer at J.B. Hunt Transport.

Clearly, there are amazing women doing incredible things in their careers in transportation! Here at *Redefining the Road* magazine, I’m thrilled we had so many worthy nominations in this first year of assembling our “Top Women To Watch in Transportation” list in 2018. This new list recognizes women who are going above and beyond in applying their unique skills, their passions and their lives to make a difference in transportation. Enjoy these highlighted women in our cover story on page 8 — and watch them accomplish incredible things in their careers moving forward!

Brian S. Everett





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health and wellness and leadership. Anyone can nominate a driver, and nominations are being accepted through September 30, 2018. Once we've received all of the submissions, a panel of trucking professionals will review the nominees. Then, in 2019, we'll reveal our next Citizen Driver honorees at a special ceremony. Among other honors, they will have a TA or Petro location of their choice named for them. We look forward to meeting the nominees who drive our livelihoods — and our country.

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TOP WOMEN TO WATCH

Women In Trucking encourages more women to proactively become the best they can be in their careers and at the companies where they work. In fact, a primary part of its mission is to recognize their accomplishments. Here are some remarkable women to keep your eye on. Learn more about them online at www.womenintrucking.org/womentowatch2018.



PAMELA AKINS

*Southwest Regional Manager
Werner Enterprises*

Homeless and on food stamps, Akins became a truck driver to have a better place to sleep

than her 2007 Monte Carlo. Good decision. She's excelled at the profession – promoted three times in under four years!



MELISSA ALLEN

*Professional Driver
Schneider*

After exploring other career options (including the army), Allen became an OTR driver.

Recently, she invented a brace that prevents fuel nozzles from falling out of the tank during fueling.



OLGA AULET-LEON

*Sustainability Champion
Daimler Trucks North America*

Holds workshops at all Daimler North American manufacturing plants to

educate people about recycling and minimizing waste. Launched and leads company-wide Sustainability Team of 228 members.



WENDY BARTZ

*Director of Driver Recruiting
Dart Transit*

Excels at inspiring her team and building a shared sense of purpose while striving to

meet and exceed goals. Increased total driver additions 17% during her first year on the job.



KELSY BENCKART

*President
Kelsy Leasing LLC*

Purchased and restructured Kelsy Leasing, LLC while serving as Stone Belt Freight's

COO. Worked with Peterbilt to custom design a truck to meet the needs of drivers in her fleet.



WENDY BLACK

*Safety Coach
Veriha Trucking*

Recently upgraded to solo Regional Driver and earned her 125,000 Miles Safe Driving

Award. Now a VIP trainer and member of Veriha's VIP Safety Team, Black was instrumental in transitioning to ELD tablets.



BRIDGETTE BLITCH

*Partner
Blitch Westley, S.C.*

An expert on legal issues impacting the transportation industry, Blitch recently

opened a new law firm, Blitch Westley, S.C., to serve transportation businesses, individuals and other industries.



JOYCE SAUER BRENNY

*Founder/CEO
Brenny Transportation, Inc./
Brenny Specialized, Inc.*

Brenny employees are treated like family and share in the

company's success. The company was named a 2017 Top Workplace by *Star Tribune* and received the Minnesota Business Ethics Award.



CINDY CAMPBELL
Regional Operations Manager
JX Enterprises Inc.

Campbell can talk numbers with the CFO, discuss specs with customers and diagnose a service engine light. She's been promoted twice in the past year and is well respected in the industry.



DEBRA CAZOE
Manager of Recruitment – Americas
Volvo Group

Starting at Volvo with no trucking industry experience five years ago, Cazoe has made large strides for recruitment locally, regionally and globally thanks to her dedication and innovative ideas.



MARY DAVIE
President
Flatbed Express Precast Haulers Inc.

Active in the industry for 35 years, the Flatbed Express founder has over 1 million miles as a safe driver. Second woman to be named Chair of the Nebraska Trucking Association.



LAURA FIELDS
President
Fields Tyson Group

Decided to attend driving school after 15 years as a vet tech. Today, this owner-operator is president of her own small business and has over 300,000 safe driving miles.



COURTNEY GEORGE
HR Project Specialist
Saia Inc.

Established Saia's Registered Apprenticeship program with the U.S. Department of Labor. Also planned the company's participation in Wreaths Across America ceremonies to honor veterans.



SANDY GOCHE
Expedite Owner-Operator
G&H Custom LLC

Bought her first truck with her partner after nearly 30 years as a computer systems administrator. Goche is a member of WIT, Trucking Solutions Group and Team Run Smart.



CAROL HEINOWSKI
Logistics Manager
Meijer

Responsible for logistics safety and compliance at Meijer, Heinowski is the first woman Chairman of the Board of Directors for the National Private Truck Council.



JACKIE JEGLUM
Professional Driver
J.B. Hunt

With nearly 30 years experience driving trucks and 2 million accident-free miles, Jeglum was selected as a J.B. Hunt Terminal Driver of the Year and West Coast Intermodal Driver of the Year in 2017.



SARAH JOHNSON
President Highway Operations
Milestone Trailer Leasing

As a company founder, Johnson has helped build Milestone into the second largest trailer-leasing company in North America with 57,000 trailers, 25 locations and over 120 employees.



WILLIE JONES
President/CEO
Dependable Source Corp. of MS

Specializing in commercial truck drivers since 1995, today the company provides driver workforce solutions to the transportation industry. Named a 2018 Top CEO by Mississippi Business Journal.



DUSKEE KASSING
Director of Operations
Dot Transportation Inc.

Started at Dot as a repacker while in school and is now the company's first female Director of Operations. Serves on the company's Diversity and Women's Leadership groups.

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The Definition of Distinguished

Warm, selfless, passionate, inspirational, empowering... Glowing words like these are often used to describe Renee Krug, Chief Financial Officer at GlobalTranz and Women In Trucking's 2018 "Distinguished Woman in Logistics."

What makes Krug a "Top Woman to Watch"? For starters, she has played an integral role in GlobalTranz' record growth and profitability. Since she joined the company in 2014, it has grown from \$400 million to \$1 billion in annual revenue, due, in part, to the five acquisitions she has helped to complete to date.

Krug is quick to share the credit for her success. "When you surround yourself with talented people, you can do anything," she says. "If I have a 'secret sauce,' that's it."

To attract and retain top talent, Krug focuses on making GlobalTranz a great place to work. "I want people to enjoy what they do and see the value of their work," she explains. "I want to give

them reasons to want to stay and grow the company."

Already in her brief tenure at GlobalTranz, she has been instrumental in improving employee benefits and developing a new corporate office complex, complete with an on-site medical clinic and gym. She helped spearhead a women's industry group called "Ladies in Logistics" and championed creation of the company's corporate responsibility program, CORE.

It's easy to see why one of Krug's colleagues calls her a "positive force driving culture change at the company" and why judges selected her as this year's "Distinguished Woman in Logistics."

Krug encourages other women in the transportation industry to aim high. "Whatever role you want to have, set your sights on that," she urges. "There's nothing you can't attain."



TOP WOMEN TO WATCH

Continued from page 9



LAURYN KING
*Test Lab Center of
Excellence Manager
Eaton*

A leader of the local Eaton campus Inclusion and Diversity Council and ENGAGE young professional employee resource group, King received the Manufacturing Institute's STEP Ahead Emerging Leader Award.



KRISTY KNICHEL
CEO

Knichel Logistics

Helped family-run business reach over \$50 million in revenue in 2017. Achieved

Women-Owned Small Business (WOSB) and Women's Business Enterprise (WBE) certification. Received *Pittsburgh Magazine's* 40 Under 40 award.



JENNIFER NUEST

*Client Executive
Protective Insurance*

The first woman salesperson at Protective Insurance, NUEST demonstrates a passion and commitment to the transportation industry and has earned awards of excellence from the company.



LEIGH OLSEN

*Vice President, Operations
Veriha Trucking*

Started as a receptionist at 18 years old and is now Vice President of Operations.

Nicknamed the Driver

Whisperer by colleagues, Olsen is fiercely committed to every driver at Veriha.



JO-ANNE PHILLIPS

COO

Jeramand Trucking Ltd

Phillips got involved in the trucking industry at age 19 and now co-owns a fleet of 20 units. A lead organizer for

Convoy for Hope – Atlantic, Phillips recently helped raise nearly \$300,000 for cancer prevention, detection and treatment.



MICHELLE PONSONBY

Director of Warranty

Peterbilt Motors Company

Recently promoted, Ponsonby

serves on the Peterbilt

Women's Initiative Steering

Committee and is a Team Lead on the company's Diversity Council. Colleagues call her an incredible team player.

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**Client Executive
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Dot family. Your dedication and hard
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DOT Transportation, Inc.



KRYSTAL RAUE

Owner

Triple R Trucking LLC

Has invested a lot of blood, sweat and tears in her company and takes pride in what it stands for. Recently received Workman Comp Awards and sponsored a NASTC Driver Of The Year.



ERICA SCHUELLER

Editor-in-Chief

Fleet Maintenance magazine

SouthComm Business Media

First woman to hold the position of editor-in-chief at *Fleet Maintenance* magazine since its inception in 1997. Host of new video program on how fleets can improve maintenance operations.



TRACCI SCHULTZ

Vice President

FedEx Freight IT Solutions

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ALLIE SHARP-SCHWALB

President/CEO

Sharp Transport, Inc.

Received the Tennessee Department of Environment & Conservation Award, *Heavy Duty Trucking* Top 50 Green Fleets Award, the Tennessee Trucking Association's Clean Diesel Leadership Award and more.



KATIE SCOTT

Customer Service Manager

Summit Truck Group

Trucking is in Scott's DNA. She drove her first truck at age 14 and earned a CDL in 1991. Today, she monitors over 30,000 trucks with her three-person team and is an expert on OnCommand Connection.

continued on page 12

Congratulations to Roopa Shenoy

***Group Manager for Cab Engineering
at Volvo Trucks North America - Greensboro***

on being named a

"2018 Top Woman

To Watch in Transportation"

by

Redefining The Road.



***WE COULDN'T
BE MORE PROUD.***

Sydney Wyatt has been named one of the "Top Women to Watch in Transportation" by The Women in Trucking Association. Congratulations to Sydney and all the selected nominees!

*Sydney Wyatt,
B2B Senior Regional Sales Manager
Michelin North America*



TOP WOMEN TO WATCH

Continued from page 11



ROOPA SHENOY
Group Manager
Volvo Trucks

Founded the "Women in Engineering" group to improve the overall climate for women engineers at two Volvo locations. Just published her first book on project management for automotive engineers.



SHARYL SNIDER
Professional Driver
CWRV Transport

As the company's top female driver, Snider has an outstanding safety and performance record. Her most rewarding trips? Delivering FEMA units to provide housing for victims of Hurricanes Rita and Katrina.



ERIN TALLIEU
Owner/Managing Partner
Motherload Transport
Services Inc.

Since 2013, Tallieu has doubled annual revenues and nurtured a close-knit corporate culture within her all-female team. Named a winner of the Top 20 Under 40 Business & Community Achievement Awards.



SYDNEY WYATT
Senior Regional Sales
Manager
Michelin North America

As the company's youngest sales manager and sole female manager in the U.S., Wyatt mentors women at Michelin who are young or new to the industry and serves as a Women's Network Field Advisor.



HOPE ZVARA
CEO

Mother Trucker Yoga

Zvara's online yoga program helps truckers "feel better, wherever." Nominated as Yoga Instructor of the Year, Yoga Hall of Fame, and named a Top Women in Business by Cambridge Who's Who.



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Cindy Campbell, Regional Operations Manager,
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*Thank you, Cindy for your continued
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**Congratulations to
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www.peterbilt.com

Sexual Harassment in the #MeToo/Time's Up Era



It's hard to read or watch the news lately without hearing of another prominent entertainer, politician or leader accused of sexual harassment. The #MeToo and Time's Up movements are helping to raise awareness and prompting more women to come forward.

About six in 10 women in the U.S. say they have experienced unwanted sexual advances or verbal or physical harassment of a sexual nature, according to a 2018 Pew Research Center study. Of those, 69 percent say this happened in a professional or work setting.

In male-dominated industries like transportation, experts say the numbers could be even higher.

"In today's climate, awareness is at an all-time high," says Kailee Wahler, Senior Human Resources Consultant at accounting firm Schenck SC, who has led a workshop series on sexual harassment. "People are starting to feel comfortable talking to employers. In the past, everything was hush, hush. Now, when something happens, both victims and witnesses feel more empowered to come forward."

As the tide changes, it's more important than ever for companies in all industries, including transportation, to take steps to prevent sexual harassment at the workplace and be prepared to handle claims should they occur.

IDENTIFYING HARASSMENT

What exactly constitutes sexual harassment? There are two main categories, explains Bridgette Blich, Partner at legal firm Blich Westley, S.C. who recently presented a webinar on the topic for Women In Trucking (WIT).

1. Quid Pro Quo sexual harassment. The harasser seeks to exchange "this for that" – such as a positive performance review for a sexual favor.

2. Hostile work environment harassment. This occurs when behavior is so toxic that it alters the conditions of the victim's employment. It might take the form of a steady barrage of insults or a single incident of inappropriate touching.

Other hostile behaviors could include posting sexual cartoons or posters in a truck cab, telling inappropriate jokes, or sending instant messages that make a person feel uncomfortable, says Margarita Santos Krncevic, Of Counsel at Benesch, Friedlander, Coplan & Aronoff LLP, a legal firm that advises clients on sexual harassment issues.

The harasser's behavior may not be intentional, points out Joel Blitch, another Partner at Blitch Westley, S.C. "When I speak to those accused of harassment, they often say they 'didn't mean anything by it.' But intent is not material. What matters is how the conduct is viewed and its impact."

It is important to be aware that companies can be held liable for actions of third parties. "The harasser could be an employee at a truck stop or one of your best customers. Regardless, you still have a duty to protect your employee," he explains.

Also, note that sexual harassment doesn't always refer to men harassing women. "Harassment can be male to male, women to women or women to men too," explains Jackie Staple, Associate Attorney at Benesch, Friedlander, Coplan & Aronoff LLP.

POLICIES & PROCEDURES

To help prevent unwelcome behavior from occurring, companies need to take a strong stand against sexual harassment.

The first step, Bridgette Blitch recommends, is to make sure that your company has an anti-harassment/anti-discrimination policy. "You need to have a zero tolerance rule and a progressive disciplinary policy in place."

A sexual harassment policy/procedure should cover four main areas, Wahler says.

1. Objective of policy – why is it in place?
2. What is prohibited conduct?
3. Clearly outlined complaint procedure.
4. Confidentiality, to the extent possible.

The complaint procedure is a common oversight. "A lot of company policies are missing a good reporting procedure," notes Santos Krncevic. "It can be hard for an employee to come forward."

She suggests providing an anonymous way to report such as a hotline or internet portal.

When it comes to confidentiality, Joel Blitch says, "Advise the employee that their complaint will be kept as confidential as possible, but Human Resources will be notified and an investigation will be conducted."

Another point that many policies often miss is retaliation, Wahler says. Often, employees

are concerned that voicing a complaint will jeopardize their career path. "Make it very clear to employees, 'We want you to come forward. You won't be retaliated against for speaking out,'" she advises.

It's also critical to get buy-in from the top, Wahler notes. "You need your top leaders on board. And their behaviors need to be aligned with the policy."

PREVENTION VIA TRAINING

"The best preventative steps an employer can take are to train its workforce in what constitutes inappropriate conduct and to train supervisors in how to respond to internal complaints of harassment and retaliation," Joel Blitch advises. "No company should wait until they have a claim to do preventative maintenance."

At a minimum, Staple recommends that companies have mandatory training for supervisors and managers – ideally in person, but at least online.

Wahler advocates for a continued focus on training throughout the year using multiple avenues — employee newsletters, quarterly meetings, etc. "Talk about the laws, share examples of what is and isn't harassment, talk about hot topics in the news," she suggests. "Let employees know you take this issue seriously and are not afraid to talk about it."

Staple suggests starting the training process with managers and helping them understand the risks involved. She points out that, in some states, an individual can be sued as well as the company in harassment cases. While that individual might be the harasser, it could also be a supervisor who didn't take a complaint seriously, she warns.

HANDLING COMPLAINTS

If a complaint of sexual harassment is made, it is important to respond quickly and professionally – whether it is a formal complaint or a casual comment.

"Action should be taken the moment the supervisor learns of a complaint, regardless of whether the complaining employee wants to take action or believes that action is warranted," Bridgette Blitch explains, pointing out that the employee need not use the words "discrimination" or "harassment" to trigger their responsibility.

Have established internal mechanisms in place to deal with claims, she advises. "What you do on Day 1 or Day 2 could be the difference between whether or not a complaint is filed with the EEOC or another agency."

When a harassment complaint occurs, Blitch recommends taking three key steps:

1. Get the employee out of the uncomfortable situation.
2. Turn the issue over to Human Resources or senior management.
3. Interview parties involved.

That first step can be particularly challenging in the trucking industry, Staple points out. "You could have two employees together in a truck cab for hours where the alleged victim can't get out of the situation and call the dispatcher. Take the situation seriously. It's critical to take prompt action. Separate those parties immediately," she emphasizes.

To provide help as quickly as possible, offer a 24-hour help line. "Don't just have a phone

continued on page 16

STAYING AHEAD TO KEEP YOU ON COURSE

Transportation & Logistics
An Award-Winning National Practice

For the fifth consecutive year (2014-2018), Benesch has received a **national first-tier ranking** in Transportation Law by U.S. News & World Report/Best Lawyers® "Best Law Firms". Benesch also received the distinction of being named **Transportation Law Firm of the Year** by Best Lawyers in 2014, 2016 and 2017.

Benesch www.beneschlaw.com/Transportation&Logistics

MY BENESCH MY TEAM

Continued from page 15

number where the message goes to voicemail. You need someone there to answer the call regardless of the time," Bridgette Blitch says.

CONDUCTING AN INVESTIGATION

If someone brings forward a claim, the investigation should be conducted by a non-biased person, usually a third party or legal counsel, Wahler recommends. When interviewing those involved, try to have more than one person in the room, preferably male and female.

"Listen to the employee's concerns closely. Do not make judgements or attempt to minimize or explain away the employee's concerns," Bridgette Blitch says. She recommends asking open-ended questions to get as much detail as possible, then asking the employee to sign a written statement detailing the complaint, ideally within 24 hours.

When interviewing the alleged harasser, don't initially mention that there is a complaint against him/her, Blitch advises. Ask open-ended questions related to the complainant's allegations in a friendly, informal manner. The U.S. Equal Employment Opportunity Commission (EEOC.gov) can be a good resource to help develop appropriate questions.

Once you've concluded the investigation and decided how to proceed, Wahler urges employers to follow up with the employee who made the complaint. "Share your reasoning for your decision and explain actions taken, so they feel they were heard and that they can come forward again," she says.

Ultimately, how you handle a sexual harassment claim can significantly impact your business. "Take complaints and the investigation process seriously," says Santos Krncevic. "Your company reputation is on the line. It's already hard to recruit, hire, and retain women in the transportation industry. If you don't handle claims promptly and thoroughly, that process will be much harder." ■



**WIT's Anti-Harassment
Employment Guide is
available for corporate
members!**



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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Understanding and Improving Early-Stage Driver Turnover

Driver turnover is a costly, counter-productive issue in the trucking industry. Despite a 2017 fourth quarter decline, driver turnover was still 14 points higher than a year earlier, according to a recent American Trucking Associations' Trucking Activity Report.

The annualized driver turnover rate at large truckload fleets (those with more than \$30 million in revenue) fell seven points to 88 percent. It was the first time the rate dipped below 90 percent since the first quarter of 2017. Turnover at small truckload fleets fell four points to 80 percent. Increased tonnage volume, better pay, and enhanced benefits have contributed to the improved numbers.

Though there seems to be a slight improvement, mis-matched expectations – miles, pay, home time, and other aspects of the job – and poor relationships with dispatchers seem to be the primary causes of early driver turnover, according to Mary Malone, Director of Marketing at Stay Metrics.

"Our research shows that, among newly hired/contracted drivers, about 35 percent leave within the first 90 days. The total reaches 57 percent at the end of six months – with just over 70 percent of these new drivers exiting in their first year," she says.

Understanding and analyzing the turnover statistic in one's own organization is the only way to get a handle on it. Then, apply some basic strategies to increase driver engagement, satisfaction and ultimately, retention.

Starting out with good communication and driver-friendly practices can go a long way to reducing turnover. ■

To learn more, Women In Trucking corporate members can request WIT's Best Practices Guide to Increasing Women Drivers in the Industry. Contact Carleen Herndon at 1-888-464-9482 or email carleen@womenintrucking.org.



5 Strategies for Successful Onboarding

Stay Metrics CEO Tim Hinds provides the following recommendations to make a difference in onboarding efforts.

- 1. Message alignment.** Communicate a consistent message to drivers during recruiting, orientation and onboarding. This message should include specifics for what they can realistically expect for earnings, home time and other areas during the first few days and weeks on the job.
- 2. Engaged learning.** No driver wants to sit through a couple days of instructor-led orientation meetings. Where possible, use interactive technology and e-learning tools to shorten orientation and provide a more focused and engaging learning experience.
- 3. Support network.** Apply a data-driven approach to match drivers to their trainers, mentors, dispatchers and supervisors in your organization. The data could include previous work experience, skill levels, personality types, demographics and more.
- 4. Driver feedback.** Use seven-day orientation and 45-day onboarding surveys to identify the early job expectations, experiences and satisfaction levels of drivers. Act quickly to resolve any misunderstandings.
- 5. Rewards and recognition.** Use programs that engage drivers and help to instill a sense of purpose, commitment and loyalty for working for your company.

Staying Safe on the Road



Safety is a top concern for women drivers, according to the Women In Trucking Association's Best Practices Guide to Increasing Women Drivers in the Industry. When asked to rate how safe they feel on a scale of 1 – 10, the average response for female drivers was just 4.4.

To give today's drivers more peace of mind, we turned to two recent WIT Members of the Month — and 2018 Top Women to Watch: Sandy Goche and Melissa Allen. They had a variety of suggestions to help women stay safe while on the road.

Starting Out

Get off to a good start by going through your pre-trip checklist, our experts say.

"We check the lights, fluid levels, brakes, tires, belts... basically make sure the vehicle's in good operating condition," says Goche, who has been driving for three years with her partner Stephen Halsted as an expedite owner-operator with G&H Custom LLC. "Frankly, these are things that all drivers should be doing."

Allen, who began driving professionally for Schneider five years ago, makes sure to stock plenty of food, water, weather-appropriate clothing, batteries, first-aid supplies, etc. in her truck. "At any time, I could easily survive four days or more in this truck without needing to restock," she says.

On the Road

Once they're on the road, both women drivers practice safe driving habits such as going the speed limit, driving with their lights on and using signals to alert other drivers. In their years of safe driving, they've developed other strategies as well.

"In stop-and-go traffic, I always leave enough room ahead of me for an 'escape route,'" Goche says, explaining that the strategy helps in case of unexpected events such as the car ahead breaking down. "It's saved me lots of time instead of having to back up."

"I always have at least one dash cam recording if my truck is moving. That's my personal insurance policy against careless drivers," Allen explains. "Sometimes I have two cameras going — one facing out and one facing in."

Goché uses a five-camera system (forward, two side, back-up, cargo) for safety purposes. In one case, she was able to help save another driver's job with camera footage from an accident that showed he was not at fault.

Allen has a strict "no hitchhikers" policy. "I give food packs to beggars by handing a bag out my window to them, but I don't ever give cash under any circumstances," she says.

When Stopped

When it's time to stop, safety precautions are a high priority, the women say.

At truck stops, Goche avoids walking between trucks. "They make a good hiding place. It's best to take the long way around, so no one can reach out and grab you." When walking in front of a truck, she recommends making eye contact with the driver to be sure they see you.

Never walk with your head down, the women say. "Walk like you know where you're going – not yapping on your cell phone or checking messages," Goche advises.

"Be aware of your surroundings... the people, the structures, the lighting and shadows, the sounds – even the inexplicable creepy feeling that will sometimes slam into you and heighten your alertness," Allen recommends.

"When I meet someone, I look them in the eye, and say 'Hi,'" Goche suggests. "That way, I could give a description later if necessary."

That being said, Allen tries not to socialize very much with strangers out on the road and avoids making eye contact in uncomfortable situations. "When guys go out of their way to catch my attention, I make it very clear that I'm not interested in them, their small talk, hanging out... anything. I do this through my body language with little to no talking," she says.

Try to keep your hands empty when you are walking around and wear sensible shoes or boots, so you're better able to defend yourself if the need arises, Allen adds.

Stopping at night is a concern for both women.

Goché recommends parking where there will be a light over the truck and checking mirrors before you get out.

"I very rarely leave my truck after dark," Allen says. "If I have to, I'll wear reflective clothing and carry a flashlight with the light turned on." This makes her highly visible and less likely to be struck accidentally by a vehicle. People also are more likely to notice her and help if she's in trouble, she points out.

Bottom line, stay alert at any time of day and follow your instincts. "If it doesn't feel right, get yourself out of there," Goche advises.

While it's wise to be careful, safety concerns should not prevent women from becoming professional drivers, Allen says. "We can be cautious, make smart decisions and work confidently alongside our male counterparts." ■



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Gender Cultures: How Women Make Decisions

Are men from Mars and Women from Venus? That's still an active debate, but there's no question that men and women have general innate behaviors that stem from their ancestors, according to author Valerie Alexander who was the keynote speaker at the 2017 *Accelerate!* Conference & Expo.



The more you understand how the human brain has evolved over centuries and now functions today, the more effectively you can make decisions and relate to others in the business setting or even on the road. Understanding differing hereditary traits and how women make decisions can play a vital role in how to strategically recruit females in a male-dominated space such as transportation and logistics.

Over two million years ago, it was all about the survival of the tribe. Because women are more biologically valuable to the survival of the tribe, they did not leave the cave to hunt a woolly mammoth or defend the domain because their chances of dying were greater. Men engaged in the hunting and combat while the women maintained and populated the habitat.

With these assigned roles, Alexander explains, men who were successful developed attributes such as aggression, competition and quick decision-making. In turn, also important to the tribe, women adapted qualities of co-operation, inclusion and teamwork, along with multi-tasking, to achieve their extensive list of responsibilities.

Unlike men, who were prone to making risky, heat-of-the-moment decisions, women generally were more risk averse in order to make the best decisions for the survival of the tribe. They were more thoughtful and deliberate because they had to make sure it was the right decision. That same tendency carries over into modern times and is an important quality when it comes to hiring a female professional driver.

"Women's inclination to avoid risk is a great benefit to hiring them in transportation," says Ellen Voie, President and CEO of the Women In Trucking Association (WIT). "They're less likely to make quick or faulty decisions that could adversely affect their business."

Women also bring a collaborative approach to leadership, Voie says, and they're generally more relationship-focused, which gives them the opportunity to engage their colleagues at a higher level.

As leaders and recruiters better understand these evolutionary underpinnings to human behavior, they can build smarter marketing strategies to attract women in management and operations roles, as well as professional drivers. ■

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A woman with blonde hair is seen from the side, driving a Freightliner truck. She is wearing a dark blue polo shirt with a Freightliner logo on the sleeve. The truck's interior is visible, including the steering wheel with the Freightliner logo, the dashboard with various gauges and a digital display, and a large touchscreen infotainment system showing a map. The view through the windshield shows a winding coastal road at sunset, with orange cliffs on the left and a blue body of water on the right. The sky is a mix of orange and blue.

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A photograph of the interior of a Freightliner Cascadia truck cab. The view is from the driver's perspective, looking out the windshield at a coastal landscape with a cliff and the ocean at dusk. The dashboard is visible on the left, featuring a large LCD display and various controls. The word "CASCADIA" is visible on the dashboard. The Freightliner logo and "Run Smart" slogan are in the top right corner.

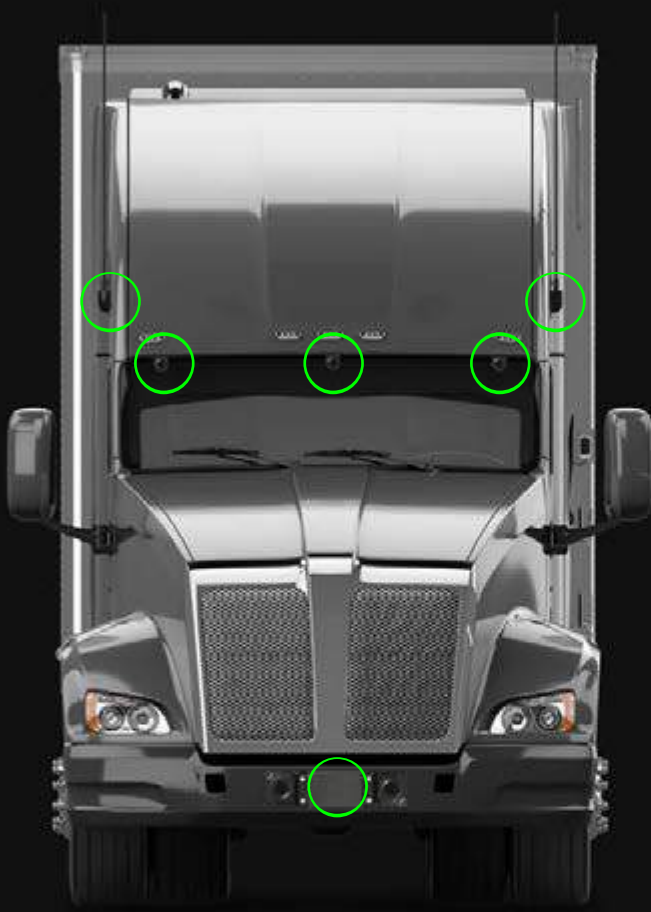
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Autobon AI's Virtual Assistant: Co-Pilot



With a background in robotics, family in the trucking space, and living in Chicago (the #1 transportation hub in the U.S.), it was a natural fit for Krystian Gebis and his father Robert Gebis to create Autobon AI and its trucking assistance software known as Co-Pilot. They wanted to address safety and the driver shortage, two top industry challenges that personally affected their family.

"Seeing our friends experience expensive lawsuits as a result of accidents, we wanted to remove the liability. We immediately saw the need for automation in trucking," says Krystian Gebis, company co-founder and CEO. They originally wrote their own software for a

fully self-driving truck and started beta testing, but there was considerable push-back.

"We don't believe the answer is to eliminate drivers with self-driving trucks where regulations are not yet clear or financial benefits cannot be obtained," Gebis explains.

With feedback from the industry, Autobon repackaged and repurposed the self-driving system to become an assistant where the driver has a birds-eye view of the road with screens and cameras, Gebis explains. The software provides professional trucking experience through its in-vehicle virtual assistant.

"Our mission is to provide carriers with this cost-effective sensor assistance technology to empower drivers and improve overall driving performance," Gebis says. "Being able to put a new driver in the seat of a truck and make them feel comfortable and safe with less fatigue means they will stay in the industry."

The technology can reduce the likelihood of accidents by 40 percent, according to recent

statistics reported by NHTSA and AAA. Co-Pilot also can reduce fuel usage and emissions by 30 percent and deadhead miles by 20 percent, while ultimately saving \$12,000 a year per truck, Gebis says. The sensing platform can be installed on any existing class 7/8 semitruck in just a few hours.

"This technology puts carriers one step ahead of their competition. It allows them to provide customers with comprehensive real-time delivery and delay information from their sensitized vehicles, and makes it more attractive to recruit drivers who have little to no skill/experience as a commercial vehicle operator," Gebis explains.



Krystian Gebis,
Co-Founder, Autobon AI

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9th Annual "Salute to Women": Trucks, Tears, T-Shirts!

This year's event was particularly life-changing for one driver, as WIT and WIT Gold Partner Arrow Truck Sales announced the winner of the first-ever Truck Giveaway.

For the past nine years, the Women In Trucking Association (WIT) has honored professional drivers and their service as pioneers in the trucking industry by hosting the "Salute to Women Behind the Wheel" event at the annual Mid-America Trucking Show (MATS).

The air was thick with anticipation as WIT President and CEO Ellen Voie revealed that Tiffany Hanna, professional Driver and Trainer at Prime, Inc., was to be an owner-operator of a 2014 Volvo VNL670 tractor.

Hanna was selected from dozens of applicants who submitted an essay on the importance of attracting more women into trucking. "Women need to know they can be successful

in trucking and can do the job just as well, if not better than, a man," Hanna wrote.

Attendees were all smiles and tears as Jim Stevenson, Director of National Accounts for Arrow Truck Sales, handed over the keys.

"Arrow has long been supportive of equality and diversity efforts within the trucking industry, and we appreciate this opportunity to award Tiffany with this late model Volvo truck to support her success as an owner-operator," he says.

"It was tricky trying to get Tiffany to the event without letting her know she was the winner of the truck," explains Voie. Knowing that Hanna has a beautiful voice, WIT invited her to sing the national anthem. "Her a capella rendition of 'The Star-Spangled Banner' was second to none, and it was the perfect way to kick-off The Salute," Voie says. "Little did she know, winning a truck was going to be her happy ending."

Before the truck giveaway, Voie took the stage to review the recent accomplishments of the nonprofit organization which included fulfilling her dream of creating a female truck driver doll, Clare; launching WIT



on SiriusXM; introducing a member-only online community platform, *Engage*; working with Expediter Services to develop 150 women-owned businesses; and creating a Canadian Image Team.

Other highlights of the event included Jayne Denham, an award-winning singer and songwriter from Australia, rocking the house with her high-energy performance, delicious chocolate fountains, the iconic truck-shaped cake, and door prizes and gift cards for the drivers. The WIT Scholarship Foundation gave away numerous prizes and raised over \$2,300 in donations from the attendees, which was matched by UPS. Landstar took home the Driver Participation award with the most female drivers present.

The event included the signature annual group photo of the women beaming from ear to ear in their WIT red t-shirts. More than 120 female professional drivers attended with almost 1,700 collective years of driving experience.

Next year's "Salute to Women Behind the Wheel" will be held March 30, 2019 at MATS. ■



Tiffany Hanna got the keys to a 2014 Volvo VNL670 tractor, thanks to WIT and Arrow Truck Sales.





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Saluting Female Drivers North of the Border

Canada's third "Salute to Women Behind the Wheel" took place at Truck World in Mississauga, Ontario on April 21, 2018, bringing together 41 female commercial drivers. The group included women of all ages, with experience ranging from less than one year to more than 40 years. Their combined experience totaled 600 years, proving that, while women drivers may be few in numbers, they are not new to trucking.

"I think it's so important to have women doing non-traditional jobs," says Jane Jazrawy, CEO of Carriers Edge, a leading provider of online driver training. "I began my career in the technology industry, and there were very few women in that sector at the time. I understand those challenges, and I think it's incredible to see all of you here today."

Nearly 3,000 miles west and a few weeks later, 24 women drivers made history by coming together for Western Canada's first "Salute to Women Behind the Wheel." The Owner-Operator's Business Association of Canada (OBAC), Women's Trucking Federation of Canada, and the B.C. Trucking Association partnered with WIT to honor female commercial drivers and thank them for what they do during the Truxpo event in Abbotsford, British Columbia.

Combined, the women attending boasted 232 years of driving experience. Several have been behind the wheel for more than 25 years, although more than half have five or fewer years' experience – an encouraging sign that more young women are turning to trucking as a career choice.

"Women being recognized will inspire and encourage 'generation next' to join the industry, demonstrating by example that women drivers can thrive and enjoy a career behind the wheel," says Joanne Ritchie, Salute organizer and Executive Director of OBAC. ■





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WIT Radio Show Opens Up Bold Dialogue for Drivers

Wendy, a professional driver on a rambling interstate, checks her clock. It's 10 a.m. She smiles and quickly tunes the radio to SiriusXM Road Dog Trucking Channel 146 to listen in to "Women In Trucking", a live, weekly, two-hour call-in show.

Hosted by Ellen Voie, President and CEO of the Women In Trucking Association (WIT), the show features listener call-ins and interviews with trucking professionals, ranging from drivers, technicians, and engineers to executives and dispatchers. Listeners share their stories of the challenges and opportunities of the open road. This is part of WIT's mission to help promote the employment of more women by addressing gender diversity issues and identifying and removing the obstacles that keep them from entering the field.

"At a time when women are increasingly joining this industry, we're pleased to bring Ellen's expertise and voice to our fulltime channel dedicated to professional drivers," says Dave Gorab, Vice President and General Manager of Talk Programming, SiriusXM.

"Women In Trucking is a fantastic show!" says one avid listener. "The topics are interesting and informative. It's a great way to open up dialogue about the industry and how we can advance gender diversity together. I look forward to tuning in every Saturday."

Women In Trucking airs every Saturday, 10 a.m. to 12 p.m. Central on SiriusXM's Road Dog Trucking Channel 146. Listeners also are encouraged to call in at 888-876-2336. SiriusXM subscribers can hear Road Dog programming via SiriusXM On Demand, through the SiriusXM app on smartphones and other connected devices, as well as online at siriusxm.com/player.

Missed the latest show? Shows are rebroadcast on Sundays at 1:00 p.m. Central. ■



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



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Looking for a Powerful Resource? *Engage!*

Amina Menjuiwe Ajowha runs her own small transportation company, Flight Time Transportation. Recently, she was interested in upgrading her Class B license to a Class A but was unsure how to go about it.

With access to nearly 4,000 industry professionals on WIT's free, member-only online community platform, *Engage*, Ajowha logged on and started a discussion post seeking advice. Members chimed in with their opinions and suggestions, and she was able to plot her course of action with their guidance.

"It's powerful to be able to tap into the WIT community at any time through *Engage*," she says. "Everyone is so helpful and informative, and I value the answers and support I received."

This is just one example of how *Engage* is a gateway to community, education and mentorship. As a valuable member resource, members can leverage *Engage* to:

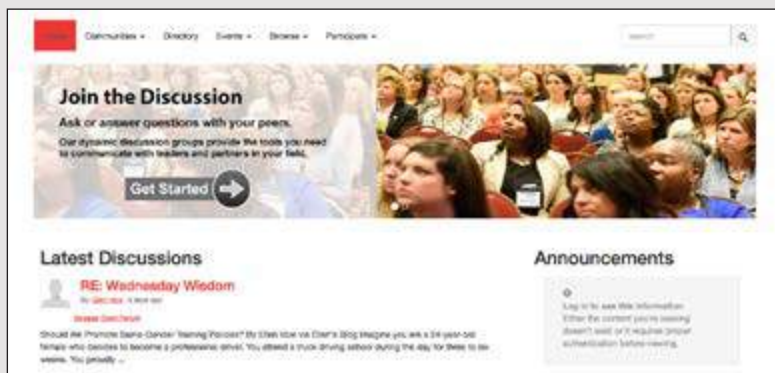
- Share ideas and experiences
- Discuss challenges and best practices
- Post questions and access thought leaders
- Build stronger peer relationships
- Upload informational documents and resources

Members can also join specific communities based on their interests and occupation. These focused groups include: Professional Drivers, Business Leaders, HR/Talent Management, Operations and Sales & Marketing.

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



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Accelerate your professional development and success by attending the fourth annual *Accelerate!* Conference & Expo Nov. 12-14, 2018 in Dallas.

The empowering event will be packed with relevant information and best practices that will generate results for careers of attendees—and their companies.

"I actually learned what I came to this conference to learn, which was recruiting," says 2017 conference attendee Dan Frederick, Head of Recruiting at Star Fleet Trucking.

Empower Yourself with Knowledge and Connections

Why attend this year's conference? *Accelerate!* will feature more than 30 educational sessions on critical industry issues and trends in four tracks: Leadership, HR/Talent Management, Operations, and Sales & Marketing. Networking receptions, a speed networking session, roundtable discussions, and expo time will provide ample opportunities to connect with peers and providers.

Sponsor and Exhibit Opportunities Still Available

"Being an exhibitor at *Accelerate!* is a great opportunity for exposure because the expo is in the middle of everything," explains Amy Noah, President, JobsInTrucks.com. "People are very open, and you can actually speak to them. It's the best!"

For details, contact Carleen Herndon at 615-696-1870 or carleen@womenintruckin.org. Visit womenintruckin.org for more conference information. ■



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

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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."
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"Last year, a truly brutal winter. Larger rigs to have drivers with frozen fuel lines. They didn't use Howes, but I did. It was satisfying to know that I chose a winner in Howes Diesel Treat."
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Chris R.

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Closing Keynote: John Maketa
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#WheresClare

Have you met Clare yet? She's a lovable doll created by Women In Trucking (WIT) to give young girls a better understanding of opportunities in trucking.

The Clare doll is available for purchase at TA/Petro Stopping Centers or at Amazon.com. Purchasing through AmazonSmile will support the WIT Foundation. You can also purchase

through HABAUSA.com (Use WITSOFF code at checkout for a \$5 discount).

Keep up with Clare's adventures by following the hashtag #WheresClare on the WIT social media platforms: Twitter, Facebook and LinkedIn. Once you have a Clare doll of your own, post your pictures on the #WheresClare Facebook page.

Be sure to enter your favorite photo of Clare in WIT's "I ♥ Trucking" Annual Photography Contest. This year's theme is "Clare's First Road Trip." Contest photos can be submitted at womenintrucking.org in August. All entries must feature a Clare doll, poster or image. Be creative!

Clare just can't wait to see where the road takes her! ■



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Meet WIT Foundation's Executive Director

The new Executive Director of the WIT Foundation climbed into her first truck at the Mid-America Trucking Show earlier this year, and she can't wait to do it again.

Miranda Barrett joined the WIT Foundation in January, bringing 11 years of experience in the membership association sector. She excels at helping organizations grow their membership, engage partners and improve operations. While she is new to the industry, she has worked with donors, partners and students to help programs grow and thrive. She is particularly excited to help create opportunities for women who are passionate about changing their lives through careers in trucking.

"The moment I started reading the scholarship applications we received from all over the world, I realized how important the Foundation is to this community," says Barrett. "The stories

from applicants are incredibly inspiring, and I love being able to help them on their journey through our scholarship fund."

The WIT Foundation accepts donations from individuals, companies and non-profit groups to help fund scholarships in the fields of driving, safety, technical and leadership. This spring, it awarded 14 scholarships of \$1,000 each.

At the recent Mid-America Trucking Show, the WIT Foundation raised nearly \$2,500 in door prize donations, and attendees won a variety of donated items. The donation was matched by UPS, doubling the impact and number of scholarships funded.

Future fundraising plans include auctioning off the first pitch at a Cleveland Indians game this fall and an online holiday auction after Thanksgiving.



"My two little boys couldn't be more excited to have their mom working in the trucking industry," says Barrett. "And I feel exactly the same way."

The Foundation accepts donations via PayPal on the website. Contributions of any amount make a difference. ■

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

A large advertisement for Holland Regional. On the left, a woman with long dark hair, wearing a light-colored short-sleeved button-down work shirt with the "Holland" logo, is smiling. The background is a blurred image of a truck. On the right, the text reads: "MAKE YOUR CAREER HAPPEN" in large, bold, white letters. Below that, "REDEFINE THE ROAD TO FINANCIAL INDEPENDENCE" in smaller white letters. Then a bulleted list of benefits: "• 100% company-paid premium health, dental and vision insurance for you and your family", "• Consistent home time", "• Competitive salaries and a 401(k)", and "• Paid training". Below the list, it says "Visit careers.hollandregional.com to make your career happen at Holland." At the bottom right is the "Holland" logo with a stylized wave underneath, and the tagline "WE MAKE NEXT-DAY HAPPEN" in small capital letters.

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Women In Trucking brings you this Resource Guide of companies providing technology solutions, all of whom are WIT corporate members.

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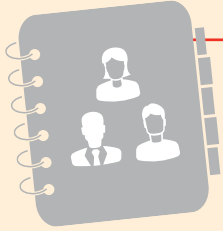
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AUGUST 23 – 25

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Dallas, TX

SEPTEMBER 14 – 16

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SEPTEMBER 16 – 18

NATERA Conference 2018
Salt Lake City, UT

SEPTEMBER 23

Cleveland Indians Event – WIT
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SEPTEMBER 24 – 25

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