

Redefining *the* Road

Summer 2016

The official magazine of the Women In Trucking Association



Does gender balance make good business sense?

Inside



It's official:
**Girl Scouts say
'Trucks are fun!'**

Women
speak out:
What keeps
**YOU UP AT
NIGHT**



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better life
on the road

**MEASURING
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Laurie Michaels, Pilot Transportation Carhauler



Theresa Leonard, Van Driver;
Myrna Pagan, Car Hauler; Dana Hodle, Van Driver;
Naomia McCullough, Office Manager



Kathleen McCann, CEO

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Join Us at Accelerate! Conference

Step up your knowledge and network at WIT's conference.



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

WHAT A YEAR! As you read this edition of *Redefining the Road* magazine, we at Women In Trucking are placing significant effort and resources on our second annual Accelerate! Conference & Expo. We are excited about this year's event, which will take place Nov. 7-9 in Dallas. As part of our planning, we conducted a post-conference evaluation after last year's event, and we have listened to you in making significant enhancements and additions to this year's event.

You asked us to begin this three-day conference on Monday rather than Sunday in order to accommodate family needs. You asked us for more speakers who will motivate, educate and entertain attendees, while making us more successful in our careers through practical "how-to" advice. You asked us to have more content relevant to professional drivers. We have listened and have made enhancements on all these counts.

This year's conference is about you, and we have asked this question as we developed the content: How can we support, encourage, and inspire you?

I'm excited to introduce two authors who have challenged women to think differently about how we approach our working environment. Sarah Laschever, co-author of *Women Don't Ask* will compel you to negotiate more

in your business and personal interactions. You'll start asking for raises and promotions and won't accept the first salary offer you're given.

Dr. Valerie Young, author of *The Secret Thoughts of Successful Women*, will share the experiences of women who suffer from "imposter syndrome," which only serves to limit their careers. She will teach you how to eliminate these self-doubts and stop focusing on shortcomings.

If you didn't notice, the conference is during the presidential election. We're going to take advantage of the event with a fund-raising night of fun, trivia and big screen TVs to watch the election results. This will be a nonpartisan event, so wear your red, white and blue in honor of our patriotism (or red and white for our Canadian members)! And of course, don't forget to secure your absentee ballot in advance of the conference. The suffragettes fought hard for our right to vote.

We are already looking at dates and locations for the 2017 Accelerate! Conference and Expo. Your feedback is valued and appreciated. This is your event—and I look forward to seeing you there!



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What Keeps You Up At Night?

Personal Perspectives from WIT Membership



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

“What are the biggest challenges you and your company face?” Ask 2,500 women this same question, and surprisingly the answers tend to have a common thread. New research from the Women In Trucking Association bears this out. WIT recently asked related questions of its members through the 2016 WIT Member Satisfaction Survey, and 215 members provided input—making this statistically valid research.

We already have begun to incorporate this feedback into the *Redefining the Road* magazine to make it more relevant and meaningful to you, our reader. Some of these changes include incorporating more practical feature articles and helpful tips that are beneficial to both the corporate professional and the commercial truck driver. You’ll continue to see changes and enhancements to the magazine. Here at MindShare Strategies, WIT’s new publishing partner, we look forward to creating the most relevant content for the readers of *Redefining the Road*—stakeholders who are interested in advancing the employment of women in the industry.

In the meantime, what are some of the key findings from this survey?

As you may know, part of WIT’s mission is to encourage the employment of females in the industry—and to accomplish this, we are keenly aware that we first need to understand the biggest challenges facing individual women in our industry. The study revealed that there are five major challenges that women personally face within their organization:

- Work/Home Balance
- Working in a Male-Dominated Industry & Dealing with a “Good Ole’ Boy Network”
- Career Opportunities
- Equality in Compensation
- Technology

In addition, we are constantly working to better understand the challenges and needs of the companies that support their employees’ involvement in the industry. The study showed that the top three challenges facing the transportation function in member organizations are:

- Pending Government Regulation and Legislation—including Hours of Service and CSA
- Availability of Qualified Drivers
- Economy

If you have suggestions on topics that would resonate based upon the information above, please don’t hesitate to reach me at Brian@WomenInTrucking.org or 952-442-8850 x201. We look forward to continuing to produce the most relevant, highest quality magazine for women in the trucking industry!

Warm Regards,

A handwritten signature in black ink that reads "Brian S. Everett".

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Gender Diversity Makes Good



Want to improve business performance?

Look for opportunities to add qualified women to your team.

Improving gender diversity could give you the competitive edge you need.

Gender-diverse companies are 15 percent more likely to financially outperform their less-diverse peers, according to a recent McKinsey & Company study. In fact, companies with a higher representation of women in senior management positions financially outperform companies with fewer women at the top in a number of key metrics, such as return on equity, return on sales, and return on invested capital, a Catalyst study shows.

Why does having women on the leadership team make such an impact on the bottom line?

“Women bring valuable qualities to the table,” explains Ellen Voie, CEO of Women In Trucking (WIT). “They often possess strengths like intuitive/logical thinking, team-building, collaboration and communication—all of which can help to foster corporate growth and stability.”

“Men and women each have different approaches when it comes to team building, decision making, and motivating employees,” says Rachel Parker-Hatchett, Director of Operations at Covenant Transport Solutions. “One is not necessarily better than the other. It’s really about the two approaches and how they work together.”

“Probably the single most important benefit of a diverse workforce is that men and women have different viewpoints and life experiences,” explains John White, Chief Marketing Officer for U.S. Xpress, where more than half the management team is female. “Having that diverse make-up allows us to understand our diverse customer base better, solve problems better and come up with better solutions. That makes for a stronger company—both in the eyes of our customers and in overall profitability.”

FALLING SHORT TODAY

In spite of the considerable value that women have to offer, they are in the minority in the leadership ranks of corporate America. According to a report by Catalyst, women at S&P 500 companies hold 36.4 percent of first/mid-level management positions, 25.1 percent of executive/senior-level management positions and just 4.2 percent of CEO positions.

In the U.S. trucking/transportation industry, the gender imbalance is even more significant. Women hold only 21 percent of transportation, storage and distribution management positions, according to the Department of Labor. And it is especially lonely for women at the top. They make up only about 14 percent of senior leadership in the industry today.

This lack of diversity is not due to a lack of career ambition. In “Women Matter 2013,” a McKinsey research study, 79 percent of all mid-level or senior-level women said they have the desire to reach a top-management position over the course of their careers, compared with 81 percent of mid-level or senior men.

BARRIERS TO DIVERSITY

So what’s holding women back? A number of critical factors stand in the way.

The shortage of women in leadership roles today is a key factor. “Since we have a tendency to hire those ‘like us,’ the ranks of women grow slowly,” Voie explains.

Corporate culture also plays a role. In fact, cultural factors at work are more than twice as likely as individual factors to impact women’s confidence that they can reach top management, according to the 2013 McKinsey study.

Business Sense

In many organizations, there is a clear need to better engage and educate male executives. The study shows that “men are notably less likely than women to see value in diversity initiatives, less aware of the challenges women face, and more likely to think that too many measures that support women are unfair to men.”

Public perception is a problem too. In a Pew Research Center study, 43% of Americans surveyed said that corporate America is simply not ready to put women in leadership positions. In the same study, 43 percent said that women are held to higher standards and have to do more than their male counterparts to prove themselves.

Women also tend to set higher expectations for themselves. A study at Hewlett-Packard found that, while men will apply for a position if they meet 60 percent of the work requirements, women wait to apply until they feel they have 100 percent of the criteria.

In addition, women are less likely to blow their own horn. They expect to be recognized for their efforts and don't always highlight accomplishments to request an increase in salary or career advancement.

While all of these barriers hold true in the trucking industry, the greatest challenge may be awareness of opportunities for women.”

“Women just don't think about a career in trucking (or logistics or supply chain manage-

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CELEBRATING DIFFERENCES

Gender diversity is something Rachel Parker-Hatchett is passionate about.

As the Director of Operations for Covenant Transport Solutions, she sees value in building a diverse workforce.

She believes women and men approach the leadership role in different ways. “Men are typically more hierarchical, goal-focused and competitive, whereas women are more interested in relationships, process focused and collaborative,” she generalizes. Blending the two approaches results in a stronger company.

Covenant Transport is making good progress toward diversity. At 15 percent, the company is well above the industry average for female drivers, and roughly 60 percent of employees on the operations floor are women.

To help engage current employees and attract new women, Parker-Hatchett and her team have launched a “Women of Covenant” program. From events and workshops to a Facebook page and phone tree, the goal of the initiative is to make female employees feel like they're part of something and valued by the company.

“In an organization with gender diverse leadership, the culture is more inclusive,” Parker-Hatchett explains. “People feel valued and supported and, therefore, more engaged. This leads to higher retention rates, higher productivity, and ultimately, higher profits.”

Now that's something we can all celebrate.



Rachel Parker-Hatchett
Director of Operations
Covenant Transport Solutions

Gender Diversity Makes Good Business Sense

continued from page 9



**"Strength lies
in differences,**

not in similarities."

– Stephen Covey

ment)," Voie explains, "Nor has the male-dominated culture reached out to women to join. It is important to share the message that women are already doing these jobs – and have been for many years."

Brooke Mosley, Training Specialist at Prime Inc., agrees. "Women think of this job as being one that only a man can do, but that is simply not the case. Many women have discovered that this is a professional environment that allows them to practice their independence, run a business, and travel the country while doing it."

TIME FOR CHANGE

To effect change, transportation companies need to make gender diversity a business priority.

According to the 2013 McKinsey study, two of the most important drivers for increasing gender diversity at the top are:

- Strong CEO and top-management commitment
- Corporate culture and mind-sets that support gender-diversity objectives

Ensuring buy-in and engagement throughout the organization is critical. Communicating the benefits of a gender-diverse culture and encouraging on-going discussion can help to get everyone on board.

"It's vital for companies to foster environments of diversity and inclusion that bring in different values, cultures, and ideas," says Shelley Simpson, Executive Vice President, Chief Marketing Officer and President of Integrated Capacity Solutions and Truckload for J.B. Hunt. "Organizations grow if they tap into these resources that provide new insight for continued, changing success."

To increase diversity within a company, employers must be aware of unconscious hiring and promotion practices. Make sure that recruiting and advancement systems are gender neutral and performance based.

"Ask key questions about recruiting efforts and turnover rates," Voie urges. "How many women were considered for a position? How many were hired? Are women leaving your company faster than men? Do you have women in high-level positions currently? If not, why? How many women are being groomed for higher roles?"

While gender diversity should not be based on quotas, it can be helpful to compare your company's diversity levels with those of others in the industry using WIT's Women In Trucking Index (see page 12).

With more appreciation for women's unique character traits, a greater awareness of potential barriers and a real commitment to effect change, we can make measurable progress toward gender balance and strengthen corporate America. ■

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OPENING DOORS

"In 1994, when I initially entered the industry, I perceived transportation to be a man's world and didn't really understand all the opportunities that were available for women," says Shelley Simpson, Executive Vice President, Chief Marketing Officer and President of Integrated Capacity Solutions and Truckload for J.B. Hunt. "Today, we have female leaders who work in roles ranging from sales to engineering to technology and everything in between."

Simpson discovered—and maximized—opportunities at J.B. Hunt, a leader in promoting women in leadership according to the inaugural WIT Index (see sidebar). Winner of WIT's 2016 "Distinguished Woman in Logistics Award," she has helped the growing Fortune 500 company to increase revenue from \$4.5 billion to \$6.2 billion over five years and led her business unit to become one of the top five 3PLs in the trucking industry.

Diversity goes beyond gender differences for Simpson. "It's about having a collection of people who come from different places and have different experiences that enhance the quality of any organization," she explains. "Women, of course, are a critical part of achieving that type of diversification within a company."

Simpson advises women in today's transportation industry to seek out a trusted advisor. "Finding a mentor is important for continual professional growth. I've had outstanding mentors who have taught me so much, and they were—and still are—critical to my overall development."

She notes that J.B. Hunt encourages mentorship as a part of its company culture. Simpson herself serves as an executive sponsor of J.B. Hunt's employee resource group—Growing and Retaining Outstanding Women (GROW).

With role models like Simpson, women are well-positioned to keep opening doors in the industry.



Shelley Simpson
Executive Vice President,
Chief Marketing Officer and President
Integrated Capacity Solutions and Truckload
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Introducing the WIT Index:

Measuring Gender Diversity in Trucking

As business visionary Peter Drucker once said, "If you can't measure it, you can't manage it." The Women In Trucking Association (WIT) is taking that theory to heart. The organization is currently working with the Department of Civil Engineering at the University of Memphis (U of M) to benchmark and monitor the number of women who work in the industry.

Based on a survey conducted in 2016, the WIT Index tracks female board members and female executives at 15 publicly traded trucking companies nationwide.

"The work we are undertaking in partnership with Women In Trucking is an important effort to establish baseline data regarding the

number of women in the trucking industry so that we can ultimately develop an annual index tracking industry trends," says Dr. Stephanie Ivey at the U of M, who is helping to oversee the study. The data will help to identify "areas with the greatest need in terms of diversity and potential strategies that may be useful in attracting more women to the transportation profession," Ivey adds.

"The mission of the Women In Trucking (WIT) Association is to increase the percentage of women employed in the trucking industry to utilize unrealized potential," says WIT President and CEO Ellen Voie. "To do this, we must first find out where we are today, so we can measure any future changes and explore

best practices of carriers whose numbers are above average."

In preliminary results of the 2016 survey, 10 of the 15 companies had no women executives and seven had no women serving on their boards of directors. By comparison, 19 percent of director positions outside of the transportation industry are held by women. WIT will continue to routinely monitor this important data and report back updates to the industry.

Clearly, there is room for improvement. Want to improve gender diversity at your company? Visit www.womenintrucking.org or contact WIT at 888-464-0492 to learn more. ■



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"I didn't know
that it was
for girls too...
I thought
those trucks
weren't fun,
but I got in one
and it was
really fun.
I didn't even
know they
had a horn."

Making Trucks Appeal to Girls

The WIT Girl Scout Patch Program excites youngsters about the industry

A girl scout patch: Where knowledge, impact, and accomplishment are woven together to empower girls to find their strengths, build new skills, and explore their passions. In an effort to engage young girls into the transportation industry and reach the next generation of female truck drivers, Women In Trucking (WIT) has recently teamed up with Girl Scouts to launch the first-ever Women In Trucking patch.

"I didn't know that it was for girls, too," says nine-year-old Jaedyn Roemhildt about the trucking industry after attending her local "Trucks are for Girls" event. "I thought those trucks weren't fun, but I got in one and it was really fun. I didn't even know they had a horn."

For the past two years, hundreds of girls across the country have attended their local "Trucks are for Girls" event, set up through their regional Girl Scouts Council and WIT

members, and have received the custom patch. It is through these events that the girls dive into all things trucking and get a closer look into the industry. "Women do not typically think of the trucking industry as a career option," says Lana Nichols, WIT's Director of Programs. "By introducing the opportunity to them at a younger age, they are more likely to consider it."

At a typical "Trucks are for Girls" event, the youngsters learn more about the industry, talk to experts, do hands-on activities such as driving a simulator, and can even have the opportunity to climb inside a "big rig."

"Young girls are a part of the trucking industry's future," says WIT President and CEO Ellen Voie. "This is a great way to expose them to the impact of trucking on their lives, since everything they have has been transported at some point by a truck." ■





contact Char Pingel
Char@WomenInTrucking.org
 (How to host a Girl Scout
 Patch Program event)

How can you make a difference through the WIT Girl Scout Patch Program?
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 U.S. and Canadian WIT members should contact Char Pingel at char@WomenInTrucking.org for more information on how to implement an event.



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Making Freight Visible

Addressing mandates for increased visibility into shipment status.

Mandates from major retailers for increased visibility into load status are among the latest challenges facing for-hire, contract and private carriers. The ability to meet those requirements from a growing number of large, well-known companies can mean the difference between securing their business or losing out on a significant number of freight hauling opportunities.

Large retailers and other shippers are requiring more than 100 percent visibility. They also are demanding information that enables them to manage by exception, to focus on late and off-schedule loads that threaten to disrupt their supply chains.

For every unreported late load the consequences are clear. For example:

- A retailer would have to work around the lack of inventory on store shelves
- A distribution operation might have to adjust staffing on its loading docks to account

for both unproductive time and the need for personnel when a load does finally arrive

- A factory might need to idle or ramp up a production line accordingly

Through predictive analytics and a process of managing by exception, more and more retailers, distributors and manufacturers are gaining full visibility into the location and status of their freight. With this timely and accurate load status information from shippers, brokers and carriers, they can focus on loads that have the potential to disrupt operations, and make more informed decisions about scheduling, inventory and staffing in advance.

Just a few years ago, it was unrealistic for shippers to expect total visibility into load locations and status from the carriers in their freight networks. Today, with technologies like the MacroPoint load tracking solution, all parties involved in moving freight have greater connectivity and visibility in real time. ■

Shipment Number	Carrier	Tracking	Last Report Update	Ship Info	Appointment
017711	1100000000	Tracking Completed Successfully	11-02 00:10:27 Albuquerque NM	00000000000000000000	11-02 00:00 - 02:00
017712	1100000000	Tracking New	11-02 14:00:07 Newbury Mo	00000000000000000000	11-02 00:00 - 02:00
017713	1100000000	Tracking New	11-02 13:40:07 Florida Mo	00000000000000000000	11-02 00:00 - 02:00
017714	1100000000	Tracking New	11-02 14:00:07 Madison TN	00000000000000000000	11-02 00:00 - 02:00
017715	1100000000	Tracking New	11-02 00:00:00 Kansas TX	00000000000000000000	11-02 00:00 - 02:00
017716	1100000000	Tracking New	11-02 13:40:07 Kansas MO	00000000000000000000	11-02 00:00 - 02:00

About the Author: David Halsema is Executive Vice President for MacroPoint, a member company of Women In Trucking that designs freight monitoring and tracking solutions for shippers, brokers and 3PLs. Its patented, automated, 'pay per use' load monitoring and tracking software provides real-time load location visibility and event notifications. Call 866-960-0328 or visit www.macropoint.com to learn more.

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WHAT IS A "HIGHWAY DIAMOND?"

It's a term, created by a major North American trucking company, that describes a woman paving the way for other women entering the transportation industry. She is strong. She is driven. She conquers all obstacles. And now, she is being recognized.

Prime Inc., one of North America's major players in refrigerated, flatbed, tanker and intermodal trucking, understands the need to recognize female drivers for their hard work and perseverance. The company hosted its first-ever Highway Diamonds Gala last April to honor the skills, strengths, and courage of women in their workforce. Six hundred were in attendance to recognize three recipients of their prestigious awards: The Longevity Award, Instructor of the Year, and Highway Diamond of the Year.



Through this event, Prime is creating a corporate culture that honors and acknowledges the challenges female drivers face, as well as the successes they have achieved in a male-dominated industry. Prime's Highway Diamond initiative represents a best practice in the industry as they are empowering women, recognizing their efforts, showing support, setting an example, and ultimately building a community atmosphere.

In addition, Prime has created a blog to provide articles, news, and pictures of the

Prime Highway Diamonds.

"Being a Highway Diamond takes courage," says Brooke Mosley, Female Driver Liaison and Training Specialist, Prime Inc. "There's a misconception that females cannot drive trucks. It's not like that anymore. Times have changed. We are sending a message that women can do this job, and they can do it well." ■

Above, Prime VP Steve Wutke at Highway Diamonds Gala

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TIPS FOR A
BETTER LIFE ON THE ROAD

Albert Einstein
once said,
"Life is like a
bicycle. To keep
your balance
you must keep
moving."

It's a relevant concept when thinking about life in transportation. Many employees in this industry spend a significant amount of time traveling on the road and time away from loved ones. This reminds us that when life seems off balance, you just have to keep going and find the things that work for you.

"Finding balance is not something that happens on its own," says Rachel Parker-Hatchett, Director of Operations, Covenant Transport, a premium transportation service provider founded on Christian principles. "It's not about reacting. You have to figure out what's important to you and then plan, prioritize and make decisions based on your priorities."

Having that plan, and sticking to it gives your life a sense of routine even when away. Most will agree that technology has dramatically changed life on the road. FaceTime, texting, and calling by cell phone have become primary ways that people stay in touch with family and friends.

"The use of cell phones and video calls to

stay in touch is tremendous," says Stephanie Klang, a driver at XPO Logistics Truckload who is based out of the Joplin, Mo. area. "Setting aside blocks of time for my husband when we are home or meeting up on the road can be important. I make him go for walks for fresh air and some laughs. While we cannot be home for every family event, we can pick and choose." Klang currently is part of the Women In Trucking Association's Image Team.

"Plan a site-seeing adventure at some of your interesting drop locations," advises Brooke Mosley, Training Specialist at Prime Inc., a major refrigerated, flatbed, tanker, and intermodal carrier. "Get out of the truck and into a hotel occasionally. Discuss getting loads routed to specific locations to visit family and friends as well."

Being away from home can be difficult, but if you use the tips to the right, you can improve your life and begin to feel connected. ■

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TIPS FOR A BETTER LIFE ON THE ROAD

1 PLAN Structure can help make life on the road smoother. Make a schedule for when you want to talk to loved ones, when you want to take breaks, and when you want to eat. We can't always plan for everything in our lives, but if we plan when we can, we then can establish a sense of routine in a very chaotic lifestyle.

2 COMMUNICATE Make sure your plan includes time to check in with friends and family. Being away for long periods of time can strain any relationship and leave one feeling lonely. Maintaining a consistent flow of communication keeps relationships strong.

3 USE TECHNOLOGY Cell phones can have the ability to do almost anything these days. Take time to find apps that can be useful to you. Use FaceTime, fitness apps, Google maps, and the WIT app to stay connected and enhance your life on the road.

4 TAKE CARE OF YOURSELF If you're not careful, being on the road can lead to a very unhealthy lifestyle. Pack a cooler of nourishing snacks to keep in your truck rather than just eating unhealthy truck stop food. Exercise when you have the chance. Do some laps around your truck and bring small weights so you can remain active. Your body will thank you later!

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Changing the Image of Women Drivers

It's no secret that there are many misconceptions about truckers—and especially women drivers.

A year ago, Women In Trucking (WIT) decided to take the bull by the horns and make a concerted effort to change how women are perceived in the industry.

Thus, the birth of the WIT Image Team.

The Image Team is chosen to represent the mission of the Women In Trucking Association: To encourage the employment of women in the trucking industry, promote their accomplishments, and minimize obstacles faced by women in the trucking industry. The WIT Image Team also raises awareness of the need for more women drivers.

"The Image Team is comprised of knowledgeable, passionate and positive women who support the mission of WIT and the industry

they love," says Lana Nichols, WIT's Director of Programs. The applicants undergo a stringent process. They must be members of WIT for a minimum of one year; submit an essay expressing their interest and qualifications for the role; and they are critiqued on safety, recognition, volunteerism, and community service. Top scoring applicants then advance to the next round of the selection process, which requires an interview with the judging panel.

This last year, the judging panel consisted of Mark Rousseau, Director of Logistics and Transportation, Frito-Lay; Linda Caffee, Owner Operator, Caffee Enterprise (leased to Landstar Express America); Tom Liutkus, Vice President Marketing & PR, TravelCenters of America; Patrick Pendergast, Group Director, Talent Acquisition, Ryder System; and

Stan Hampton, Vice President of Driver Personnel, J.B. Hunt Transport.

Now in its second year, the WIT Image Team has been expanded to include professional drivers and all positions related to the industry. "Adding other industry professionals to the existing driver image team has proven to be impactful," says Nichols. "We are able to expand our reach and raise visibility for women in all facets of the trucking industry."

"The WIT Image Team participates in ride-along events for legislators, regulators, and industry leaders to provide a deeper understanding of the obstacles they face on the road. They also speak to the media and other industry professionals at public events and industry trade shows," Nichols says.

Felicia Berggren, an over-the-road driver at Werner Enterprises, is one of the new Image Team members. "I am really excited about being a member of the Image Team," says Berggren. "I want to make a difference and bring more women into this industry. I am proud that Werner is a women-friendly company and strives to make things better out here on the road."

Sarah Wulf, Recruiting Manager for Veriha, a company primarily serving the country east of the Mississippi River, also is a new member of the WIT Image Team and is part of the new generation of non-drivers on the team. "I'm really looking forward to working as a team to empower women in the industry. I'll be working with more women and, as a recruiter, I'll be getting insight to inspire women and discover what they want and need, which will help me in my job." ■

Back row:
Julie Matulle, Brooke Held-Sudimak, Allyson Hay, Brooke Mosley, Wyzeena Heeny, Gretchen Jackson, Jodi Edwards.
Front row:
Carol Nixon, Cindy Kaps, Jeana Hysell, Stephanie Klang, Felicia Berggren, Deb LaBree.





MEET YOUR 2016 IMAGE TEAM

New members of the 2016 Women In Trucking Image Team are:

Angelique Jones

Professional Driver, Atlantic Bulk Carriers

Brooke Held Sudimak

Professional Driver, Ru-D Trucking

Brooke Mosley

Training Specialist/ Female Driver Liaison
Prime, Inc.

Cindi Alexander

Co-Owner/Director Training Instructor
Lake Cumberland CDL Training School

Cindy Kaps

Professional Driver, Atlas Van Lines

Deb LaBree

Professional Driver, Landstar

Felicia Berggren

Professional Driver, Werner Enterprises

Gretchen Jackson

Sr. Manager/Driver Recruiter, XPO
Logistics

Jeana Hysell

Sr. Safety Consultant
J.J. Keller & Associates, Inc.

Jill Maschmeier

Director of Safety & Compliance, National
Carriers

Jodi Edwards

Professional Driver, J.B. Hunt Transport

Julie Matulle

Professional Driver & Part time Recruiter,
H.O. Wolding Inc.

Sarah Wulf

Recruiting Manager, Veriha Trucking

ALSO SERVING THEIR SECOND TERM ON THE WIT IMAGE TEAM:

Allyson Hay

Driver, Walmart Private Fleet

Carol Nixon

Driver, Walmart Private Fleet

Ingrid Brown

Owner/Operator, Rollin B LLC

Stephanie Klang

Driver, XPO Logistics Truckload

Wyzeena Heeny

Driver, Covenant Transport

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Changing Lives Through Scholarships

The Women In Trucking Foundation exists to strengthen the legacy of education in trucking.

*It is both exciting
and humbling to be
in a position to make
someone's dream come
true and to truly
impact a person's life in
such a positive way.*

Nine lives have been impacted this year with the first round of Women In Trucking Foundation scholarships awarded in the spring, totaling \$11,500. The Women In Trucking Foundation exists to provide scholarships for and encourage the employment of women in the trucking industry. Its mission is to strengthen the legacy of education in trucking.

"It is both exciting and humbling to be in a position to make someone's dream come true and to truly impact a person's life in such a positive way," says Debora Babin Katz, Chair of the WIT Foundation and Vice President of TrucBrush Corp., developer of a mobile solution that provides a safer, faster, and more efficient means for removing accumulated snow and ice off the tops of trucks.

At a recent strategic planning session, the WIT Foundation board set a goal of raising \$1 million over the next five years for "forwarding the future careers" of women and men in the transportation industry. These exciting initiatives were spurred by major donations received at the end of 2015.

The J.J. Keller Foundation authorized a \$10,000 grant to the WIT Foundation in honor of former WIT Foundation Chair Jan Hamblin's 40 years of service to J.J. Keller & Associates, Inc. and in recognition of her commitment to the Women In Trucking organization. The Jan Hamblin WIT Scholarship Fund was established to provide financial resources for women who choose to pursue or enhance their education related to the trucking industry.

The Ryder Charitable Foundation recently donated \$25,000, the largest one-time donation since the WIT Foundation's inception in 2011. The funds will be used to provide scholarships to worthy recipients who are seeking careers in the trucking industry. Ryder representatives help in the selection of the recipients.

Winners of the WIT Foundation scholarships are: Lakenya Anderson, enrolled at All-State Career in Baltimore, Md. for CDL; Timothy Contreras, enrolled at Pima Community College in Tucson, Az. for CDL; and Maria Munoz, enrolled at the University of Memphis in Memphis, Tenn. for Mechanical Engineering.

Emily Habeck was awarded the first Jan Hamblin-WIT Scholarship in the amount of \$1,000. Emily is attending the University of Wisconsin, Madison and is majoring in Supply Chain Management.

Five women received the Ryder-WIT scholarship each in the amount of \$1,500: Corinna Carter, enrolled at the University of Memphis in Memphis, Tenn. for Mechanical Engineering; Heather Dodson, enrolled at Chesapeake College in Wye Mills, Md. for CDL; Wanda Lee-Ann Edwards van Muijen, enrolled at Professional Transport Driver Training School in Winnipeg, Man. in Canada for Class 1 training; Susan Murphy, enrolled at Midwest Technical Institute in Springfield, Mo. for CDL; and Shanna Waters, enrolled at Ogeechee Technical College in Statesboro, Ga. for CDL.

"When I first found out that I was going to receive the Ryder-Women In Trucking Scholarship Award, the timing could not have been better," says Wanda Lee-Ann Edwards van Muijen. "I was elated to hear the news. As a mother of three and going to school, it is definitely tough to make ends meet at home. It is because of this scholarship program that I am able to complete my course, and provide for my family at the same time. Thank you for this. You have made a positive difference in our lives." In April, she contacted the WIT Foundation with the news that she had completed her professional driver training and is now a certified Class 1 driver.

The scholarships given by the WIT Foundation, a non-profit 501(C)3, wouldn't be possible without the generous donations given by many who truly want to make a difference. To make a corporate or personal donation or for more information about the WIT Foundation scholarship program, visit www.WomenInTruckingFoundation.org. ■

Meet the WIT Foundation's New Board Members

Three new board members have been appointed to the Women In Trucking Foundation: Jeff Hammonds of Walmart, Mark Rousseau of Frito-Lay, and Angela Thompson of UPS. Other board members include Les Rozander of Trimac, John Dietze of BMO Transportation Finance, and Sandra Sanford of TravelCenters of America, LLC. Officers for the foundation board are: Debora Babin Katz of TrucBrush Corporation, Chair; Jeana Hysell of J. J. Keller & Associates, Inc., Vice Chair; Nicole Correll of Ryder Fleet Product, Secretary; and Jason Henderson of Feeding America Eastern Wisconsin, Treasurer.



"After partnering with Women in Trucking for several years, I was thrilled to be asked to serve on the WIT Foundation Board of Directors. It's important that the industry find ways to remove obstacles for women

who may be interested in careers in logistics and transportation. Serving with the Foundation allows me to lend a helping hand to companies and organizations trying to build a diverse workforce. The unique experiences and points of view women bring to the industry are essential to our future success."

Jeff Hammonds
Vice President of Transportation
Walmart



"I am looking forward to continuing my involvement in Women In Trucking by serving on the Foundation Board. My seven years of experience on the Women In Trucking

Association Board will help me have a positive impact on the WIT foundation. It's a very important cause, and is needed to assist women that are interested in a transportation career."

Mark Rousseau
Director, Strategy and Productivity
Frito Lay



"I am thrilled to be a part of the Women In Trucking Foundation, an organization whose commitment to diversity and inclusion closely mirrors that of UPS. It is critical that we continue to make strides

toward equal and inclusive work environments across the entire trucking and transportation sector, providing women with career opportunities at all levels. I look forward to working toward that goal with my peers and like-minded diversity champions."

Angela Thompson
VP Human Resources
East Region UPS



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A Peek At New Truck Design



Driver demographics are changing, and women help to shape the development and design of Peterbilt trucks.

Most companies are proud to be an equal opportunity employer. That holds true for Peterbilt throughout all of its operations, from truck assembly and engineering to I.T. and accounting. Just as importantly, Peterbilt is an equal opportunity designer and manufacturer of commercial trucks.

Nearly all fleet customers are actively seeking ways to recruit and retain quality drivers. There is a shortage of drivers—especially skilled ones—and the wider the pool of candidates they can choose from gives them a competitive edge. The traditional image of the truck driver is changing, and there are increasingly more women and people of different nationalities behind the wheel.

This is beneficial for the industry and helps shrink the driver shortage. As trucking's demographics change, so must the way trucks are designed and engineered.

A great example of this is the development of Peterbilt's Model 579 and Model 567 cabs. All of the company's products are designed to ensure maximum comfort, performance, ergonomics and safety. These cabs excel in each of those areas while still accommodating 90 percent of the population—not just truckers, but the general population.

Even drivers who are outside the 90 percent—those below the lowest 5 percent and above the highest 5 percent—are often extremely satisfied and can operate both efficiently and comfortably.

In addition to utilizing a wide range of technologies and simulation tools, Peterbilt put dozens of people—both women and men—with a number of different body types in prototype cabs to get their input. This research helped us perfect the cab design and make it one of the most popular in our company's history.

Before this testing even began, Peterbilt benefited from the skills and experience of its own female engineers and stylists who helped guide the process from a woman's perspective.

Peterbilt has hosted several fleet customers and their women drivers to gain feedback and insight. In addition to help ensure female operators will enjoy the same level of comfort and operability as their male counterparts, it gives the fleet confidence that all of their drivers have a good experience behind the wheel and bolsters their confidence that choosing Peterbilt was the right choice.

Operating from a luxurious, spacious and stylish cab is its own reward—doing so in an environment where it feels customized and designed for the individual driver takes morale and satisfaction to unprecedented levels.

This research helps drive innovation. Several examples include designing the dash

so different sized drivers have full visibility through the windshield, as well as at-a-glance access to gauges and instruments. Peterbilt created a hydraulic-assisted clutch that requires only 33 pounds of pressure to activate—half the industry average. The steering wheel features a floating design with full tilting and telescoping capabilities that are smooth and require no joints. Peterbilt introduced a safety feature that provides an easy way to turn off the interior lights when the door is opened, helping keep the driver's gender unknown while at truck stops or exiting the vehicle at other destinations.

Women account for a sizeable and growing portion of the trucking population. Peterbilt is proud of its achievements in working with female drivers and the best in class products they have helped us design, now and in the future. ■



Stay Connected with WIT App

New app for mobile devices helps you to tap into resources and stay connected with the Women in Trucking Association.

Update your profile, rate a truck stop, or check-out the WIT job board. Keep your finger on the pulse of what's happening and follow WIT on social media via Facebook, Twitter, Youtube, LinkedIn, and the WIT Blog. You can even

access recent news and developments and get tips on the secrets to success. Ufollowit developed and implemented this app, which is easy to use and free to all members. Simply search Women In Trucking through your app store, download, and connect with the Women In Trucking community.

For drivers, there are additional opportu-



nities to take advantage of the app. For example, WIT recently began a partnership with the nonprofit organization, Feeding America, to assist their efforts to fight hunger on a national level. The first step is to create awareness for drivers and carriers to contact Feeding America if they have a load that has been rejected by the customer for some reason. The organization then can assess the practicality of accepting the load for its network of more than 200 U.S. food banks. To make the donation process easier, WIT has added a "Rejected Loads-Feeding America" button in its app. Anyone can download the app for Android or iOS by searching for "Women In Trucking Association."

Feeding America accepts good, safe, surplus food that is still nutritious, but has been rejected for reasons unrelated to the edible use of the product. They also accept items that can offset financial burdens for those they serve, such as bath and beauty products, paper goods, toys, and clothing. While the food banks accept the product at their locations, they often are willing to meet a driver at a truck stop or shipping dock if their warehouse is out of the way or if the donation is not a truckload.

"WIT is proud to lead the effort to help stop hunger in America by helping drivers and carriers turn rejected freight into meals for hungry families," says Ellen Voie, WIT's President & CEO. "Those you help could be your neighbor, your friend, or even your own family members." ■



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Proud Members of WIT

"Salute To Women" Honors Female Drivers in U.S.

The Women In Trucking Association annual "Salute to Women Behind the Wheel" recently honored nearly 200 female drivers for their years of service at its seventh annual celebration at the Mid-America Trucking Show (MATS) in Louisville, Ky.

Kari Rihm, President and CEO of Rihm Kenworth and recipient of the 2015 Influential Woman in Trucking award addressed the audience of some 400 attendees. Rihm Kenworth, based in Saint Paul, MN, is the only truck dealership in the nation owned 100 percent by a woman. "You are all pioneers paving the way for women across the country and across the world to participate and succeed in a man's world," she said. WIT President and CEO Ellen Voie also welcomed the group, comprised primarily of female professional drivers and their family members.

The 190 registered attendees, along with 200 guests, then enjoyed chocolate and butter-scotch fountains and a huge truck-shaped cake. The female drivers won door prizes including a \$1,000 gift card, a \$500 gift card, and five \$100 gift cards. The Women In Trucking Scholarship Foundation also gave away numerous prizes.

Next year's U.S. event will be held at the Kentucky Exposition Center in Louisville on March 25, 2017.

"Salute to Women" Now in Canada

In addition, WIT and the Owner-Operator's Business Association of Canada (OBAC) held the first Canadian "Salute to Women Behind the Wheel" event, at Truck World 2016 in Toronto, Ontario on April 16. Forty-two female commercial drivers were acknowledged for their efforts and successes as women in a male-dominated



career. The drivers had a combined total of 475 years of experience.

"Women comprise less than three percent of the driver population here in Canada," according to Voie. "These female professional drivers truly deserve to be honored for their pioneering spirit and their fierce determination to succeed in a very challenging environment."

Andreea Crisan, COO of Andy Transport, Montreal, Quebec and WIT board member, addressed the audience of over 100 drivers, their families and supporters. She welcomed them and thanked them for their passion and determination. The drivers then were treated to a cake, refreshments, and each one received a goodie bag and door prizes from numerous sponsors. Plans are underway for an event in 2017 and will be announced by WIT and OBAC in the near future. ■



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NICKEL	Brenny Transportation Dart Transit Company E.A. Dion Rand McNally TrucBrush Werner Enterprises

Above, nearly 200 female drivers were recognized at the 7th annual "Salute to Women Behind the Wheel" event at MATS in Louisville, Ky.

Left, more than 40 women drivers were honored at the first-ever Canadian "Salute to Women Behind the Wheel" event, at Truck World 2016 in Toronto, Ontario.

Educating Legislators: U.S. Senator Rides Big Rig

U.S. Senator Ron Johnson recently experienced a glimpse of life on the road from the unique perspective of a female driver. WIT Image Team member Julie Matulle gave the Wisconsin senator a short ride as part of an event sponsored by the Wisconsin Motor Carriers Association.

Through the WIT Image Team, the Women In Trucking Association provides legislators and regulators with the opportunity to ride in a tractor-trailer with a female professional driver to bring attention to the opportunities for women employed in the trucking industry.

Matulle, a professional driver for H.O. Wolding, Inc., a long- and short-haul regional and local trucking company, had the opportunity to share her thoughts and concerns with

the legislator during the ride from Menasha to DePere, Wisc. Johnson observed a pre-trip inspection and learned the proper way to enter and exit a tractor-trailer.

"We need to drive economic growth to create good Wisconsin jobs, and to do that we need to make sure we're doing all we can to fuel our trucking industry," said Johnson. "As an Oshkosh manufacturer, I know how much of an impact trucking has on Wisconsin. Ninety percent of manufactured goods and 70 percent of all goods and services in Wisconsin are moved by truck. Together, we can ensure that Wisconsin trucking continues to have a positive impact on the state."

Matulle has been a professional driver for almost four years, working for H.O. Wolding



Senator Ron Johnson and driver Julie Matulle discuss the technical operation of a tractor.

since she entered the industry. She drives more than 2,600 miles each week, hauling paper products between Wisconsin and southern states. ■

Empowering Women to Engage in the Presidential Election

The Women In Trucking Association recently announced its partnership with leading business organizations in a new initiative—WE Decide 2016. The goal is to encourage women in business to raise their voice this election season and monitor issues of importance to them and their business from now until November 2016.

WE Decide 2016 provides women in business with an opportunity to privately share their opinions on an array of issues, through a unique online platform powered by Women Impacting Public Policy (WIPP) and Personal BlackBox (PBB), a better data relationship company. Women business owners can visit

www.WEDecide2016.org and sign up to access their own personal polling station to confidentially take quick polls on hot topics from the campaign trail, respond to in-depth issue surveys, and participate in our "Tell Us!" section to express their unique perspective on the challenges they face.

"The Women In Trucking Association is a nonpartisan non-profit organization that recognizes the impact women have on the election. Our partnership with WE Decide 2016 allows us to provide information to our members about the candidates as well as a voice to those in leadership to share concerns and challenges faced by women in the trucking

industry," says WIT President and CEO Ellen Voie. "Every female needs to make her voice heard, but women with businesses have a greater reason to impact public policy."

As feedback is received, WE Decide 2016 will highlight compelling insights and trends with the goal of educating the candidates, the media, and voters on the top priorities to women in business. Leveraging the insight, secure poll data, and user comments, WE Decide 2016 published a Women in Business Policy Priorities report prior to the national conventions to encourage political parties and their candidates to prioritize and discuss issues of significance to women entrepreneurs. ■



WIT Welcomes Three New Board Directors

The Women In Trucking Association's Board of Directors includes 13 industry professionals who represent various segments of the trucking industry. Directors are appointed to two-year terms with a maximum of three terms for a total of six years of service.

At a recent meeting, three long-term board members said their good-byes after serving

three terms: Jeff Hammonds, Vice President of Walmart Transportation; Mark Rousseau, Director of Strategy and Productivity, Frito-Lay; and Phyllis Cochran, retired after a substantial career at Navistar.

"Since its inception, Women In Trucking has served a critical role in promoting diversity within the trucking industry," says WIT's Chairwoman Mary Aufdemberg. "During their tenure on the board, Phyllis, Mark and Jeff have been instrumental to the growth and influence of the organ-

ization. We appreciate their passion and support for Women In Trucking, and we have no doubt that our new members will continue to build on their success."

Replacing the board members are Andreea Crisan, CEO and Executive Vice President of Andy Transport, and Leah Shaver, Chief Operating Officer for the National Transportation Institute.

The role of the WIT Board of Directors is to guide the organization toward growth and
continued on next page

J.B. Hunt Executive Named 2016 Distinguished Woman in Logistics



**Shelley Simpson, EVP,
Chief Marketing Officer and President
Integrated Capacity Solutions and Truckload
J.B. Hunt**

Women In Trucking recently selected Shelley Simpson as the recipient of the 2016 "Distinguished Woman in Logistics" Award. Simpson received the award in early April during the Transportation Intermediaries Association 2016 "Capital Ideas" Conference and Exhibition in San Antonio, Texas. The award is co-sponsored by TMW and Truckstop.com.

Simpson was chosen among three finalists for the second annual award. The other finalists included Elizabeth Fretheim, director, Logistics Sustainability at Walmart and Liz Lasater, CEO of Red Arrow Logistics.

Simpson is the Executive Vice President, Chief Marketing Officer and President of Integrated Capacity Solutions and Truckload for J.B. Hunt. Her accomplishments include increasing revenue for J.B. Hunt from \$4.5 billion to \$6.2 billion over five years and leading her business unit to a nearly \$1 billion entity through strategic guidance and innovative

ideas. The business unit is now among the top five 3PLs in the country. Simpson holds several board positions and is involved with Women in Supply Chain Excellence at the University of Arkansas, her alma mater.

The Distinguished Woman in Logistics award was established to promote the achievements of women employed in the North American transportation industry. It highlights the vital roles of women in the dynamic and influential field of commercial transportation and logistics.

"Choosing the winner among these three finalists was not an easy decision," says Ellen Voie, WIT's President and CEO. "However, Shelley is very deserving of this award. Increasing revenue by nearly \$2 billion over a five-year period shows she is a mover and knows how to get things done. She is well-respected not only as a woman in logistics, but also as a mentor to many women." ■

Three Directors Continued...

influence in the trucking industry. Each January, the board meets for a two-day strategic planning session to set goals for the coming year and beyond.

Since its inception in March 2007, Women In Trucking has grown to include nearly 4,000 members in North America and beyond (including members in Sweden, South Africa, Australia, and New Zealand). Membership is not limited to women, as 17 percent of its members are men who support the mission. ■

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