GENDER DIVERSITY MAKES GOOD BUSINESS SENSE.

The only conference that encourages the employment of women in the industry, develops appropriate skills, and helps to minimize obstacles they face.

60+ Educational Sessions in Operations, Professional & Personal Development, Safety & Compliance, HR/Talent Management, Leadership, Sales & Marketing.

Skill-Building and Access to Market Intelligence that allows you to become more empowered to be effective, productive and successful for your company.

Peer-to-Peer Networking with other industry professionals during Accelerated Speed Networking and Mentoring Sessions, interactive discussions, and more!

Business Solutions at our Comprehensive Expo and Truck and Technology Tour.
ATTEND 2019 ACCELERATE!

Join your transportation, logistics and supply chain peers at the fifth annual Accelerate! Conference & Expo, hosted by the Women In Trucking Association. Learn about critical transportation issues and trends, along with ideas and skills to maximize the business value of gender diversity in your organization. Build business at our integrated conference and exhibition. Attach your company and brand to our mission: To generate dialogue and action around the importance of gender diversity in transportation and logistics. See you in Dallas!

Ellen Voie, President and CEO
Women In Trucking

SAMPLE LIST OF ATTENDEES

This conference attracts professionals from all levels and types of companies in this industry. Here’s a partial of companies already registered, along with others in 2018.

- ABF Freight
- AM Fleet Chemicals
- Amazon
- American Central Transport
- Americold
- ArcBest
- Apex Capital Corp.
- Ashley Distribution Services
- Auction Transport Services
- Avalon Risk Management
- Averitt Express
- Bennett International Group
- Bibby Transportation Finance
- BMO Transportation Finance
- Brenny Transportation
- CRST
- C.H. Robinson
- CEVA Logistics
- Covenant Transport
- Cummins Inc.
- DAT Solutions
- Daimler Trucks NA
- Dart Transit
- Drivewyze
- Dupre Logistics
- Eaton
- Estes Express
- Expediter Services
- FFE
- FedEx Services
- FleetPride
- Frito-Lay
- Gordon Food Service
- Great Dane
- Great West Casualty Co.
- Hirschbach Motor Lines
- Holland
- J.B. Hunt Transport
- J.J. Keller & Associates
- Landstar
- Lumina Foods
- Mack Trucks
- McLeod Software
- Michelin North America
- Mode Transportation
- NASTC Insurance Services
- New Penn Motor Express
- NFI Industries
- Omnitracs
- Oxford Cold Storage
- PACCAR
- Panther Premium Logistics
- Penske Logistics
- Penske Truck Leasing
- Peterbilt Motors Company
- PrePass Safety Alliance
- Randall-Reilly
- Reddaway
- ReedTMS Logistics
- Ryder System
- Safe Drive Systems
- Saia LTL
- Schneider
- Skybitz
- Southeastern Freight Lines
- Sterling Transportation Services
- Transport America
- TravelCenters of America/Petro Stopping Centers
- Trimble Transportation
- Tri-National
- Truckstop.com
- U.S. Xpress
- Uber Freight
- United Federal Logistics
- Utility Trailer Manufacturing Company
- Volvo Trucks North America
- Walmart Transportation
- YRC Worldwide

Women Make A POSITIVE Impact On Transportation

Exceptional Leaders
Common strengths include intuitive/logical thinking, team-building, communication.

1,000+ Expected to Attend
Leverage a diverse workforce, develop leaders, strategize to engage more female drivers.

60+ Educational Sessions

100+ Brands As Part of Expo
Network with peers, top executives, providers of transportation and logistics services and products.
NETWORKING OPPORTUNITIES

The Expo (Monday-Wednesday)
Thousands of products and services are featured in this comprehensive, integrated exhibition. Find valuable resources and potential partners with companies that range from technology innovators, OEMs, motor carriers and third-party logistics providers to business consultants, professional services, recruiting, and more.

Accelerated Speed Networking (Monday)
Connect with others in this fun, fast round-robin networking format before the conference begins. Maximize your connections throughout the conference and make your networking more relevant. Increase your professional network or find that perfect service partner. Each “round” could be the best 3-minute meeting you’ll ever have!

Speed Mentoring (Monday)
Share career stories in this dynamic, interactive mentoring session. This unique networking experience features small-group discussions with mentors in a “speed dating” format.

State Fair Bash (Monday)
When in Texas, do as the Texans and that means celebrate big time. WIT pays homage to the largest state fair in the country with our own “State Fair Bash” held on Monday evening. Enjoy fun activities like riding a mechanical bull and playing fair games, all while connecting with your colleagues in transportation.

Top Companies Awards (Tuesday)
Redefining the Road, WIT’s official magazine, celebrates the significant accomplishments of individuals and companies as it recognizes award recipients of the 2019 Top Companies for Women to Work For, Top Woman-Owned Businesses, and Top Women to Watch.

I ♥ Trucking Reception (Tuesday)
This networking reception celebrates WIT’s year in pictures by featuring winning photos of the I ♥ Trucking contest.

Interactive Roundtable Discussions (Tuesday, Wednesday)
In “true collaborative tradition,” you’ll share ideas and experiences with other professionals who have a common interest in a specific topic of your choice. Choose one topic for each day that is most relevant to your career interests. These unique peer networking lunches are a highlight of the conference!

Get Details & Register at WomenInTrucking.org
**SCHEDULE AT A GLANCE**

**MONDAY, SEPTEMBER 30**

- 9:00a  Registration Opens
- 9:00a – 10:45a Pre-Conference Workshops
- 11a – 12p  WIT Speed Mentoring
  - Accelerated Speed Networking
- 12p – 1:15p Lunch (on your own)
- 1:15p – 2:30p Opening Session & Keynote
- 2:45p – 3:30p Breakout Sessions (Block 1)
- 3:30p – 5:00p Expo/Truck & Technology Tour
- 6:30p – 8:30p State Fair Bash

**TUESDAY, OCTOBER 1**

- 7:30a  Registration Opens
- 7:30a – 8:00a Networking Breakfast
- 8:00a – 8:45a Opening Session
- 8:45a – 10:00a “How Remarkable Women Unleash Their Leadership Potential”
  - 2019 WIT Influential Woman in Trucking Finalists
- 10:00a – 11:00a Expo/Truck & Technology Tour
- 11:00a – 11:45a Breakout Sessions (Block 2)
- 12:00p – 1:15p Interactive Roundtable Discussions (Working Lunch)
- 1:30p – 2:15p Breakout Sessions (Block 3)
- 2:30p – 3:30p Breakout Sessions (Block 4)
- 3:30p – 4:30p Expo/Truck & Technology Tour
- 5:00p – 6:00p “Top Companies” Reception & Program
- 6:00p – 7:00p I ♥ Trucking Networking Reception

**WEDNESDAY, OCTOBER 2**

- 7:00a  Registration Opens
- 7:00a – 8:00a Networking/Openning Session
- 8:00a – 8:45a General Session
- 9:00a – 9:45a Breakout Sessions (Block 5)
- 10:00a – 11:00a Expo/Truck & Technology Tour
- 11:00a – 11:45a Breakout Sessions (Block 6)
- 12:00p – 1:15p Interactive Roundtable Discussions (Working Lunch)
- 1:30p – 2:30p Closing Keynote
- 2:30p – 2:45p Game Card Prize Give-Away & Conference Wrap-Up
- 2:45p  Conference Adjourns

*Note: Schedule is subject to change*

**SESSION TRACKS**

Choose From 5 Educational Tracks:

**PROFESSIONAL/PERSOANAL DEVELOPMENT:**
make your strategies more effective, productive, and profitable in a competitive marketplace – and in life.

**HR/TALENT MANAGEMENT:**
practical information that will help you to use strategic human resource planning in improving business value and productivity.

**OPERATIONS, SAFETY & COMPLIANCE:**
sessions in this track will help you to turn your transportation, logistics and supply chain operations into a competitive advantage.

**LEADERSHIP:**
providing practical content for leaders of companies or divisions – or individuals who are aspiring to become leaders within their organization.

**SALES & MARKETING:**
ideas and tips on how to be more effective in your marketing, branding, sales and business development efforts to drive business results.

*“The content, skill-building and best practices are amazing. The peer networking and access to resources is incredible.”*  

2018 Accelerate! Conference Attendee
PRE-CONFERENCE ACTIVITIES

Choose to attend one — all activities are sponsored or included in your registration fee, and are at no additional cost!

Workshop: 5 Things to Do to Match Your Career to Your Ambition

Based on Sally Helgesen’s book, How Women Rise, this workshop presents 5 practical ways women can improve their chances of being considered for top positions and improve their confidence to match their ambition. As a participant, you’ll investigate current approaches to get ahead and receive practical advice on how to broaden your influence on your career. Explore which habits get in the way and how to replace them with behaviors to help position yourself for life-long career growth. You’ll ultimately take home a written game plan for implementing strategies you learn and enlist a buddy to keep on track in the future.

Facilitator: Lyn Cikara, CEO/Executive Coach, Lyn Cikara Leadership Development

Gutsy, Explicit, Minimum Self-Defense

They’re back by popular demand by WIT members! Former police officers Debbie and Mike Gardner are two respected experts when it comes to teaching self-defense to “nice people in high-risk careers” such as trucking. Beyond self-defense, you’ll use fear-control strategies in every area of life when you are faced with stress and fear (i.e., crisis driving, medical emergencies, public speaking, customer service conflicts, athletic performance, etc.). You’ll learn how to transform self-doubt and fear into courage and adrenalin-laced strength on command. You’ll also see how to understand and outsmart 4 distinct personalities and their common crime set-ups to prevent crime seconds before it starts. Leave empowered and happy — guaranteed!

Facilitator: Debbie Gardner, Professional Speaker, Author/Founder of Survive Institute

Facility Tour: Peterbilt Plant in Denton, TX

Peterbilt Motors Company will host a tour of our local manufacturing facility in Denton, Texas. During this tour, attendees will see an impressive, state-of-the art manufacturing facility producing the best Class 8 trucks in the industry, featuring the iconic Model 579. The hour-long tour takes place the morning of Monday, September 30 (Check-in with a Peterbilt Host at Sheraton Dallas at 7:50a; leave Sheraton Dallas at 8:00a; arrive at plant for tour at 9:00a; arrive back to Sheraton Dallas Hotel at 11:15a). Peterbilt will provide ground transportation to and from the Sheraton Dallas Hotel at no cost – but registration at WomenInTrucking.org is required.

Get Details & Register at WomenInTrucking.org

TRUCK/TECHNOLOGY TOUR

Innovative hardware and software features can be plugged into today’s trucks that offer advantages in fleet and trucking operations. Features range from trailers made of lightweight carbon fiber and platooning trucks to dynamic routing, 360-degree vehicle video technology and collision mitigation. See some of the latest technologies, including:

Freightliner Cascadia with Detroit Assurance suite of safety systems demonstrates a passion for innovation and continuous improvement. The new Cascadia is loaded front to back with groundbreaking innovations, including Detroit Assurance 5.0 with its fused Camera and radar technology, all to give a truck that is safer, more fuel efficient and offers a better driver experience.

Peterbilt Model 579 is the ultimate vehicle for efficiency, performance and safety on the open highway. Aerodynamics reduce operating costs and the ergonomic cab and generously-sized sleepers are designed for maximum productivity and comfort. The solid aluminum cab design that is built to last, the 579 provides the most durable, highest quality fit and finish. The new Blackout Exterior Package adds to the winning combination of distinct Peterbilt styling.

Mack Trucks continues it’s Mack Anthem® that is built for your business and designed for drivers. Bold exterior design gives drivers excellent visibility for safety, plus outstanding fuel economy through advanced aerodynamics. Anthem’s cab design and automotive-like driver environment keep drivers comfortable, safe and focused all day long. The Mack HE+ Package combines an MP®8HE engine with Anthem’s aerodynamic and fuel economy features to increase fuel efficiency up to 9.5%.

Kenworth T680 is Kenworth’s flagship over-the-road vehicle, maximizing fuel economy and driver comfort for a World’s Best driving experience. The T680 is equipped with the fully integrated PACCAR Powertrain, optimized for fuel-conscious customers. The T680 also boasts several technological enhancements to improve safety and enhance productivity. Complete with a Driver's Studio package for optimal driver comfort, the T680 will not only please the bottom line, it will also please current and prospective drivers.
ASK THE EXPERT PANEL DISCUSSIONS

How Remarkable Women Unleash Their Leadership Potential
Women in today’s transportation industry have learned that career success is not about adjusting to the male-dominated status quo. It’s about moving past the status quo and embracing what makes diverse perspectives strong and unique, and overcoming the doubts that keep them from reaching their full potential. Jodi Detjen, Managing Partner with Orange Grove Consulting, will highlight common unconscious biases many women hold of themselves and how several successful women in transportation have been able to successfully reframe self-limiting behaviors to accelerate their careers. This executive panel will be comprised of the finalists of the 2019 WIT Influential Woman in Trucking Award. You’ll hear their amazing success stories and gain practical insights on how they rose to the top of their career game. At the session’s conclusion, the recipient of this award will be announced.

Facilitator: Angela Elia costas, President and Founder of AGT Global Logistics, 2018 WIT Influential Woman in Trucking

Sponsored by: Freighliner

Voice of the Driver: Life on the Road
Industry leaders emphasize the need to recruit and retain more women as a solution to the driver shortage. The WIT Index, which tracks the percentage of female drivers in the workforce, recently places the percentage at 7.89% - and climbing, due to efforts by WIT and the industry in general. Hear first-hand from professional drivers with private and for-hire fleets who will share their stories, what makes them love their jobs, and the obstacles and challenges they face on the road (and in life). Also hear their perspectives on what can be done more to more effectively recruit and retain female drivers.

Professional drivers on the panel include Deb LaBree, Castle Transport LLC (leased to Landstar); Ingrid Brown, Owner/Operator; Jodi Edwards, Professional Driver, J.B. Hunt Transport. Facilitated by Mary Malone, Director of Marketing at Stay Metrics.

Driver Health & Wellness: Challenges, Solutions
Nearly 50% of drivers today have a chronic condition like hypertension, diabetes or obesity that limits their DOT certification to one year or less. Drivers leaving the workforce due to health issues significantly impacts driver turnover and exacerbates the driver shortage more than any other factor. This group of expert panelists will discuss the most common driver health issues; health and wellness challenges that drivers experience; and solutions to help drivers live a healthier lifestyle on the road.

Panelists include: Mitch Strobin, Senior Vice President Relationship Management, UrgentCare Travel; Bob Perry, President, Health in Transportation; and Lynda Mascheck, Registered Dietitian.

Reframing Your Value Proposition and Operations: Attracting and Retaining Female Drivers
Is your company’s goal to attract and retain more women truck drivers and you’re not sure where to start? Hear common mistakes to avoid from Beth Potratz, President and CEO of Drive My Way, a personalized recruiting software that matches drivers with jobs based on their qualifications and personal preferences. Then learn from Marina Garcia and Nicole Chuckreiff of ClassADrivers.com how recruiters can get more applications, hire more drivers, and minimize driver turnover. Lastly, you’ll then learn how NFI developed an effective ad campaign for female drivers based off their analysis proving women are safer, more efficient drivers. You’ll learn from the team at NFI who made it all happen: Alexa Branco, Senior Operations Manager; Marie Jucknik, Transportation Manager; Allison Geist, Operations Support Manager; and Katherine Powell, Professional Driver.

New Technology That's Revolutionizing Trucking
Autonomous and electric vehicles, platooning, big data, integrated tech. Trucking surely is not what it used to be. Expert panelists will explore the following technologies on the road:

- Key technical insights into self-driving, autonomous trucks – and what do women in trucking need to know about its future impact on the industry? (Insights from Vivian Sun, Head of Business Development, Partnerships and Marketing with TuSimple; and Paul Schlegel, Senior Vice President, Starsky Robotics).
- The Internet of Things (IoT) is having a significant impact on trucking, ranging from better location tracking and fleet management to improved environment sensing and supply-demand balance.

Tips and Success Stories in a Male-Dominated Industry
Experienced female professionals in trucking share their journey and provide you with tips on how to utilize inherent “female” traits to break into and succeed your career. You’ll hear personal experiences Jennifer E. Parrott, Melody C. Kiella, Whitney L. Greene, all attorneys with Drew Eckl & Farnham, LLP – stories and advice which ultimately will help you to navigate and succeed in a male-dominated industry.

Challenges in Employment Law and Gender Issues
There are many laws and regulations that have an impact on transportation – ranging from compensation, workplace safety and health and workers’ compensation to employee protection and gender-related issues. This panel will highlight some of the most important ones, and provide context and practical guidance on what is important for transportation companies to be doing in these areas.

Panelists include: Margo Wolf O’Donnell, Co-Chair, Labor & Employment Practice Group; Kelly Mulrane, Associate; and Eric Zalud, Chairman, Trial Department, Benesch Law.
PROFESSIONAL AND PERSONAL DEVELOPMENT:

Using the 4 Communication Styles To Gain Connection, Skyrocket Confidence and Reduce Conflict
Have you ever wondered why it seems so tough to talk with some people yet so easy to chat with others? Have you met someone for the first time and instantly liked that person? Something about the individual made you feel comfortable. Or you encountered someone else and they immediately rubbed you the wrong way? During this highly interactive, fast-paced, and insightful session you understand the impact your communication style has on the impression others form of you, and how to work with people whose communication style is different than your own. Mimi Brown, CEO of AMP Up Success, will provide insights on how to communicate more effectively in today's workplace and ways to build rapport with those different than you.

Helping Women Stand Out and Move Up
Many female transportation professionals begin working in supportive positions, such as customer service, accounting and dispatch. Some are afraid to go from what they know to a new job position, or don’t see a career path or their own potential. Some are promoted or make a lateral move, and their training focuses on learning new job duties. They tend to be weak when it comes to coaching individuals, assessing people and processes, dealing with difficult people. They need to learn how to communicate differently to executives. Lori Miller, President of Tooty Inc., will help you to understand how to leverage criticism and failure to improve; and understand how personality, communication styles and the different generations impact internal and external customer service.

Unleash Your Inner Wonder Woman
You may not have golden lassos or magic bracelets – but you have super powers! Like Wonder Woman, you are strong. You are smart. You are capable. You have the power to lead, to teach, to mentor, to conquer fears and overcome challenges. During this session, Kelli Radi of Radi to Write will help you to identify your personal strengths, character qualities and talents (your "superpowers"); create an individual action plan of how to use your superpowers to improve relationships, work habits and productivity; zap the negative voices in your head and give power to positivity; and validate and celebrate the collective power of the real life Wonder Women you encounter every day.

How Women Blast Past the Competition and Their Own False Barriers
A practical, humorous look at how women get in their own way and how to be competitive by successfully slaying their inner dragons. Based on insights from "How Women Rise" by Sally Helgesen and Marshall Goldsmith and numerous first-hand stories of how women can go beyond where they are now and reach their highest career goals without sacrifice. Lyn Cikara, Executive Coach, will teach you to identify work habits and behaviors that hold back your career; take away ideas on how to make changes and learn new habits; and identify an accountability partner to help make progress after the conference.

Trusting Your Voice: Sort through the Clutter and Discover Clarity, Confidence, Direction
Who am I? What are my gifts and dreams? Where do I go from here? How do I make my life count? These are challenging questions that can leave us stuck or strong, listless or liberated, empty or empowered. While today's culture is saturated with messages of "fitting in" and "looking good", Joel Boggess, Best-Selling Author and Resilience Expert with Finding Your Voice Radio LLC, will empower attendees to cut away expectations, develop self-confidence and make choices that are healthy, authentic, and freeing. Learn how to tune into what really matters; what excites you and what you stand for; how to rid yourself of beliefs and half-truths that are stifling success; and how to create and implement an essential vision into your life and career.

Unconscious Gender Bias in the Workplace: What It Is, How to Address It
Identifying and understanding unconscious gender bias isn’t easy, especially in the workplace. In this session designed for leaders, we have an open, honest conversation about gender bias – and what it means for men, women and the organization. Jodi Detjen, Managing Partner of Orange Grove Consulting, will teach you about the environment required to address gender bias and discuss how it needs to be one of mutual advantage – the needs of men, women, and the organization must be considered so all parties can emerge as beneficiaries. You’ll identify the tangible impact gender bias has on an organization’s performance; acknowledge the different perspectives men and women have about gender equity; and how to prepare a go-forward plan to meet corporate and individual development objectives.

The Extraordinary You In Trucking
Extraordinary people do things that make their life more valuable and different than the rest. Imagine how your organization would change if each employee had the confidence to “Be Extraordinary.” Extraordinary employees create better customer experiences, more productive peer engagement, and transform business relationships. Carol Cambridge, Founder and CEO of The Stay Safe Project, explains how most people put up roadblocks or are held back by fear-based thinking. What if you could discover the secrets to removing those blocks? What if you could shed habits and beliefs that suffocate you? You’ll learn how to identify the mindset that may hold you or your teams back and may keep them shackled to mediocrity; how to unlock the belief that empowers your success; and the switch from fear-based thinking to empowerment-based thinking.

Stay Locked In to What Matters Most
Jake Thompson shares how successful people stay focused on the right tasks that move their business and life forward. Your team will be challenged to sharpen their aim on a powerful WHY and pair it with their very own Competitor's Scorecard, the secret weapon that winners use every single day. Attend this session to learn the importance of focus (how to avoid the unnecessary sidetracks and stay on course to achieve your goals faster); how to “eat your elephant-sized goals; and how to implement personal and team accountability strategies.
HR/TALENT MANAGEMENT:

Zap the Gap Generational Differences Reexamined
For the first time in history, 5 distinct generations are working side by side (Traditionals, Boomers, Xers, Millennials and iGen). With differing values and seemingly incompatible views on how the workplace should function, these generations can stir up conflict, turnover, lack of engagement, and frustration. Meagan Johnson, Professional Speaker and Author, teaches how each generation developed its values (“signpost”) and how these values creep into the workplace. Each holds fast to its signposts so it’s important to understand and respect them – they are critical to bringing out the best in everyone! You’ll walk away with a clear understanding of how to build multi-generational effective relationships; how to recognize and understand the differences in each generation; and find ways to communicate and work together in an effort to have a more productive workplace.

Independent Contractor Workforces: What You Need to Know About Misclassification
Wendy Greenland, Chief Operating Officer of Openforce, will discuss worker misclassification, what’s important for companies to know and look out for — and tips to help avoid misclassification issues. You’ll gain a better understanding of the risks of working with independent contractors; primary sources of misclassification exposure; and the fortifying the (IC) model – factors to gauge and mitigate risk.

Transportation: Staffing the Future!
A significant industry challenge is to find adequate staffing to fill the increasing number of positions that come along with tremendous growth. Attend this “best practices” session to learn how the Stoops Freightliner-Quality Trailer team is taking a new, innovative approach to attracting and training a diversified workforce. Jennifer Piatt, Elite Support and Diversity Manager, will highlight these methods which include: the development of a companywide, centralized training facility to train and educate employees; the creation of a new Diversity Manager position; addressing best practices for recruiting employees through unconventional methods; and sharing successes in how best to utilize training programs for new hires, as well as retaining employees.

Shifting Gears: Trends/Best Practices in the New Age of Recruiting
It’s no secret: The industry is battling a talent shortage that poses challenges for recruiters and supply chain managers alike. When the demand for goods outpaces the availability of drivers for delivery, what is the business (and consumer) impact? Lauren Kort, Senior Manager, Employer Insights with Indeed, will provide the latest trends in truck driver recruitment from labor market experts at Indeed.com, and then will explain how companies are creatively growing and engaging the candidate pool of these hard-to-fill roles. Then Jeremy Reymer, Founder and CEO at DriverReach, will explain how to create a better applicant experience. You’ll learn how to provide impactful human interactions from the very beginning, and how to utilize simple, modern technology to support your efforts.

Driver Wages: Can the Industry Afford Not to Transition to a Guaranteed Pay Model?
In a competitive market when retention falters and recruiting wanes, driver wages are the first to be examined. 2018 reflected more announced and implemented pay changes in the tightest pay cycle recorded in NTI’s 23-year history. In this session, attendees will hear from the industry expert in driver wages about a structural pay change that is emerging in response to persistently high turnover and a shrinking qualified driver pool. Leah Shaver, Chief Operating Officer of The National Transportation Institute, will cover how driver Wages aren’t as simple as x/dollars per hour. Learn what attributes to benchmark in order to stay an “above-average payer”, what constitutes a guarantee and how to implement it. In addition, there are leading companies that by far set themselves apart from other organizations. Find out what they’re doing, and why it works.

How to Manage and Engage Millennials
As millennials take over our workforce, understanding how to lead and manage them is essential to your leadership success. So who are these millennials and what’s all the hype about? It might surprise you that participation trophies and social media are not the reason for concern. In this funny and honest presentation, Ross Paterson, President of XM Performance will teach you the facts on millennials, how to influence and connect with them, and effective ways to manage and engage this key demographic group.

MARKETING & SALES:

Creating the Inclusive Company Brand
Successful companies must adapt based on changing demographics, evolving industry standards, and an ever-changing supply and demand market cycle. One way companies set themselves apart is by ensuring their brand is inclusive and representative of their organization. Customers, buyers, investors, and prospective employees want to see others who are like themselves in advertising, on websites, marketing images, and training materials. Eileen Dabrowski, Learning & Development Manager at ReedTMS Logistics, will explain how learning and development and marketing work together to create and maintain an inclusive brand to help your company stand out and highlight the voices of the amazing women in your organization. You’ll learn the importance of collaboration between key departments in brand development and leadership initiatives; how to create opportunities for diverse involvement in company initiatives including employee on-boarding, training and marketing; and tips to easily promote inclusivity and enhance employee satisfaction and retention.

Tech + Trucking: Data-Driven Marketing that Earns Customer Trust and Sales Success
Marketing and Sales leaders in trucking have a tough but rewarding challenge: earn the trust of and inspire demand from many types of buyers; from drivers to fleet managers to the C-Suite. Maureen Bradford, Vice President of Marketing for KeepTruckin Inc., will share what’s worked and what hasn’t in building a data-driven team of marketers whose work has grown revenue pipeline, awareness, and most importantly the trust of fleet customers nationwide. You’ll learn how to craft message pillars that help fleets of all sizes run modern and efficient businesses; develop high-performing content for numerous demand generation channels; and build a loyal and engaged customer community through social channels.
CRM Selection: The Right Fit for Your Enterprise
Is it time to update how you manage your customer data and overall relationship? Whether that means implementing new CRM software or upgrading your current system, it’s overwhelming to find the best option for your customer, workforce, and enterprise. Jennifer Karpus-Romain, Director of Marketing at Intelestream, will educate you on the capabilities of a CRM system, the differences between software selections, and questions to ask your future provider.

Becoming the Employer of Choice through Employee Referrals
Matt Ward of Breakthrough Champion will show you how to attract and retain great employees through word-of-mouth referrals. We know that word of mouth works for sales, and there are studies that show that employees referred by other employees remain with a company longer, are more productive, and overall are a much happier and healthier. With unemployment currently at a low rate, how are you to get the ideal employee that will make a difference for your team? More importantly, how do you keep them when others are trying to lure them away? Attend this session to learn the answers.

OPERATIONS:

Driver Perks to Driver First: The Evolution of Shipper Choice
The concept of becoming a “Shipper of Choice” has become the gold standard for freight operations. Technology, alongside growing driver demand, has amplified driver voices and solidified the idea that carriers have the power and agency to decide who they want to work with. Xinfeng Le, Product Manager for Uber Freight, shares how shippers need insight into every piece of their fragmented supply chains so they can ensure positive driver experiences and ultimately, improve their bottom lines. Learn about technology’s impact on the evolution of Shipper of Choice — covering the origins of the phrase and the current relationship between Shipper of Choice, profitability, and the growing autonomy of carriers and their drivers. Xinfeng then will look forward, posting where the industry can – and should – grow from here.

How to Improve the Driver Experience at Shipping Facilities
When drivers have positive experiences at shipping facilities, carriers have an easier time retaining them - and shippers get trucks for a better price. But if drivers consistently have negative experiences at a facility, everyone's bottom line takes a hit. Jillian Regal Forecki of Convoy will discuss how to define the problem (and why it's a problem); how to get data you need to make your case to the shipper; how to convince the shipper to make a change—and come to the table with solutions in mind; and if you're a shipper, what can you do to get ahead of these problems and become a shipper of choice (otherwise known as a preferred shipper).

Background Screening: Notable Trends & Future Predictions
Join Kelly Uebel, General Counsel with Asurint, as she focuses on what's trending this year in the background screening industry, including five important topics that are likely to impact your hiring processes. By the end of this session, you'll know what's trending in the background screening industry, including issues involving enforcement activity, litigation, and drug testing & workplace policies.

LEADERSHIP:

Using the 4 Communication Styles to Gain Connection, Skyrocket Confidence, Reduce Conflict
This interactive workshop will help you discover practical leadership lessons embedded in music and how to apply them to your own leadership philosophy. From Mozart to Motown, Hip Hop to Heavy Metal, and Disco to Pop, you'll be exposed to a vast array of musical genres to illustrate the link between music and leadership. Combining her 20-year career as a professional DJ along with her in-depth experience as a Fortune 500 leadership development expert, Amelia “Mimi” Brown of Amp Up Success creates an entertaining, show-stopping experience by integrating a mix of music, humor and practical leadership insights to create an AMPED up experience for the entire audience.

Unleash Your Leadership Potential
Unconscious bias toward others is often a silent killer of women’s leadership success and continues to be one of the dominant drivers holding women back in their careers. However, the unconscious biases women have about themselves are another invisible threat that needs to be overcome. Research has found the biases women commonly adhere to in career-making decisions typically fall into one of three basic assumptions: do it all, look good and be nice. These impact women’s career trajectory and their employer’s ability to retain and promote women in the workforce. This workshop focuses on helping women recognize and overcome these assumptions so they can unleash their leadership potential. Jodi Detjen of Orange Grove Consulting will educate you on the common unconscious biases many women have about themselves; how to recognize and reframe assumptions that might be holding them back; and how to reframe their self-limiting behaviors to propel their career forward.

No Woman Left Behind: The Mentor Factor
A lot of people have gone further than they thought they could because someone else thought they could. This life philosophy has a tremendous impact on people as they are cultivated through meaningful mentoring relationships. Barika McNeal Hamilton, Productivity Engineer at University of Alabama Productivity Center will teach you the process of learning how to become a good mentor and will provide a practical framework for mentoring relationships, strategies on how to offer feedback and navigate challenging situations and the overall benefits to all parties involved.

Best Practices in Leadership Development: Peterbilt & PACCAR
This session will introduce you how a leading company in trucking has developed strategies that develop future leaders. The presentation will discuss how different programs are targeted for the different groups including new employees, those with up to 10 years’ experience, and tenured employees with high leadership potential. Attend this session to learn how to develop programs that support different leadership profiles; gain an understanding of how to develop a Mentor/ Mentee Coaching roadmap; how to give/receive leadership feedback; and how to building internal succession options. Presenters include Laney Lockhart, Training Manager; Jill Bezner, Digital Communications Manager; and Candie Melton, HR Manager, all with Peterbilt Motors Company.
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