

Redefining *the* Road

Edition 3 | 2018

The official magazine of the Women In Trucking Association

HITTING THE MARK:

2018



TOP 50 COMPANIES
FOR WOMEN TO WORK FOR
IN TRANSPORTATION

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MindShare Strategies, Inc.
9382 Oak Ave.
Waconia, MN 55387 USA

Group Editorial Director and Publisher:
Brian Everett, ABC
952-442-8850 x201
brian@WomenInTrucking.org

Managing Editor:
Michele Wade
612-309-4527
michele@mindshare.bz

Editorial Content This Edition:
Michele Wade
Brynn Elise Everett
Carleen Herndon

Advertising Sales:
Carleen Herndon
1-888-464-9482
carleen@WomenInTrucking.org

Production Manager:
Nancy LaRoche
952-442-8850 x215
nancy.laroche@mindshare.bz

Accounting/Administration/Circulation:
Karen Everett
952-442-8850 x203
karen@WomenInTrucking.org

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#WheresClare



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



If you have been following the Women In Trucking (WIT) #WheresClare campaign, you're probably amazed at how this little doll has become so renowned!

It all started a few years back when my daughter and her husband announced they were expecting a baby girl. I wanted my granddaughter to know about the trucking industry which was significant to her mommy's family. I wanted to create a series of dolls for boys and girls to play with to learn about careers in trucking.

A chance encounter with the President of the HABA USA toy company led to the creation of a 13-inch doll sporting jeans, a T-shirt, red jacket and a cap with the WIT logo. The National Transportation Center agreed to sponsor the doll, and the box tells the story of Clare attending their driver training in Indianapolis, Ind.

TA and Petro Stopping Centers agreed to carry the doll in their convenience stores. Clare is also available online at HABAUSA.com and Amazon.com for \$34.99.

The doll was a hit. Nearly 100 were sold on Amazon in the first sixty days, and 750 went to the TA/Petro stores.

We created a Facebook page for people to share their photos of #WheresClare. Some were on the lookout for available dolls at the travel centers and put photos of the dolls on the page as well. Within days the group included over 100 drivers posting their photos of Clare working, playing and just hanging out with her friends, pets and owners! You can also follow #WheresClare on Twitter!

We decided to promote Clare further at the 2018 *Accelerate!* Conference and Expo by having a party, hosted by TA/Petro, which will include some fun activities, including a Clare cutout and Clare fans. We'll share photos in the next issue.

The annual I ♥ Trucking photo contest, sponsored by Hudson Insurance Group, also featured #WheresClare. Check out the winning photos on page 38.

Our goal is to continue the WIT doll series to include a technician, safety director, recruiter and more. Yes, we will include a more diverse group moving forward, but Clare is near and dear to me and was designed with blond hair and blue eyes for a reason.

I was given the middle name Clare after my grandmother Clara and my granddaughter carries the name as well, so the doll has special meaning to me.

Our hope is for you to enjoy Clare and the #WheresClare campaign as much as we do.



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What Women Want from Employers



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

Today's corporate cultures, employment features and programs are dramatically changing, as employers realize the value of hiring talented women and diversified workforces. They realize that women are looking for unique features from their employers and workplaces — and they're going to new lengths to deliver on these desires.

Industry research confirms that women generally look for these five features when choosing their employer and career path:

1. Corporate cultures that foster gender diversity.

Organizations that value such diversity will benefit from a wider range of talents, perspectives and ideas.

2. Flexible hours/work requirements

which help employees to meet family needs, personal obligations and life responsibilities. It also avoids traffic and the stresses of commuting during rush hour.

3. Competitive compensation/benefits.

Today, there are more educated women than ever with specific training and skill sets — and they're looking for fair pay and packages for what they bring to the table.

4. Professional development. Women want opportunities for continuous career growth and development, whether it be tuition reimbursement, additional training or attending events like Women In Trucking's (WIT) *Accelerate!* Conference & Expo.

5. Career advancement opportunities.

While it's well-documented that women generally view professional advancement as less important in their careers than men, this is quickly changing.

Smart companies that are looking for more gender diversity are adopting strategies that incorporate these features into their overall corporate culture and programs. As WIT and the editorial team at *Redefining the Road* magazine roll out our inaugural list of the "Top 50 Companies for Women to Work For in Transportation," these are the characteristics we looked for in the 150 nominations received.

We're thrilled about what these progressive companies are doing to create more gender diversity in their workforce — and continue to encourage other companies to follow their lead.

Brian S. Everett





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LISTENER GIVER ADVOCATE
SUPPORTER ENTREPRENEUR
ROLE MODEL HERO **DRIVER**

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HITTING THE MARK:

Transportation Companies that Work For Women

Corporate cultures that foster gender diversity, competitive compensation and benefits, flexible hours/work requirements, and professional development opportunities are primary factors that help women to be more successful in the workplace. The organizations on our inaugural list of the “Top 50 Companies for Women to Work For in Transportation” are right on target.



This summer, the Women In Trucking Association (WIT) extended a call for nominations to help identify the best workplaces for women in transportation. Nearly 150 nominations were submitted. WIT then invited industry professionals to vote for up to five of these companies that best embody important attributes for a female-friendly workplace. The response was overwhelming – more than 7,000 votes!

“This high level of engagement really demonstrates the value of making things right for women in the workplace,” says Ellen Voie, WIT President and CEO. “It generates excitement and pride and serves as a remarkable tool for recruitment and retention. We’re pleased to acknowledge these industry-leading companies and encourage others to follow their example.”

Ten innovative and intriguing workplaces are featured here, but all 50 of these organizations deserve recognition. Take a moment to learn about their best practices. You’re likely to come away with practical ideas your company can incorporate to support gender diversity.

Covenant Transport, Inc.

Today, approximately 18 percent of Covenant Transport’s fleet is comprised of women – well above the industry average. This is due, in part, to the many husband/wife, mother/daughter, and sister/sister teams the company employs. In addition, Covenant’s management team is comprised of approximately 33 percent females. “We see the value that women bring to the work force and the unique perspective they offer on the job,” says Rachel Hatchett, Director of Operations at Covenant.

Day & Ross Transportation Group

The launch of its Women’s Diversity Council gives Day & Ross a larger forum to discuss gender issues, share ideas and information with respect to diversity, and collaborate and implement diversity initiatives. Senior executives sponsor the Council and take part in those meetings to understand how the company can improve. Day & Ross regularly uses #pressforprogress on social media to help get the message out regarding the importance of engaging more women in transportation.

continued on page 11



TOP 50 COMPANIES FOR WOMEN TO WORK FOR IN TRANSPORTATION

AIM TRANSPORTATION SOLUTIONS

www.aimntls.com

Excellent benefits, work/life balance, women supported in their careers.

AMERICAN CENTRAL TRANSPORT

www.americancentral.com

Fleet is 10 percent female with several women in leadership.

AVERITT EXPRESS

www.averittexpress.com

Excellent benefits, work/life balance, positive corporate culture.

BENNETT INTERNATIONAL

www.bennettig.com

Atlanta Business Chronicle's "Top Woman-Owned Firm" for 10+ years.

BRENNY TRANSPORTATION, INC.

www.brennytransportation.com

Strong mentoring program for women, positive corporate culture.

CARON TRANSPORTATION SYSTEMS

www.carontransport.ca

Founding member of Women Building Futures for the trucking industry.

COVENANT TRANSPORT, INC.

www.covenanttransport.com

18 percent of fleet comprised of women, management comprised of 33 percent females.

DAIMLER TRUCKS NORTH AMERICA

www.daimler.com

Family-friendly, women employees prevalent throughout the organization.

DAY & ROSS TRANSPORTATION GROUP

www.dayandrossinc.ca

Formed Diversity Council to enable women to discuss important issues.

DEDICATED SYSTEMS INC.

www.dedsys.com

Embodies family-friendly principles, supports professional female drivers.

DOT TRANSPORTATION INC.

www.dotfoods.com

Flexible work schedules, inclusive and diverse work environment.

DUPRE LOGISTICS, LLC

www.duprelogistics.com

Compensation aligned to market regardless of gender.

ESTES EXPRESS LINES

www.estes-express.com

Work-life balance, inclusion, development of female leadership.

FEDEX CUSTOM CRITICAL

www.customcritical.fedex.com

Workforce 58 percent women, 44 percent hold leadership roles, female-focused development.

GARNER TRUCKING, INC.

www.garnertrucking.com

Woman-owned business with true focus on female drivers.

JR KAYS TRUCKING, INC.

www.jrkaystrucking.com

WBE that promotes female drivers (currently 16 percent are women).

JX ENTERPRISES INC.

www.jxe.com

Strong employee empowerment, flexible work schedule and telecommuting.

KEEP TRUCKIN, INC.

www.keeptruckin.com

Women-centric policies, launched women's group to empower, support women.

KENWORTH TRUCK COMPANY

www.kenworth.com

Advanced training, mentoring, diversity awareness seminars, positive culture.

KNICHEL LOGISTICS

www.knichellogistics.com

64 percent of all employees are women, nearly every division managed by a woman.

LANDSTAR

www.landstar.com

Flexibility in schedules, supportive corporate culture.

continued on page 10

TOP 50 COMPANIES for Women to Work For in Transportation

continued from page 9

MELTON TRUCK LINES, INC.

www.meltontruck.com
Out of 287 employees, 126 are women and 20 in supervisory roles.

MICHELIN NORTH AMERICA, INC.

www.michelin.com
Global ambition to have 30 percent women in management by 2020.

MISTER "P" EXPRESS, INC.

www.misterpexpress.com
Female President and CEO, more than 50 percent of executive, sales and office personnel are women.

NATIONAL CARRIERS, INC.

www.nationalcarriers.com
Family friendly schedules, equal opportunity, transitioned to 100 percent automatic transmissions in trucks.

NAVAJO EXPRESS, INC.

www.navajo.com
Culture supports and promotes gender diversity.

NEXT TRUCKING

www.nexttrucking.com
44.2 percent employees are women, solid employee benefits.

OTR CAPITAL, LLC

www.otrcapital.com
More than 50 percent management team are women, flexible schedules, maintains Women In Logistics Council.

OMNITRACS, LLC

www.omnitracs.com
Created a Women's Community Program Leadership Team for leader development.

PAM TRANSPORT, INC.

www.pamtransport.com
Positive corporate culture sensitive to the unique needs of women to support gender diversity.

PGT TRUCKING, INC.

www.pgttrucking.com
Training, continuing education, professional development and advance opportunities for women.

PAPER TRANSPORT, INC.

www.papertransport.com
Safety-driven culture, daily-weekly home time, allows drivers to have passengers and pets.

PETERBILT MOTORS COMPANY

www.peterbilt.com
Peterbilt's Women's Initiative (PBWIN) empowers women through education, support, networking.

PRIME INC.

www.prime.com
Highway Diamonds honors, supports and recognizes female drivers. 12 percent of fleet drivers are female.

RIHM KENWORTH

www.rihmkenworth.com
Corporate culture encourages gender diversity.

SUN COAST RESOURCES INC.

www.suncoastresources.com
Named HBJ's 25 Largest Houston-Area Women-Owned Business List, positive corporate culture.

SUNRISE TRANSPORT, INC.

www.fsproduce.com
Flexible work solutions including PT and home-every-day options for drivers.

TAYLOR & ASSOCIATES

www.taylorattorneys.net
Hire and promote based upon skill and work ethic, embrace family and hours needed for life balance.

TOTAL TRANSPORTATION OF MS

www.totalms.com
19 percent of drivers are women, demonstrates only 16.7 percent turnover rate for women after one year driving.

TRAILER TRANSIT, INC.

www.trailertransit.com
Two of company's top five owner-operators are single women; two are part of a husband/wife team.

TRANSPORT AMERICA

www.transportamerica.com
Nearly triple the industry average of female drivers and more than 50 percent of office staff are women.

TRIMAC TRANSPORTATION LTD.

www.trimac.com
Flexible schedule for work/life balance, comprehensive benefits.

TRI-NATIONAL, INC.

www.tri-nat.com
Strong cultural values that encourage the employment of female talent.

TRINITY LOGISTICS

www.trinitylogistics.com
65 percent front-line manager positions and 56 percent mid-level management positions held by women.

TRUCKSTOP.COM

www.truckstop.com
Treats everyone equally and promotes based upon talent.

U.S. XPRESS, INC.

www.usxpress.com
Female leadership is represented in every department, solid benefits.

VERIHA TRUCKING, INC.

www.veriha.com
Leadership team comprised of 75 percent women, values-based and people-centric culture.

VOLVO GROUP

www.volvo.com
Continue to increase ratio of women in workforce and increased percentage of women in management.

WERNER ENTERPRISES, INC.

www.werner.com
10 percent female drivers, 24-hour safety hotline, supplier diversity program, strong benefits program.

YRC FREIGHT

www.yrcfreight.com
Committed to attracting, developing and retaining female talent.

Continued from page 8

FedEx Custom Critical

As a carrier led by a female CEO, FedEx Custom Critical is dedicated to female advancement. The company's workforce is 58 percent female, and women hold 44 percent of the company's leadership roles. FedEx offers a number of female-focused programs for development, including its own Women in Leadership group. The company strives to support a meaningful work/life balance. With onsite mammograms, paid maternity leave, adoption assistance and comfortable lactation facilities, the environment is one where women can work and thrive.

Knichel Logistics

Roughly 64 percent of all Knichel Logistics employees are women. Throughout her entire career, CEO Kristy Knichel has fought to be taken seriously as a woman business leader in a male-dominated industry, and nearly every

division within the company is managed by a woman – awarded on merit. On a philanthropic level, Knichel Logistics supports organizations such as Strong Women Strong Girls and the Chatham Center for Women's Entrepreneurship and awards an annual scholarship to female, high-school-student athletes who have shown great leadership via the Positive Athlete program.

Landstar

Landstar supports female independent owner-operators and gives them the technology tools needed to succeed. Owner-operators have exclusive access to Landstar's load board for opportunity and the freedom to haul what they want when they want to better manage their work/life balance. "Being leased to Landstar is like being a CEO on wheels," says Staff Writer Elizabeth Milograno. "Owner-operators run their business the way they want, and Landstar supports them along the way."

Melton Truck Lines, Inc.

"We promote smart, empowered, strong-willed women. We encourage free thought, innovation, empathy, and enthusiasm," says Marilyn Surber, Employee Services Manager at Melton. "We have created an environment where people feel like they have it all. Women at Melton know that they can be great mothers, wives and leaders!"

Of the 287 employees at Melton, 126 of them are women, and 20 of them are in supervisor positions or above. Organized training helps women to develop personally and professionally. The company provides an on-site gym and health care as well as personal and family counseling. Flexible scheduling and leave options also are available.

continued on page 12



2018 Top Company for Women to Work for In Transportation

Championing Change and Empowering Women in Transportation

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Continued from page 11

Michelin North America, Inc.

As *Forbes'* No. 1 Large Employer in 2018, Michelin recognizes that women bring different perspectives and approaches to business, resulting in a more inclusive workplace. Michelin's global ambition is to have 30 percent of women in management roles by 2020. The Michelin Women's Network and Lean In circles help build female leaders and foster an engaged female workforce around the world. Michelin recently enhanced its maternity leave policy to offer full pay for 12 weeks to female employees who give birth to a child.

Peterbilt Motors Company

Peterbilt takes pride in its efforts to enhance diversity in its workforce. The Peterbilt Women's Initiative (PBWIN) was developed with the mission of championing the empowerment of women through education, support, networking, personal growth and development opportunities. PBWIN organizes numerous

opportunities for members, focused on self-development, mentoring, advocacy outreach and professional networking. Events have included TED Talk reviews, book reviews, self-development workshops, speed mentoring events and an annual Leadership Summit.

Prime Inc.

Twelve percent of Prime's fleet is comprised of women – more than 1,000 female drivers total. Prime's Highway Diamonds program honors, supports and recognizes female drivers in its fleet.

"I love being an independent contractor for Prime because they truly show their appreciation for their drivers. I feel like family!" says Barbara Price-Smith, B.Price Transportation, who has been a solo driver for Prime for nearly 10 years. "There's lots of support with making sure that my business succeeds and is profitable."

YRC Freight

YRC Freight is committed to attracting, developing and retaining women in the transportation industry. "We are creating a community of support, enrichment and engagement designed to foster relationships, strengthen our internal network, enhance the employee experience and prepare our future leaders over the road, in our terminals and in the various roles critical to our organization's overall success," says Melissa Jass, Organizational Development Business Partner at YRC. "We are proud to be driven women, driving forward together. We drive. We lead. We engage." ■



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Landstar Honors Its Best and Safest Drivers



Seven female owner-operators recently were honored as Landstar's best and safest drivers. These women were among the select group of inductees honored during the 7th Annual Landstar BCO All-Star Celebration, a three-day event held in Savannah, Ga. They were recognized for their outstanding safety records and professionalism behind the wheel. Each of the inductees honored has driven more than one million consecutive miles without a preventable accident.

Honorees are: Pamela Boyer, Camp Cole, Mo.; Cecelia Logan, Harford, Ala.; Lori Nelson,

Marana, Ariz.; Sara Pingel, Palm Bay, Fla.; Kristen Pittman, Buffalo, N.Y.; Hung "Nancy" Reed, Sherman, Texas; and Margaret Thrasher, Catawissa, Pa.

"These professional owner-operators and their outstanding productivity and safety record raises the bar for the entire trucking industry," says Landstar President and CEO Jim Gattoni. "They are among the safest owner-operators in the transportation industry."

Two of the women also were awarded the Landstar Roadstar distinction — the highest level of recognition given to a Landstar busi-

ness capacity owner (BCO), Landstar's term for independent owner-operator. Cecelia Logan was inducted as both a Million-Mile Safe Driver and a Roadstar honoree, and Lori Nelson, who achieved the Million-Mile Safe Driver in 2015, also received the Roadstar distinction.

This year's event honored 166 Landstar BCOs to include 14 BCOs as Landstar Roadstar recipients, 138 new Million-Mile Safe Drivers, 12 BCOs as Two-Million-Mile Safe Drivers, one BCO as a Three-Million-Mile Safe Driver and one BCO as a Four-Million-Mile Safe Driver. This brings the total number of Million-Mile Safe Drivers to 989 and 174 Roadstar honorees.

Landstar System Inc. (NASDAQ:LSTR) is a worldwide, asset-light provider of integrated transportation and management solutions delivering safe, specialized transportation services to a broad range of customers utilizing a network of agents, third-party capacity owners and employees. ■



Jim Gattoni
President and CEO
Landstar

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Landstar Roadstar® & Million Mile Safe Drivers
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Hung "Nancy" Reed, Sara Pingel, Pamela Boyer
and Kristen Pittman
Not pictured: Margaret Thrasher



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Landstar is proud to recognize the seven female owner-operators recently honored as among Landstar's best and safest. These women were among a select group of honorees recognized for their outstanding safety records and professionalism behind the wheel. While leased to Landstar, each of these owner-operators has driven more than one million consecutive miles without a preventable accident. And two of the women were also awarded the Landstar Roadstar® distinction – one of the highest levels of recognition an owner-operator can receive at Landstar. **Congratulations!**

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Fostering Dialogue About Gender Diversity



“We all have the power to bring about change, individually and collectively, and the way we do that is by starting conversations in our own workplaces.”

~ Sallie Krawcheck, author of *Own It: The Power of Women at Work*

When you look at the best practices of the organizations on Women In Trucking's (WIT) list of the “Top 50 Companies for Women to Work For in Transportation” (see page 9), a common theme emerges. These companies have found creative ways to encourage dialogue about gender diversity.

“Simply talking openly about gender in the workplace is a critical first step,” says Ellen Voie, WIT President and CEO. “Having meaningful conversations about our differences — and our similarities— can help us to find common ground and lay the foundation for our future.”

Top companies employ a variety of strategies to foster this discussion.

Build a supportive corporate culture

Perhaps one of the most powerful tools for supporting conversations about gender diversity is corporate culture. When equality is a key element of a company's shared system of beliefs and values, it sets the tone, and employees feel more comfortable contributing to discussions and identifying opportunities for improvement.

It's no accident, therefore, that YRC Freight takes pride in creating what Organizational Development Business Partner Melissa Jass calls “a community of support, enrichment and engagement.”

At Melton Truck Lines, women “have a seat at the table, and our leaders see us as the future of our company and our industry,” says Marilyn Surber, Employee Services Manager.

Women thrive in a similar environment at Transport America. “Our voices are heard, we are empowered, and we drive change,”

explains Katie Talcott, Vice President and General Manager of the company's Solo OTR Division. “Our collaborative culture supports women, both professionally and personally.”

Sharing the corporate values with the entire company is critical to the conversation. Total Transportation of Mississippi, for example, employs daily communications, monthly forums, online communications and training opportunities to help promote a sense of purpose and voice for women drivers, explains Dustin Koehl, Vice President of Sales & Marketing.



Ground Rules for Good Conversation

To help overcome roadblocks and engage in constructive conversations about equality in the workplace, Catalyst, a global nonprofit that promotes inclusive workplaces for women, suggests the following guidelines:

- Assume positive intent
- Engage in dialogue—not debate
- Demonstrate cultural humility— hold yourself and others accountable to do the same
- Be open, transparent, and willing to admit mistakes
- Embrace the power of humble listening
- Create trusting and safe spaces— where a little bit of discomfort is okay
- Commit to having conversations that matter by speaking up to bridge gender, racial and ethnic divides

Source: “Engaging in Conversations About Gender, Race and Ethnicity in the Workplace,” Catalyst.org, 2016

Provide opportunity for development

Another best practice is to formalize internal groups focused on women's issues and support gender diversity through professional development. Groups like these help build female leaders and foster an engaged workforce.

KeepTruckin's Women's Group helps "to create an empowering, collaborative and supportive safe space for women to discuss their ambitions and the challenges they face for career development," says Krissy Manzano, the company's Senior Director of Sales.

Prime's Highway Diamonds program provides mentorship, recognition and a sense of pride. Dee Sova, a Prime Driver, credits the program with "giving us the feeling that our voices are heard."

The Women of Covenant group serves a similar purpose. "When people feel valued and supported, they are more engaged which leads to higher retention rates and higher productivity," Rachel Hatchett, Covenant's Director of Operations, points out.

A number of other companies also have established groups for women, including FedEx Custom Critical's Women in Leadership Group, JX Enterprise's Living as a Leader program, the Michelin Women's Network, Omnitracs' Women's Community Program, and OTR Capital's Women in Logistics Council.

Linking to the world at large

Connecting with broader gender diversity initiatives can also be valuable in furthering conversations on diversity. Initiatives like #Time'sUp and #MeToo have dramatically increased visibility and generated dialogue.

Others are also gaining ground. Day & Ross Transportation uses International Women's Day's #pressforprogress on social media to highlight women that make a difference at the company.

Caron Transportation is a founding member of Women Building Futures for the trucking industry, helping to empower women to succeed in non-traditional careers.

Knichel Logistics supports organizations such as Strong Women Strong Girls and the Chatham Center for Women's Entrepreneurship and awards an annual scholarship to female high school athletes.

All of these efforts raise awareness of gender diversity and show women that they're valued. Talk about a great conversation starter! ■



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Leading Starts with Listening



Employee engagement is strongly connected to business outcomes. According to Sara Graf, Estes Express Lines' Director of Employee Engagement and Communications, it's because engaged employees are better performers and stay longer with the organization, ultimately leading to happier customers and a healthier bottom line.

"Listening to our employees is foundational to the strength of our company," she says. "We firmly believe that they are the heart of our business. And from the very top of our organization, employee engagement is a priority."

Richmond, Va.-based Estes has implemented several initiatives that are a direct result of

employee feedback. In 2018, the company launched its Estes Care Package, which featured an enhanced scholarship program for employees' children and the launch of an Estes Employee Assistance Fund. Inspired by the many employees who donated to co-workers affected by the previous season's hurricanes, the fund was developed to provide support for employees in their times of need.

Likewise, the package's Employee-Directed Giving Campaign, where employees help select national non-profits to receive a corporate donation, came about after seeing the charitable volunteer work and donations that Estes employees made during their time outside of the office. A recent example occurred when dozens of Estes employees assigned to FEMA's Puerto Rico storm relief efforts volunteered their spare time to rebuild orphanage facilities on the storm-ravaged island.

The redesign of the company's driver uniforms is another example of employee involvement resulting in action. The uniforms come in several styles and fabrics to meet the needs of a variety of body shapes and sizes and differing climates. Estes is also identifying additional opportunities for improving the company through a recent online employee engagement survey, which gathered candid feedback from employees.

"Finding ways to improve engagement levels is an important part of our retention strategy. In a time where drivers are in high demand, focusing on how we keep valued employees is just as important as recruitment," says Graf. "It starts with understanding what's important to employees. The takeaway here is that good leaders talk less and listen more." ■



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*Sara Graf, Director of
Employee Engagement
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Factoring: Cost-Effective for Trucking Companies of All Sizes



Like any business, running a trucking company – large or small – requires a lot of back-end support. Many owner-operators have their spouse or a family member take care of their billing and collecting, but often the job is more time-consuming than expected. Those who try to do it themselves find it interferes with running loads, taking time away from being on the road and making money.

Factoring has become a viable solution for all companies looking to outsource their settlement and collections efforts. “Previously, factoring had the perception of being a

solution for the small business owner with cash flow concerns, but today’s trucking companies of all sizes utilize factoring services. They have realized it’s actually more cost-effective than employing their own back office,” says Grace Woody, Vice President and Director of Operations at OTR Capital.

Factoring companies purchase invoices on a recourse or nonrecourse basis. It’s important to understand the arrangements of your factoring agreement and where the risk lies in the case of default. Some factors provide more flexibility than others, allowing you to factor some, but not all, of your invoices. Additionally, they may also provide value-added services including fuel advances, fuel discount cards and equipment financing. Choosing a factoring company based solely on rate can prove to be very shortsighted, as the best partners

should be assessed through an array of criteria including funding amount, speed of funding and customer satisfaction.

“For seven years, we’ve been building relationships with our clients and listening to their needs. We want to be the modern-day factoring company that provides solutions for all of your business needs whether you have one truck or own a fleet,” Woody says. “Our team provides the flexibility and advanced technology needed because we understand every business operates a little differently. You’ll always receive our best.” ■



Grace Woody, Vice President and Director of Operations, OTR Capital

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3 Traits to Help Women Succeed in a Male-Dominated Workplace



Characteristics that are often associated with men – such as aggression, competition and decisiveness – are frequently rewarded in today’s workplace. While such behavior might go against their natural instincts, women might need to step outside their comfort zone to succeed in a male-dominant work environment.

Valerie Alexander, CEO of Goalkeeper, author and keynote at Women In Trucking’s 2017 *Accelerate!* Conference, suggests that women adopt these three traits to help level the playing field:

1. Make quick decisions.

Men typically make decisions quickly and confidently without second guessing themselves. Women, on the other hand, are more inclined to think things through in order to make the best decision — weighing options, seeking others’ opinions, etc.

While making the right decision is important, making a **fast** decision might be even more valuable in today’s workplace, Alexander argues.

When a client or one of your superiors comes to you with a question, do a quick risk analysis and give them what you believe to be the best answer. “If you’re a woman and

80 percent sure you’re right, you’re right!” she predicts. Your quick response will demonstrate self-assurance and expertise and help to earn their respect. After they’ve left, check to be sure you’re right. If you’re wrong, simply go back to them with a counter-solution.

2. Speak the language of success.

Men usually state their positions with confidence and authority whereas women often introduce their ideas with comments such as “I might be wrong but” or “Would everyone agree?”

Since confidence and competence are viewed interchangeably in the workplace, Alexander encourages women to reframe their comments. Start by saying, “Here’s what I think.” Pause to get everyone’s attention, then add, “and I’d like to discuss it before we move on.” To build your credibility even further, present your idea clearly and concisely — in 10 words or less.

3. Understand hierarchical structures.

In today’s corporate world, there’s usually a clear chain of command. It’s important to understand – and own – your place in the hierarchy, Alexander argues. While men excel at this, women often take on work that’s not their job or below their status to help out or just get the job done.

“Know the exact functions and expectations of your job, and only go outside of those if it is going to advance your career, increase your skills or move you up the ladder,” Alexander recommends.

Put these three tips in practice to help advance your career today. For more insights, check out Alexander’s book, *How Women Can Succeed in the Workplace (Despite Having “Female Brains”)*. ■



2017 Accelerate! Conference keynote Valerie Alexander encourages women to adopt key traits that men are often rewarded for in the workplace.



It's time for her to take the wheel.



At Daimler Trucks North America, we're proud of our role in the growing success of women in trucking. Whether behind the wheel or in the boardroom, we've worked to make our industry – and our company – a place of opportunity. Which is why we're honored that Daimler Trucks North America has been recognized as one of the Top Companies for Women to Work for in Transportation. It's a reflection of the work we do in our entire organization. And we couldn't have done it without the leadership of the women in trucking and the great work they do. Thank you.

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WE at YRC Freight: Preparing the Next Generation of Women for Success



Employee resource groups are not a new concept. Many organizations have programming in place focused on women. Women In Trucking even offers a downloadable tool kit to help companies get started. So, what makes YRC Freight's program different?

"WE at YRC Freight is about meeting women where they are in their careers, providing the support and resources needed to reach their goals, and cultivating strong relationships across our entire network, so no woman in our company feels like the only woman in our industry," explains executive sponsor Melissa Tomlen, Senior Vice President, Accountability

and Performance. "I know how isolating it can feel to be a woman in a male-dominated industry. I was fortunate to have great mentors along my journey. Now, through our programming, I hope to pay it forward."

WE at YRC Freight is women's enrichment, empowerment, entrepreneurship, engagement and excellence. There are three areas of focus. WE Drive is programming for YRC Freight's women behind the wheel, including personal safety, wellness and mentoring. WE Lead centers on professional development, coaching, collaborating and preparing the next generation of leadership. WE Engage programs provide support and service to the community.

Since launching in November 2017, WE at YRC Freight has sponsored more than 80 women at WIT's *Accelerate!* Conference, hosted Girl Scout Transportation Patch events, deployed a women's empowerment themed

trailer, announced YRC Freight's partnership with Truckers Against Trafficking, and launched a customized women's leadership development program with 75 women participating in the first year.

In 2017, senior leaders from YRC Freight, including President TJ O'Connor, Melissa Tomlen, CFO Stephanie Fisher, Vice President Don Hinkle, and Board Member Patricia Nazemetz, all attended the WIT conference alongside the 80 women YRC Freight sponsored, which included million-mile award-winning drivers, terminal managers, sales leaders, recruiters and emerging leaders.

"Being able to connect directly with the women in our organization, to hear their ideas and build on their passion for our industry is driving our programming," says Tomlen. "We are just getting started." ■



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Peterbilt Women's Initiative Champions Empowerment of Women



Over the last several years, Peterbilt Motors Company has created the Diversity Council and the Peterbilt Women's Initiative (PBWIN), reflecting their dedication to a highly qualified, successful workforce through collaboration and a diversity of perspectives. As a result, Peterbilt was recently honored by Women In Trucking as a "2018 Top Company for Women to Work For in Transportation."

"I firmly believe that a diverse workforce is essential in staying competitive in the commercial vehicle industry. I am very proud of our

progress to date, and I look forward to continually growing Peterbilt's diversity initiatives," says Jason Skoog, General Manager of Peterbilt.

PBWIN currently has more than 100 members who are dedicated to championing the empowerment of women at Peterbilt through education, support, networking, personal growth and development opportunities.

In 2018, this organization has led workshops on growing one's personal brand and featured guest speaker Joann Lublin, retired Management News Editor for *The Wall Street Journal* and author of "Earning It: Hard-Won Lessons from Trailblazing Women at the Top of the Business World." Peterbilt's annual Leadership Summit took place in partnership with the Diversity Council in October. Empowerment of local students and individuals is an outreach initiative of PBWIN, and the organization frequently visits local primary and secondary

schools to promote STEAM (Science, Technology, Engineering, the Arts and Mathematics) education.

In addition to PBWIN, Peterbilt recently launched the Veteran's Affinity Group, a communal organization for veterans within the Peterbilt workforce, as well as employees with family members and friends who are veterans or current members of the military.

"There are many different groups that create a diverse workplace. Women and veterans are just two of the representative groups at Peterbilt, and we value all experiences and ideas that make Peterbilt a great place to work," Skoog says. ■



Jason Skoog
General Manager
Peterbilt Motors Company

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CLASS PAYS

How to Create a Driver Campaign that Appeals to Women Millennials



Millennials are the largest generation in the U.S. labor force, yet the average age of the U.S. truck driver is 55.

Facing a record driver shortage, companies must look to alternative audiences for their recruitment strategies. Women make up half the U.S. workforce, but only about 8 percent of the professional truck-driving population. Millennials are the largest generation in the U.S. labor force, yet the average age of the U.S. truck driver is 55. Clearly, these population segments offer great recruiting potential.

Why is it difficult to attract these under-represented pools of candidates? One word: Perception. Women and millennials don't typically consider a career in trucking because they

don't perceive professional truck driving to be one suited for women. The industry needs a rebrand.

One pillar of the Women In Trucking Association's (WIT) mission is to encourage the employment of women in the industry. To help service providers accomplish this, WIT produced a recruiting guide which includes best practices to consider when creating a driver campaign that appeals to millennial women. The following tips can help companies start the rebranding process.



MESSAGE

Millennials view the workplace entirely differently than the generations before them. They are saying goodbye to the 9-to-5 job and putting independence and flexibility at the top of their priorities list. Emphasize these benefits along with good pay and the ability to travel.

TIP: Job posts get 36 percent more applications if accompanied by a video according to Talent Works International (TWI). Consider creating a testimonial video featuring a real company driver on why they enjoy trucking and working for your company.

IMAGE

It's difficult for millennial women to picture themselves as truck drivers when traditional recruiting ads highlight a male or perhaps even an older female. To recruit a millennial woman, showcase a millennial woman.

TIP: To make your ad more authentic, use a real employee rather than a model if possible. Remember to get their permission to publish.

MEDIUM

Growing up in the digital age, millennial women can be found on social media. Leverage social platforms such as Twitter and Facebook as part of your recruiting strategy. According to TWI, 59 percent of candidates will check out a company's social channels to gain an insight into company culture and the work environment.

TIP: Incorporate a unique company hashtag and share your employees' content to showcase company culture. For example, Schneider uses #DriveOrange to engage its drivers and attract new ones. ■

WIT corporate members can request the recruiting guide. Contact Carleen Herndon at 1-888-464-9482 or email carleen@womenintrucking.org.

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Paper Transport Driven by What 'Drives' Their Employees



The question "What drives you?" is not a cliché at Paper Transport, Inc. (PTI). It's the question asked of every employee. It's the question asked of every customer. And, it's the question that is the foundation for success to attract and, even more importantly, to retain employees.

"We focus on what's important to the employee by asking them the right questions when they are hired," says Becky Davies, Human Resources Director at PTI. "Then, we continue to build a personal relationship with them and seek to understand what's important to them. And, if they are interested, they can

grow and seek new opportunities within our organization."

PTI's humble roots date back to February 1990 when co-founders Owner-Operator Roger Grimsley and CFO Lennie Shefchik pulled their first trailers out of Green Bay, Wisc. Now located in De Pere, Wisc., PTI touts 18 percent growth since 2010, low turnover, a 12-time Georgia-Pacific Carrier of the Year award winner, 12 percent female employees, and a safety team comprised of 65 percent women. They're doing something right at PTI.

At the forefront is safety. "We are committed to safety – it's part of our core values. We've found that, for women, it's also their Number One concern," says Cate Whitman, PTI Marketing and Communications Manager. "We support this value with quality, newer equipment. The average age of the equipment in our fleet is three years old, and we have a skilled

maintenance staff assigned to each driver. We offer dedicated lanes that ensure better trip planning for safe places to stay, home-daily positions, and a robust passenger program which not only allows but encourages our drivers to take a family member, friend and their pets on the road with them."

Cara Lee, Recruitment Marketing Specialist, notes that PTI is "actively engaged in the recruitment of more female drivers and office staff. We are doing this through targeted advertising campaigns, using both digital and non-digital platforms showcasing the success of the women we have on our team." ■



*Becky Davies
Human Resources Director
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Serving Customers Keeps Employees Happy and Engaged



Studies show that engaged employees are happy employees. Happy employees are more likely to overperform and be invested in the company's success, creating a culture of connection and growth. Truckstop.com has made it a priority to create an engaging environment by first establishing a connected team.

What connects every department, from finance to marketing and everything in between? Your customers. Truckstop.com has learned to create a connected community by putting customers first. Their first value is to serve others, because they have learned

that servant leadership makes them a better company and stronger team.

Here are four ways your team can serve your customers to keep your employees happy and engaged:

1. Show up for your customer, together.

Putting the customer first isn't old fashioned—it's good business. When employees at a company serve others, it unites the team with a common goal. The customer's success should be clearly outlined in your values and your policies as a first priority and be the focus of the entire team, from executives to new hires.

2. Hire a diverse workforce.

Your customer base is diverse. Your workforce should be too. Hiring diverse talent makes your customers feel heard. For example, Truckstop.com hires talented employees that speak a variety of languages to connect with their customers from all backgrounds.

3. Use customer voice in your messaging.

The best messaging comes directly from the mouths of your customers. Listen to them. Use their language. Soon your company will be speaking the same language: the language of your customer.

4. Innovate for your customers.

Truckstop.com is committed to providing innovative solutions to make the freight-matching experience better. Hosting customer forums and requesting feedback are an important part of the process, so they innovate for their customers when building new products. ■



Victoria Roberts, Chief of People and Culture Officer, Truckstop.com

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Dawn Painton
Director, Customer Support

Managing Holiday Stress



It's been coined "the most wonderful time of the year," but the holidays can be stressful for a truck driver for a number of reasons, ranging from bad weather, heavy traffic and distracted drivers to tight deadlines and being away from loved ones. Here are eight tips to help prepare for and cope with stress during the holidays.

1. Get your Z's.

Cutting corners on sleep during the holidays can have a dramatic impact on your health and stress levels. Studies show that sleep is as important to good health as what you eat, how much you exercise and even whether or not you wear your seat belt. Lack of sleep also impairs your decision-making abilities, reaction time, memory and communication.

2. Plan and prepare.

Check weather conditions before you even get in your vehicle. Plan ahead by knowing your route and exit by name and number. To prepare your vehicle, clear your windows and roof of snow, check your wipers and fluids, and have your radiator and cooling system serviced. Make sure to stay vigilant and reduce your speed if necessary.

Over the years trucking has changed...
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3. Practice patience.

With the holidays comes high-volume traffic and extra highway congestion. People tend to be anxious and distracted during holidays, leading them to unwise decision-making. Your best defense against accidents is to slow down, leave extra room between you and the vehicle in front, be patient and exercise caution.

4. Focus on family.

If you're not able to be with loved ones for a holiday, remember that flexibility is key. Gather and celebrate with loved ones before or after the holiday. Instead of focusing on the specific date, focus on the importance of being together as a family and the memories you're making.

5. Stay connected.

Between FaceTime, Skype and other apps, it has never been easier to stay connected with family and friends. While it's important to make time to be with our loved ones in person, regularly keeping in touch virtually will help keep stress levels at bay during the holidays.

6. Give yourself the gift of health.

Between all the sweet treats, bad weather and loneliness on the road, it can be tough to stay healthy during the holidays. It takes discipline, but the little things will add up. Park further away so you have to walk more, choose fruit over cookies, practice five minutes of meditation every day, etc. You'll have more energy, boost your self-confidence and improve your overall sense of well-being.

7. Keep perspective.

Stress is unavoidable in life, especially with the constant unpredictability in trucking. Shifting your perspective to the positive can have an instant effect on stress. For example, "there may be a lot of traffic, but at least I am not involved in an accident."

8. Remember your role.



Along with having a positive attitude, remember the importance and value of being a truck driver during the holiday season. You are like Santa! Take pride in the service that you and fellow truck drivers provide to others. ■



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PEIR App Solves \$1.8 Billion Shipping Problem



A new app is helping companies in the transportation, logistics and shipping industries to determine responsibility and appropriately assign costs based on responsibility for damaged shipping containers and trailers. PEIR (Photographic Equipment Interchange Receipt) was launched in August, integrating Blockchain and digital image technology after a year of development and another year of beta testing.

"The idea for PEIR came to me shortly after selling our intermodal trucking company we owned for 10 years," says Tom Burke, CEO of PEIR parent company TCompanies. "For all 10 years,

I felt the monetary pain associated with not having evidence that we didn't damage a piece of equipment we received in interchange and were forced to pay for repair. At one point, it took two-and-a-half employees to research and handle all these damaged claims, which was another cost that ate away at our bottom line."

TCompanies surveyed logistics and transportation executives in July 2018 and found 35 percent had been asked to pay for damage they were not responsible for, and 60 percent said they paid because they didn't have a way to disprove the allegation.

PEIR streamlines the inspection and documentation into a quick, reliable and intuitive mobile app. Its patent-pending process establishes an irrefutable photographic record for the equipment being interchanged between parties, and the record is provable with Block-

chain. A simple five-step process using a smart phone verifies the creation time and date of the digital document, location at which a photo was captured and ensures the authenticity of any digital document.

"Each year in the USA, there are 37.5 million containers/trailers transporting goods through numerous interchange points," Burke explains. "We estimate that 25 percent of containers/trailers—9.4 million—are damaged. If you conservatively estimate a damage fee as little as \$200 per incident, you exceed \$1.8 billion in annual costs." For more information, go to www.peirmobile.com. ■



Tom Burke, CEO
PEIR parent company,
TCompanies

A large advertisement for Holland. On the left, a woman with long dark hair, wearing a light-colored short-sleeved button-down work shirt with the "Holland" logo, is smiling. The background is a blurred industrial setting. On the right, there is white text on a dark background.

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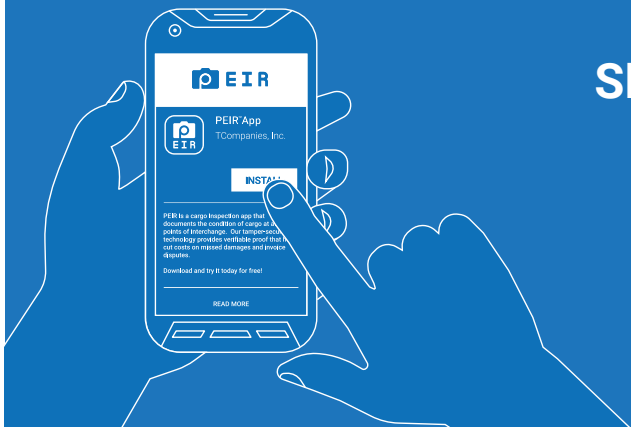
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I ♥ Trucking Capturing Clare's First Road Trip!



To encourage young girls to drive their own dreams and consider a career in transportation, Women In Trucking (WIT) created a truck driver doll this year. Clare, a lovable 13-inch-tall plush doll, is popping up in offices and trucks all over the world.

WIT challenged the industry to share their best Clare adventure for the fourth annual "I ♥ Trucking" photo contest. This contest offers drivers and transportation professionals a way to share their view of trucking with others in a positive way. Participants got creative with this year's theme, "Clare's First Road Trip."

"The launch of this doll has been a long-time dream come true for me," says Ellen Voie, WIT President and CEO. "It is so exciting to see all the adventures Clare is going on and the impact she is having on the industry."

Winners will be recognized at the "I ♥ Trucking" reception at the 2018 *Accelerate!* Conference & Expo and will receive a plaque for their creative achievement.

"Clare is definitely a great asset to the trucking industry and gets lots of love from younger generations," says People's Choice winner Susie De Ridder. "I wish I'd had a Clare doll growing up!"

Judges' Choice winner Melanie Fealkovich also recognizes the importance of Clare and the annual photo contest: "It is important to us at Transport Services to participate in the photo contest to be positive role models to young women and encourage them to become leaders in their professional careers. Transport Services purchased enough Clare dolls to give to all of our employees with young daughters and granddaughters. They all love them!"

This year's contest was sponsored by Hudson Insurance Group. ■



PEOPLE'S CHOICE

Winner:

Susie De Ridder

Armour Transportation Systems

Runner Up:

Melanie Fealkovich

Transport Services, Inc.

1st Runner Up:

Sheila Moran

Dot Transportation, Inc.

JUDGES' CHOICE

Winner:

Melanie Fealkovich

Transport Services, Inc.

Runner Up:

Lauren Pohlmann

Thomas E. Keller Trucking

1st Runner Up :

Hilary Geren

Sun Valley Inc.

You can purchase a Clare doll at Travel Centers including TA/Petro Stopping Centers or at Amazon.com. In fact, you can purchase through AmazonSmile to support the WIT Foundation. You can also purchase through HABA USA using the code WIT50FF at checkout for a \$5 discount. Make sure to show us the adventures you are taking Clare on by joining the #WheresClare Facebook Group or using the hashtag #WheresClare on Twitter, Facebook and LinkedIn.



PEOPLE'S CHOICE WINNER

Susie DeRidder
Armour Transportation Systems

JUDGES' CHOICE WINNER & PEOPLE'S CHOICE RUNNER UP

Melanie Fealkovich
Transport Services, Inc.



PEOPLE'S CHOICE - 1ST RUNNER UP

Sheila Moran
Dot Transportation, Inc.

JUDGES' CHOICE - RUNNER UP

Lauren Pohlmann
Thomas E. Keller Trucking

JUDGES' CHOICE - 1ST RUNNER UP

Hilary Geren
Sun Valley Inc.



See present and past winners
at WomenInTrucking.org

Show Your Support: Same-Gender Training Policy

Addressing obstacles that prevent women from entering the industry is a top priority for WIT. The organization recently identified one such obstacle: a key element of driver training.

Currently, a new professional driver is typically required to spend time with a trainer to improve (or prove) her/his driving skills before securing employment. This training period could extend from a few days to a few weeks and often requires the use of the sleeper berth by one or both drivers. Ultimately, this creates a situation where privacy can be compromised. WIT has not been able to identify another mode of transportation that mixes men and women in areas intended for sleeping or personal activity.

To address this issue, WIT President and CEO Ellen Voie is seeking legislation for car-

riers to have the option to use the Bona Fide Occupational Exemption when implementing a same-gender training policy. This means a female trainee would be assigned to a female trainer, as the bona fide occupational qualification allows employers to consider a quality or attribute in hiring that might constitute discrimination in other contexts.

"Typically, Women In Trucking doesn't get involved in lobbying," says Voie. "However, we believe in allowing a woman the opportunity to be trained by another woman if she prefers. The Bona Fide Occupational Exemption will help ensure safer training environments."

WIT has met with Federal Motor Carrier Safety Administration (FMCSA) Administrator Raymond Martinez and Deputy Administrator Cathy Gautreaux, who have asked for documentation of industry support. In addition, WIT



is working with U.S. Congressman Michael Gallagher of Wisconsin (Voie's local representative). He has indicated his initial support but asked for documentation of industry support as well.

For this reason, WIT is asking for YOUR support in this initiative. If you are willing to include your name and organization in support of the option for motor carriers to adopt a same-gender training policy through the Bona Fide Occupational Exemption, please reach out to ellen@womenintrucking.org. In addition, please contact your U.S. Congress representative and Senator to offer support to Gallagher. ■

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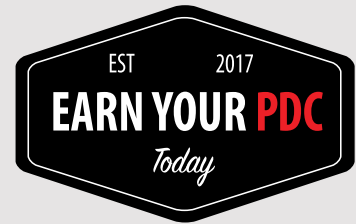


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Invest in Yourself and Your Future: Earn Your PDC



Professional development can be the best investment in yourself you'll ever make. According to Wade Witherspoon, Director of Education at TranStrategy Partners, every employee should have the opportunity to increase their knowledge and skill level in order to become more efficient, effective and productive in their role.

Witherspoon shares four reasons why you should be investing in professional development:

1. Increase your knowledge base.

Professional development will help you to discover new ideas and methodologies that allow you to be faster, more efficient and even more cost effective in your job.

2. Stay relevant and up-to-date.

It is critical that you stay on top of current trends, directions and standards in the industry.

3. Enhance your sense of teamwork.

When you open up to new ways of thinking, it becomes easier to work more cohesively with others, speak the same language and create a synergy with each other.

4. Boost job satisfaction.

When you become more confident in your job, it leads to an overall increase in job satisfaction and improved level of retention within your company.

To ensure members have the opportunity to strengthen their professional development and elevate their future opportunities, WIT teamed up with TranStrategy Partners to provide the Professional Development Certification (PDC) program.

Tailored toward women in the industry, the PDC program delivers on-demand access to 30 courses following Industry Knowledge,

Leadership and Career Development tracks. It provides foundational learning, best practices and useful strategies to help members grow in their positions and careers in transportation. Topics include: managing your career, conflict resolution, addressing harassment issues, leadership, time management and financial planning for truck drivers.

Want to empower yourself with training that will set you apart from your competition? Visit the WIT website, then click WIT Training under the Resources tab. ■

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Find Solutions and Network on WIT's New Online Platform

Industry veteran Trisha Parr recently joined WIT. Her division manager went on a ride-along for a couple of days, and one of the things she brought up in her team discussion afterward was truck-stop safety and the possibility of having to use the facilities in the middle of the night.

"Safety at truck stops was always one of my big concerns when I was on the road as a professional driver," says Parr. "It also was something I spent some time reviewing with my students when I was training new drivers."

Recognizing that this was an important conversation that should take place on a larger scale, Parr decided to start a dialogue on *Engage*, WIT's community online platform of more than 4,000 members.

"What do you think is the biggest key to remaining safe in a truck stop? What piece of advice would you offer a new female driver about choosing a truck stop and behavior, such as body language, where to park, how you walk through the lots at truck stops?" These were just a few of the questions she asked her peers, sparking meaningful discussion where members chimed in with their opinions and best advice.

Ask a question, share an idea or experience, discuss a challenge or best practice. *Engage* is a powerful member benefit and resource that

allows members to create invaluable knowledge hubs and networks and build stronger peer relationships.

Now Available: Mentor Match Program

Take your engagement up a notch. Experience one-on-one connection and growth with our new Mentor Match program. Industry

veterans can share their unique work experiences and new industry professionals can work toward their professional and personal goals.

Visit womenintrucking.org/engage for more information. ■



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Robert P.

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Kathleen K.

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

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

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

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

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

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

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

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

"Last year, a truly brutal winter. Again rides to two drivers with frozen fuel lines. They didn't use Howes fuel oil. It was satisfying to know that I chose a winner in Howes Diesel Treat."
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Changing Lives with Every Dollar

In the spring of 2018, the Women In Trucking Foundation was excited to support 13 extraordinary women on their journeys in the trucking industry with awards of \$1,000 each.

The scholarship winners are on diverse learning paths in driving, technical, safety and leadership, but they all share a deep appreciation for the trucking industry and recognize the great opportunities it brings.

"I've longed for my chance to empower women and advance my career," says recipient Lorynn Hunt, who is attending technical college so she can start her own automotive repair business. "By being awarded this scholarship, I can take that first step with confidence and expand my future."

The WIT Foundation is a 501(c)(3) non-profit supporting women in the trucking industry with scholarships for education and training. The WIT Foundation raises funds from the trucking community, evaluates scholarship applications and distributes awards twice a year.

The Foundation relies on the generous donations of companies, foundations and individuals to fund as many scholarships as possible. More than \$2,200 was raised at the "Salute to Women Behind the Wheel" event in March 2018, largely from individual donations from generous drivers. In August, the Foundation auctioned off the opportunity to throw the ceremonial opening pitch at a Cleveland Indians game. The WIT online holiday auction will launch Monday, November 26, with a goal of funding many more scholarships.

"We're receiving more scholarship applications than ever before. That's fantastic," says Executive Director Miranda Barrett. "However, that also puts pressure on us to find more



The WIT Foundation scholarship will help Colleen Hardy learn a new skill to further her career in transportation.

sources of funding, so we can support as many of these women as possible. Specifically, we are hoping to partner with a few larger organizations seeking to really showcase their commitment to women in the industry."

Scholarship recipient Colleen Hardy would agree. "I am definitely committed to a long career in the trucking industry because I love what I do!" she shares. "I was a local CDL driver for ten years and I loved driving trucks, and now I'm learning how to repair them." The WIT Foundation is proud to support ambitious women like Hardy.

There are many ways to show support for the WIT Foundation. The womenintrucking-foundation.org website provides links to make a donation via PayPal, support via Amazon-Smile or support the online holiday auction. All donations are tax deductible and receipts are provided.

"We are so grateful for the support of the Women In Trucking community," says Barrett. "Every dollar helps change the life of a woman seeking to grow herself and contribute to the industry." ■

Attending technical college will help scholarship winner Lorynn Hunt get her new career off to a strong start.



TRUCKING AND LOGISTICS RESOURCE GUIDE

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

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Longhaul Trucking Co.	Paschall Truck Lines, Inc.	Solutionsa AE Inc	Trinity Logistics
Lucas Logistics Inc.	Pass My Physical	Southeastern Freight Lines	TrucBrush Corporation
Luma	Patriot Lift Co LLC	Southern State Community College Truck Driving Academy	Truck Writers Inc.
M&M Cartage	Patterson High School - Patterson Joint Unified School District	Specialized Carriers & Rigging Assoc. & Relief Fund	TruckDriver.com
Marvin Johnson & Associates, Inc.	Pedigree Technologies	Stafford Financial Consulting Group	Trucking HR Canada
Marvin Keller Trucking	Pegasus Transtech LLC	Star Fleet Trucking, Inc.	Trucking Industry Defense Association
Maverick Transportation, LLC	PEIR Inc.	Star Leasing	Truckload Carriers Association
May Trucking Company	Penske Logistics	State of Illinois' Business Enterprise Program (BEP)	Truckstop Ministries, Inc.
McLeod Software	PeopleNet	Staver Accident Injury Lawyers, P.C.	Truckstop.com
Meijer Logistics LLC	Perfect Transportation, LLC	Stay Metrics	TrueLifeCare
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Milestone	Powersource Transportation, Inc	Suburban Seating & Safety	United Road Services
MilFed Trucking, Inc.	Precision Freight Corp	Sunrise Bedding/The Pillow Topper	University of Wisconsin - Superior
Miller Intermodal Logistics Services	Premium Transportation Logistics	Sunrise Transport Inc.	UPS State Government Affairs
MindShare Strategies, Inc.	Prime Inc.	SupplyChainBrain	US Foods
Minnesota Trucking Association	Professional Transportation Services Inc.	Swan Transportation Services	Utility Trailer Manufacturing Company
Mississippi Trucking Association	Program Transportation, Inc.	T Brothers	V&S Midwest Carriers Corp.
Mister P Express, Inc.	Progressive Truck Driving School	TALKE USA	Velvac
Mitchell Technical Institute	project44	Tax2290.com, a product of ThinkTrade	Veriha Truck Driving Academy
Mode Transportation	ProMiles Software Development	Taylor & Associates, Attorneys at Law	Vigillo, LLC
Mother Trucker Yoga	Psychemedics Corporation	ten20	Vnomics Corp.
Motherload Transport Services Inc.	Quality Distribution	Tennessee Trucking Association & Foundation	Volvo Trucks North America
Motoring Matters Magazine Group	Queensland Trucking Association	Tenstreet, LLC	VSA PlugSaver
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Navistar, Inc.	ROAR for Good LLC	Towing and Recovery Assoc. of America	WinTransport LLC
National Defense Transportation Association	Roehl Transport Inc.	Trailer Transit	Wired Truck
Newton Transport	Rolling Strong	Trailer Wizards Ltd.	Wisconsin Indianhead Technical College
NFI	Ruan Transportation	TransForce	Wisconsin Motor Carriers Association
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