



WOMEN IN TRUCKING

redefining the road

TM



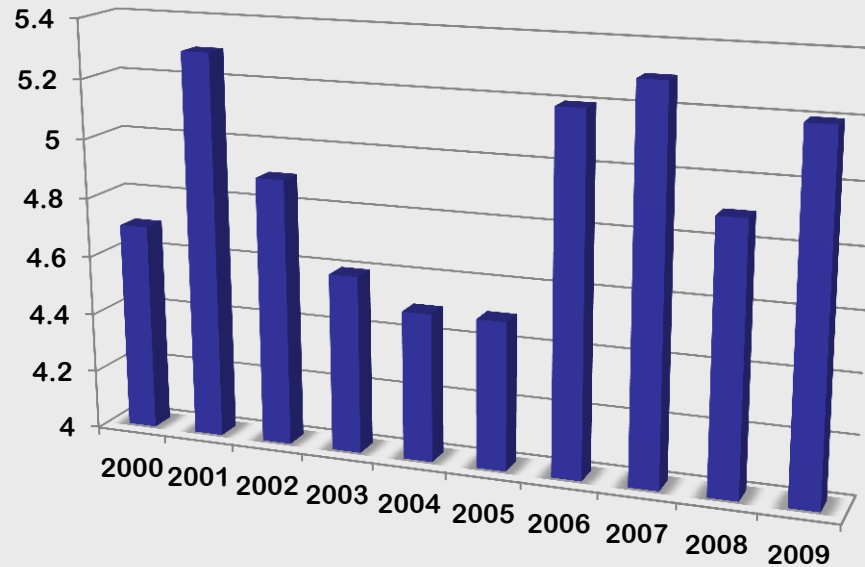
Incorporated
as a 501(c)(6)
non-profit
organization
in 2007.

Mission

- **Encourage employment** of women in the trucking industry;
- **Promote accomplishments;** and
- **Minimize obstacles** faced by women employed in trucking.



Industry Imbalance



Historical growth is minimal.

*Source: American Trucking Trends



Women In Trucking Association



- Represents women
 - › behind the wheel,
 - › under the hood
 - › in the corner office

.....as well as men!



What are some of the challenges for female drivers?

- › Image
- › Financial
- › Physical environment
 - Equipment
 - Loading
 - Work configuration
 - Health
- › Harassment



Image

- How are drivers portrayed?



Image

How can drivers be portrayed?



Lisa Kelly, Ice Road Truckers

Image – Media

DOUG CONDRA



Women In Trucking: About Time They Got Some Credit

I used to work with a guy whose favorite phrase was "Nothing in trucking has changed in 20 years." He was quite wrong, of course. Change – in technology, in management techniques and in the people who work in this industry – is constant.

One such change has come gradually and, for the most part, unnoticed: The growing importance of women in trucking.

Women, who represent a huge talent pool, are taking their place in what has always been perceived as a man's world. They're in all walks of the industry. As drivers, dispatchers and recruiters. As fleet managers. In dealerships, manufacturing and parts and service. In public relations, marketing and trucking journalism.

Now, a group of them has formed Women In Trucking (WIT), an organization promoting career opportunities to that talent pool, and working to make

that is designed to show women what employment opportunities are offered.

Driver membership is open to men as well as women (Voie says one man has already joined). An experienced driver can join for \$25 a year; a student driver gets the first year for just \$10. Corporate memberships are also offered.

The group has already attracted some major backing. Schneider National has committed as a corporate member, and International Truck & Engine Corp. will sponsor a WIT reception during the Mid-America Trucking Show. The reception, open to all show attendees, will be at 5:30 p.m. Friday, March 23, in the Stars & Stripes Truck Beauty Show tent.

Current board members are: Secretary/Treasurer Lenora Hardee, Navistar International; Vice Chairwoman Leigh Foxall, Internet Truckstop;

Elisabeth Barna, American Trucking Associations; Susan Fall, Launchit PR; Maggie Peterson, Roadway professional driver; Val Liese, Jack Jones Trucking; Lana Batts, Transport Capitol Partners;

Karen Konecny, Rush Enterprises Inc.; Marge Bailey, LadyTruckDrivers.com; and Deb Whistler, *Heavy Duty Trucking*. Char Pingel, formerly with Trucker Buddy, is office manager.

WIT plans to hold its own convention and to honor carriers, truckstops and suppliers who have proven to be female-friendly in their hiring and retention practices. A Woman of the Year in Trucking award for both the U.S. and Canada is also in the works.

The organization can play a major role in bettering this industry. It will build interest among women to join the ranks of much-needed drivers, as well as other jobs in trucking. And it's about time the outstanding female performers in this industry got some credit for their accomplishments.

We wish them well.

Doug Condra
President

E-mail Doug Condra at dcondra@truckinginfo.com, or write PO Box W, Newport Beach, CA 92658.

THIS GROUP WORKS TO GENERATE INTEREST IN TRUCKING CAREERS AND IMPROVE INDUSTRY RELATIONS.

truckings more female-friendly.

"We want women to think about this industry as one that pays women comparable wages to men," says WIT Chairwoman Ellen Voie, who is Schneider National's retention marketing manager. "After all, carriers pay by the mile, not by whether you're male or female."

Voie, who formerly managed the popular Trucker Buddy image-building program, says WIT will urge truckstops to stock more products (such as clothing and toiletries) for women. Another project: Encourage truck manufacturers to make their designs "more ergonomically correct" for women.

WIT has 11 board members representing an array of careers in trucking: Engineering; marketing; driving; and fleet management, to name a few. Its first meeting will be during the Truckload Carriers Association convention in Las Vegas next month.

The new organization's web site, located at www.womenintrucking.org, is up and running. It offers details on membership and a forum for lady truck drivers. It will soon feature a newsletter, calendar of events and a section called "Is Trucking for You?"

How are drivers recruited?



Change recruiting message to include women.



**Grand Island with a van.
Long Island with a flatbed.
The Big Island with your wife.**

To learn how you can keep your truck loaded and in business and still go about the important business of life, call Landstar.

To become a Landstar Business Capacity Owner, call 800-435-4010 or visit www.landstar.com.

THIS IS FREEDOM. THIS IS LANDSTAR.

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FLATBED • STEPDECK • LOWBOY • DOUBLE DROP • MULTI-AXLE • HEAVY HAUL/SPECIALIZED • VAN



How are drivers recruited?

Women In Trucking Association



Tracy Abrahamson and Martha Vang

Graduate Students, University of Wisconsin Stout

April 5, 2011

University of WI- Stout
Graduate Research



How are drivers recruited?

Women In Trucking Association's Best Recruiting Ad Contest



Image – Women In Trucking Goals

- › Feature Pioneers in the industry.
- › Highlight accomplishments.
- › Honor longevity.



*Barbara Windsor
First Female ATA Chairperson*



Image-Honor Pioneers



FOUR MILLION MILES





Image

- › **Honor:**
 - › **Most driver friendly carrier.**
 - › **Most driver friendly travel center.**
 - › **Most driver friendly manufacturer.**





Image

Did you know?

16 percent of our members are male!

How do we reach outside our industry?



Secretary LaHood

FMCSA Anne Ferro

Partnership with US DOT to address issues women
Face in male dominated careers



How do we reach outside our industry?



Networking and partnerships



How do we reach the next generation?



Wider **O**pportunities for **W**omen workshop
Wolcott, IN November 3, 2011



Exposure – From Drivers



**WIT Driver Advisory Committee
Listening Session with NTSB Chairman Hersman**

Exposure – Speaking Events



Exposure – Influence Legislation



**NTSB Chairman Hersman rode with drivers
From Washington DC to Louisville, KY**

Exposure- Influence Legislation



Anne Ferro Administrator, Federal Motor Carrier Safety Administration



Deborah Hersman
Chairman, National Transportation Safety Board



US Rep. Paul Ryan (R-WI)



US Rep. Mica (R-FL)

Exposure- Work with Returning Military



Exposure - LA Sparks Basketball!

Women In Trucking Night

Tuesday, August 10 - 7:00pm
Indiana Fever vs. Sparks
STAPLES Center

Tickets - \$55
(Red Section)

- Fundraiser for the non-profit organization "Women in Trucking"
- Honoring Christine Leslie-Espinoza as former Woman in Trucking for 18 years
- Post Game Mixer with Christine Leslie-Espinoza how it was raising 3 children as cross country trucker.
- Group Photo with Lisa Leslie and Autographed Jersey for Women in Trucking Organization

For more information
call Aminah Mills at 213.929.1304 or email amills@la-sparks.com

To order tickets: Call Aminah Mills at 213.929.1304, email amills@la-sparks.com or fax back the attached form to 213.929.1325.

Name _____
Address _____
City _____ State _____ Zip Code _____
Email _____ Phone# _____

☐ Check (Payable to LA Sparks; Check # _____) Delivery ☐ Mail ☐ Will Call

☐ Credit Card (Circle One) Visa MasterCard Discover AMEX

Credit Card# _____ Exp. _____ CID _____

Signature _____

Mail forms to: LA Sparks, 888 South Figueroa Street, Suite 2010, Los Angeles, CA 90017

QTY	Cost	Total
Game Ticket _____	x \$55 = _____	
	Total _____	



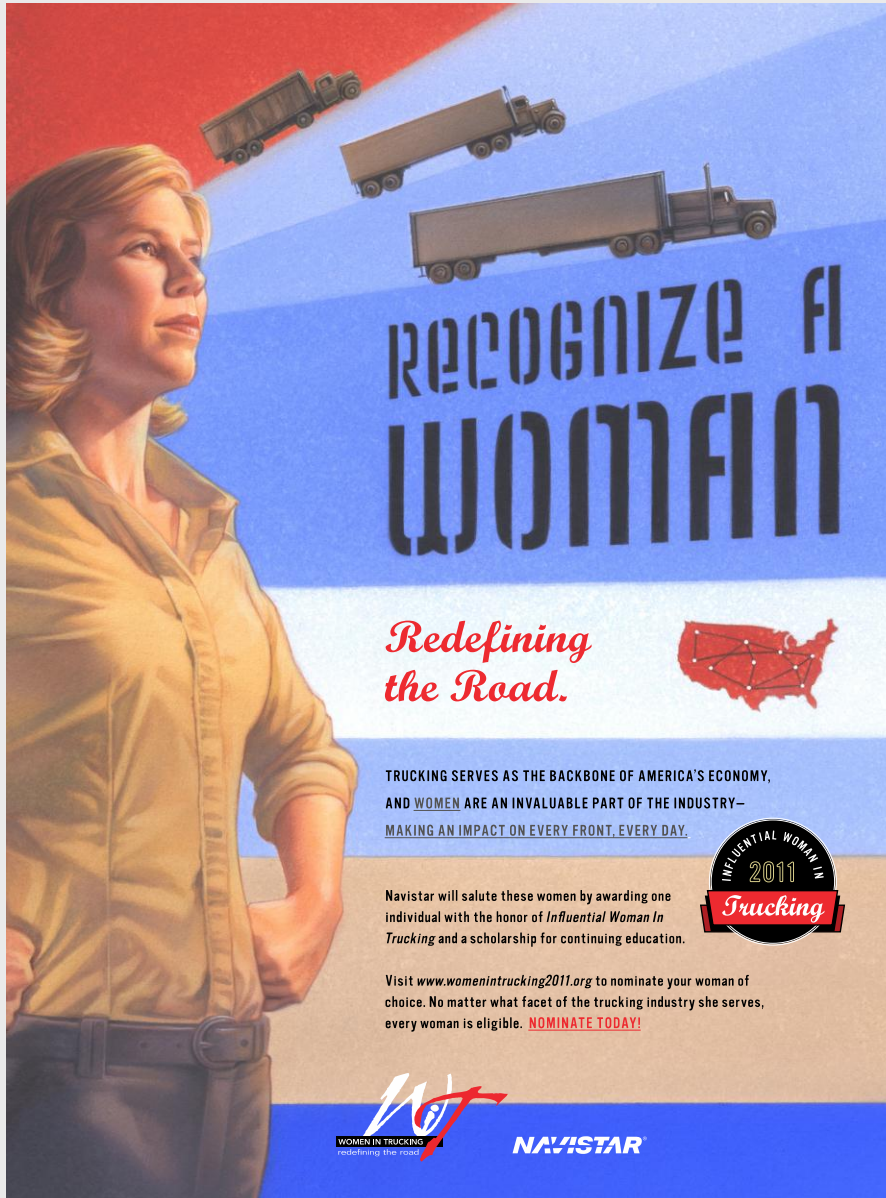
Christine Leslie-Espinoza
Mother of Lisa Leslie
WNBA Basketball Legend
drove a truck for a living.



Exposure-Salute to Women Behind the Wheel



Exposure-Influential Woman of the Year



RECOGNIZE A WOMAN

Redefining the Road.

TRUCKING SERVES AS THE BACKBONE OF AMERICA'S ECONOMY, AND **WOMEN** ARE AN INVALUABLE PART OF THE INDUSTRY—
MAKING AN IMPACT ON EVERY FRONT, EVERY DAY.

Navistar will salute these women by awarding one individual with the honor of *Influential Woman In Trucking* and a scholarship for continuing education.

Visit www.womenintrucking2011.org to nominate your woman of choice. No matter what facet of the trucking industry she serves, every woman is eligible. **NOMINATE TODAY!**

NAVISTAR

**“Influential Woman of the Year”
Award sponsored by Navistar**



**Joyce Brenny
Brenny Transportation, Inc.**



Exposure – Crushing Cones



Crushing Cones

What you should know before attending truck driving school



By Ellen C. Voie CAE
President/CEO
Women In Trucking, Inc.

What you should know before attending truck driving school

Exposure – Satellite radio



Freewheelin'
With Chris T and Meredith

Exposure – Membership stunts!



Tattoo of WIT Logo!



Exposure – Commercial



ESPN

Financial



Grants
Scholarships
Loans

Financial



Meet diversity requirements by shippers

Health



*Theresa
Johnson lost
42 pounds in
the Women
In
Trucking/Roadside
Medical
Weight Loss
Challenge*

Safety and Security - Equipment



Ergonomics



Safety and Security-Travel Plazas



In September 2010 the Women In Trucking driver advisory team met with TA/Petro's President/CEO and his leadership team to discuss ways their travel centers can help make drivers more successful.



Safety and Security-Shippers



Restrooms at loading docks
Loading and unloading

Safety and Security



Parking areas
On the job
On the road



Self defense

Educate, mentor, empower

Safety-Harassment

Comment:

HI, I MITE BE OLD, I JUST
DON'T THINK WOMEN
BELONG PLAYING AROUND
WHERE MEN NEED TO MAKE
A LIVING

Discrimination-Training



LAND LINE

EEOC files sex discrimination lawsuit against Prime

By Clarissa Kell-Holland, Land Line staff writer

The Equal Employment Opportunity Commission filed a sex discrimination lawsuit against Springfield, MO-based New Prime Inc., alleging the company uses “unlawful employment practices” when it comes to hiring and training female drivers.

According to the EEOC lawsuit filed on Thursday, Sept. 22, in U.S. District Court for the Western District of Missouri, Prime has a “same-sex truck driver trainee assignment policy, which has resulted in delaying or denying training and employment opportunities for female applicants” since approximately January 2004.

EEOC attorney Jan Shelly told *Land Line*, that Prime’s policy allowed female applicants to be trained by only female trainers unless a female driver could “produce a male trainer with whom she had a prior relationship, such as through marriage, family or affiance.”

Shelly said female applicants were placed on a “waiting list” until a female trainer became available, but that there was no waiting list for male drivers because Prime had plenty of male trainers.

“The problem is that because the policy was based on gender, the effect of the policy was that women who didn’t care about the gender of their trainer – but who wanted and were qualified and needed the job – were unable to go forward with the training. And that’s where the problem came in,” Shelly said.

During the course of the investigation, Shelly said the EEOC has found that female drivers from nearly every state have been affected by Prime’s same-sex training policy.

“The policy has been in place for quite some time and had the effect of delaying or denying female applicants an equal opportunity to secure even the training, much less a position,” Shelly said. “It’s sort of a vicious cycle. Over a period of time there are less women trainers because you are hiring less women, and that perpetuates the problem.”

http://www.landlinemag.com/todays_news/Daily/2011/Sep11/091911/092311-05.shtml



Harassment-Training

Truckinginfo

the web site of Heavy Duty Trucking magazine

5/17/2011

CRST Says it Will Appeal \$1.5 Million Harassment Verdict

A California jury last week handed down a \$1.5 million verdict against CRST Expedited after a 24-day trial where a former driver trainee alleged the company allowed her driver trainer to sexually harass her.

According to published reports, Karen Shank was a 45-year-old trainee in 2005 when she went out on the road with trainer John Wilson for a 28-day training period. She quit after completing the training and in 2006 sued CRST, claiming the company failed to prevent unwanted touching and sexual comments from Wilson.

The jury ordered \$1.17 million in punitive damages, three times the actual damages, finding the company and its trainer showed a conscious disregard for Shank's rights.

CRST says it plans to appeal the verdict, saying it was very disappointed in the jury's findings.

It's not the first time CRST Expedited has been targeted with a sexual harassment lawsuit involving trainers. In February 2010, a federal judge ordered the Equal Employment Opportunity Commission to hand over \$4.5 million in attorney fees to CRST Van Expedited, which was sued in 2007 by the federal agency for allowing male drivers to sexually harass female drivers in truck sleeper berths, when they were paired together for training purposes.

A judge rejected the EEOC's claims that CRST Van Expedited had tolerated sexual harassment by its employees and found that the EEOC owed CRST for its troubles because the agency didn't perform a proper investigation into the matter.

Sexual harassment in training situations is enough of a concern in the industry that the Women in Trucking Association earlier this year announced [anti-harassment guidelines](#) to its members, a 30-page document that focuses on employee training.

Safety-Harassment

WIT and JJ Keller Team up to offer Anti-Harassment Best Practices Policies for Carriers

Posted on January 10, 2011



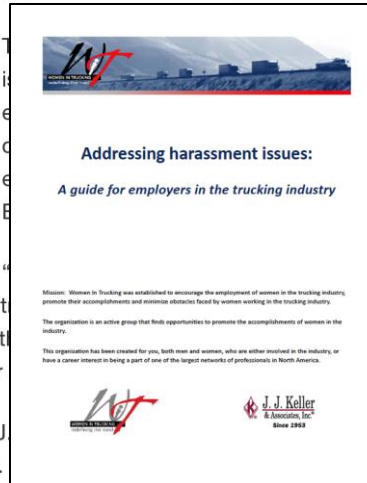
female trainers to accompany a female trainee, limited to those of opposite gender, so that both can address scenarios and offer ways to minimize or avoid harassment.

The white paper will be prepared by J. J. Keller & Associates, Inc. as a resource for carriers who deal with driver trainer-trainee issues, said Jan Hamblin, J. J. Keller & Associates, Inc.'s Corporate Sales Manager of Strategic Accounts and member of the board of directors for Women In Trucking Association, Inc.

The anti-harassment white paper is expected to be available in 2011 and will be offered at no cost to corporate members of Women In Trucking Association.

J. J. Keller (www.jjkeller.com) is the trusted source for DOT / Transportation, OSHA / Workplace Safety, Human Resources, Construction Safety and HazMat / Hazardous Materials regulation compliance products and services.

The Women In Trucking Association, with the support of J. J. Keller & Associates, Inc.® will present an anti-harassment best practices white paper for carriers to adopt for driver training.



how to avoid harassment issues during the initial weeks of employment of two unrelated individuals in the trucking industry can create a tenuous relationship between a male and one is a female," said Jan Hamblin, Women In Trucking Association.

able if there are not enough female trainers to accompany a female trainee, limited to those of opposite gender, so that both can address scenarios and offer ways to minimize or avoid harassment.

After experts familiar with human resources issues, the Women In Trucking Association

Violence against women



Jan Hamblin, Marlise Streitmatter, Judge Susan Carbin, Lynn Rosenthal, Ellen, Anne Ferro

White House Visit June 1, 2011

Who are we?



- Board members and staff who have achieved a level of success in the trucking industry...
- ...as drivers, company owners, leaders, managers, writers, etc.
- ...with 250+ years experience!

Board of Directors



- **Chairwoman**

- › **Leigh Foxall** | *Internet Truckstop*



- **Vice Chairman**

- › **Mark Rousseau** | *Frito-Lay NA*



- **Secretary**

- › **Jan Hamblin** | *J. J. Keller & Associates, Inc*



- **Treasurer**

- › **Jeff Hammonds** | *Walmart Transportation*

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- **Tom Nightingale**
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- Truckload Carriers Assn.
- **Linda Caffee**
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- **Laura Roan**
- Hyundai Translead





Membership Director
Char Pingel



President/CEO
Ellen Voie CAE



Robert Rothstein
Franklin & Prokopik
Attorney at Law





Who can become a Member?

Anyone who supports the mission!

- WomenInTrucking.org
- Call **888-GO4-WITA**
- Women In Trucking, Inc.
PO Box 400 Plover, WI 54467





www.womenintrucking.org