



NEWS

WOMEN IN TRUCKING
redefining the road

ISSUE 2, May 2007

Changing Times for Women on the Road

Jakki Fox is one of the first drivers to join Women In Trucking back in January. Here is her story...

I am one of the few women truckers who started my career twenty-three years ago. Back when the sight of a woman behind the wheel of the giant metal beast was unheard of. I turned a few heads.

As my trucking career blossomed I grew from a warehouse worker to #1 driver in the five years I moved furniture in Orange County, California. Women moving furniture in the



eighties was quite a commodity as well as a freak show. The shippers would be shocked to see a tall lanky woman jump from the driver's seat, paperwork flapping in the wind with her helper in tow. In their panic they would repeatedly tell me that they had heavy furniture and then would ask "by the way, where's the other guy?" I would assure them that I was capable of doing the job and if not why do you think they would send me to the work site? Soon after, I would smile to myself hearing them on the phone calling family and friends about the girl mover and I became quite a star. Tips became larger than my paycheck.

But with the stardom came the ridicule and torment that I received from co-workers and fellow truck drivers. I started to become dragged down by the remarks and competition of the men around me. I had to work twice as hard and consistently

show I was more than capable of doing their job. My skin became thin, exposing my weaker side, but I kept pushing forward renewing my strength in the encouraging words of the shippers and co-workers who believed in me and I succeeded

as a pioneering lady trucker. Times have changed and I now see my male fellow drivers accepting the women behind the wheel. Their harshness on the CB has turned gentler and ever so often, kindness towards the women trucker fills the air waves and my heart. We have done it. We have proved to the guys that there are professional women drivers that can do the job just as well. We have come a long way. Congratulations ladies, my hat's off to all of you that took the high road and stuck with it when times were tough and thank you to our fellow male truckers who encourage us.



Membership Count
May 3, 2007

Corporate Members

- American Moving & Storage Assn.
- American Trucking Associations., Inc.
- Bolt Express
- Challenger Motor Freight
- DOTAuthority.com, Inc.
- Frito Lay
- HNI Risk Services, Inc.
- International Truck
- Internet Truckstop
- Jack Jones Trucking, Inc.
- KRTS Transportation Specialists, Inc.
- Newport Communications
- Pitt Ohio Express
- Roadway
- Roady's Truck Stops
- SAF-Holland, Inc.
- Schneider National, Inc.
- The Penray Companies, Inc.
- TruckDriver.com
- Universe Truck Lines
- Vantage Logistics, Inc.

Sponsorships

- American Trucking Associations., Inc.
- Heavy Duty Trucking
- International Truck
- LadyTruckDrivers.com
- LaunchIt Public Relations
- Roady's Truck Stops
- Transport Capital Partners, LLC
- TrueNorth Companies

Women In Trucking Group Meet with US Rep. John Mica

As the ranking member of the Transportation and Infrastructure Committee in the US House of Representatives, Congressman John Mica (R-FL) has a great deal of influence in legislation in the trucking industry. He is serving his eighth term representing Florida's 7th District (www.house.gov/mica). As a nationally recognized leader in transportation issues, Rep. Mica has worked diligently to lead efforts to improve our nation's infrastructure.

Recently Congressman Mica met with members of Women In Trucking Association when they visited his office in Washington, DC. Ellen Voie, Chairwoman of the Board of Directors, along with Membership Director, Char Pingel and members Dick Pingel and Mary Jicinsky, discussed issues relating to transportation with the Congressman. Rep. Mica was already familiar with Women In Trucking, as he had assisted Voie in

presenting an award to a woman driver at the Orlando Trucker's Conference (www.go2otc.com) in February.

"We are so pleased that Representative Mica was available to meet with us and to help us work together to make the trucking industry better

for both women and men," said Voie, who is the Manager of Recruiting and Retention Programs for Schneider National, Inc. The mission of the newly formed non-profit association is to encourage the employment

of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women in trucking. Voie added, "Our visit with Rep. Mica will allow us to build a relationship with one of the leaders in transportation in our government."



(l-r) Dick Pingel, Char Pingel, Rep. Mica, Ellen Voie, Mary Jicinsky

WIT Board Member Wins Crain Award

Deborah Whistler, editor of Heavy Duty Trucking magazine and a trucking journalist for more than a quarter of a century, has won the American Business Media's 2007 Crain Award – the highest career journalism honor among U.S. business media.

Only one Crain Award is given each year, with the competition judged by a panel of American Business Media journalists. The winner is selected for outstanding career contributions to the business press.

In 1997 she founded TruckerFest, honoring America's truck drivers with a big rig parade, a truck beauty contest, free steak dinners, a concert and fireworks in Reno, NV. She also founded Truckers for Wildlife to support a national non-profit organization that rescues and rehabilitates wild animals that people have tried to domesticate. The first TruckerFest raised more than \$80,000 for wildlife

rescue and other charities, including Trucker Buddy.

Last year she was named to the founding board of directors of Women In Trucking, a group formed to support the careers of women in the predominantly male dominated trucking industry.

Recommended by media trade associations and peers, and selected by Crain's BtoB Media Business magazine editors and reporters, Whistler was named the 2005 Top Innovative Editor of business magazines with up to \$125 million annual revenue. "Our annual innovator awards were created to honor those who have impacted our business in a truly innovative way over the past year, leading their publications in ways that all of us in the publishing business can learn from," said Bob Felsenthal, publisher of BtoB Business Media.



Deborah Whistler

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Join Women In Trucking at the Tennessee Truck Show on May 11 & 12 in Nashville

Vicky and Joey Holiday appreciate drivers. For many years they have traveled around the country, entertaining professional drivers and their families, while encouraging and thanking them for their contributions. They felt that drivers were underappreciated, and they wanted to give something back to the industry.

So, four years ago they organized a truck show that would allow their trucking friends to relax, make new friends, enjoy the music and have some fun. Four years ago, Vicky and Joey launched the Tennessee Truck Show.

Each year something new has been added, and each year the show attracts more visitors, exhibitors and sponsors. Truck drivers can bring their rigs and participate in a truck show, but if they don't have the time to scrub and polish, they can enter their truck in the "wash and park" category and hope that the true beauty of their rig shines through!

"We try to make everything a little different at our show," said Vicky,

and they feature, "free parking, free admission, free food and free entertainment." They are adding a Texas Hold 'em tournament for those who like to test their luck, and they offer seminars for those who prefer to learn!

Join Char and Ellen at the Tennessee Truck Show in Nashville May 11 and 12!



More show highlights include:

- Free Food for first 500 CDL Holders (breakfast sponsored by Dave Nemo Entertainment, Forward Air, Inc., and lunch sponsored by Idlebuster)
- Goodie bag for first 500 CDL drivers
- Free Parking & Showers
- Nascar Simulator (sponsored by OOIDA)
- Seminars: "Moving On Up" by Berger Transportation Solutions and "Diesel Fuel Standards & Concerns" by Travis Eggerichs
- Auction for Trucker Buddy International
- Vendors/Exhibitors

Tennessee Truck Show: 615-307-4525 or www.tennesseetruckshow.com.

Calendar of Events

- May 11-12, Tennessee Truck Show, Nashville, TN
www.joeyholiday.com/truckshow.htm
- June 7-9, The Truck Show, Las Vegas, NV
www.truckshow.com
- July 6-7 Titledown Trucker's Showdown, Green Bay, WI
www.titledowntruckersshowdown.org
- July 12-13, Truckers Jamboree, Walcott, IA
www.truckersjamboree.com
- July 27-28, Expedite Expo, Wilmington, OH
www.expediteexpo.com
- July 27-29, Fergus Truck Show, Fergus, ON, Canada
www.fergustruckshow.com
- August 10-11, TruckerFest, Reno/Sparks, NV
www.starsandstripesshow.com/07shows-truckerfest.html
- August 10-11, Waupun Truck-N-Show, Waupun, WI
www.waupuntrucknshow.com
- August 23-25, Great American Trucking Show, Dallas, TX
www.gatsonline.com
- September 14-16, Richard Crane Memorial Truck Show, St. Ignace, MI
www.stignacecarshow.com
- October 20-21, Truck Show Latino, Pomona, CA
www.thetruckshowlatino.com



Las Vegas Convention Center
June 7 & 8 • 10 am - 5 pm
June 9 • 10 am - 3 pm

Visit WIT booth #1958
Stars & Stripes Truck Beauty Contest
Gift Corral daily drawings!
Seminars presented by the California Trucking Association: Highway Watch, Sensitivity Training, Drug & Alcohol Supervisor Reasonable Suspicion Training, Leadership Skills, Entry Level Driver, and Sailing through Your Bit

Free registration:
www.truckshow.com

International Trucks Measures Drivers

International became an inaugural sponsor of the new association, Women in Trucking (WIT), with Dr. H. Lenora Hardee, International's manager of human factors and ergonomics, serving as the group's treasurer and one of 12 directors. WIT was formed to help develop greater interest for women in pursuing a career in trucking and also to help the industry become more "female-friendly."

"Traditionally, trucking has been male dominated, with men comprising more than nine of ten truckers, but we also realize that a huge group of male drivers will be retiring in the near future and we need to recruit more women to replace some of them," says Hardee, who helps design International truck cabs to be more ergonomically correct for women. "Women in Trucking can help promote the industry to women."

International, the only OEM among the organization's corporate sponsors, was the primary sponsor of a WIT reception on March 23 at the Mid-America Trucking Show (MATS)

in Louisville, KY. Many WIT directors attended the event, as well as 31 International employees who became members of the organization.

"The Women In Trucking Association's mission is to attract more women into the trucking industry, and International's quest to provide the best cab environment for women shows that their focus complements ours," said Ellen Voie, chairwoman for WIT, and manager of recruiting and retention programs at Schneider National. "We are proud to count International Trucks as one of our corporate members, and sponsor at the Mid-America Trucking Show."

As part of her ergonomics research, Hardee has measured more than 2,000 drivers, including drivers of heavy trucks, and is helping incorporate the findings of those measurements in the development of new truck designs. For instance, the new International ProStar, the company's flagship aerodynamic class 8 tractor, incorporates several design features that assist women and other drivers, including a closer dash board and lower shelving in the bunk.

Hardee and International measured drivers at MATS. As an incentive, International gave the first 100 women with a commercial drivers license who got measured a free membership in Women in Trucking, a \$25 value, and \$5 in cash. "We need the data to continue to improve our tractor design for women and smaller drivers, and we also can help grow membership in Women in Trucking," Hardee says.



Kathy Young received a free membership in Women in Trucking from International Trucks

What Is Your Story?

We want to include success stories of our members, so please consider submitting a story (500 words or less) along with a photo to info@WomenInTrucking.org. Part of our mission is to celebrate those who have advanced the involvement of women by removing barriers that might have prevented them from becoming a success.

We welcome your comments as we grow, and ask that you encourage other women and men to join Women In Trucking. If every one of us adds one member, we can double our numbers quickly.

Women In Trucking Reception



WIT Membership Director Char Pingel and Chairwoman of the Board Ellen Voie enjoy treats at the chocolate fountain held at MATS and sponsored by International Trucks, Heavy Duty Trucking, and Rody's Truck Stops.

WIT Store Now Open

Women In Trucking merchandise is now available on our website (www.womeninTrucking.org); select WIT Logo Merchandise on the home page.

Not only can women and men purchase a variety of shirts with the WIT embroidered



logo, but items such as jackets, hats, blankets, totes, briefcase, duffel bags and, yes, even a terry velour robe!