

The Mama Factor

I was recently sitting on a panel of “experts,” who were old enough to at least appear to be authorities in their respective fields, and someone asked me what I had learned from my years of working on the driver/dispatcher side of the business. I found myself telling the group something that seemed to surprise many of them. I told them that trucking needs to get acquainted with the Mama Factor, because women have a natural edge over men.

Women learn how to be mamas. They can cook, clean, organize, and know exactly where all the kids are and what they’re doing at the same time! They know how to hug, kiss, make the hurt go away, and sooth broken hearts without missing a beat.

Mamas are magic. They can cut the birthday cake so everybody gets the biggest piece, and they can treat everybody like they’re the only one. I love the story of the mama that had ten kids and somebody asked her which one she loved the goodest. She said, “The one that’s sick till he gets well, and the one that’s gone till he gets home.” She always seems to have time for everybody, like she has nothing else to do in the whole world.

Years ago, when I was a Methodist Minister, I read that wonderful one liner that said, “God couldn’t be everywhere, so he made mamas.”

What women have over men is their inherent ability to see and deal with the emotional dimension to almost any problem. Women are also more objective than men. They know



how to tell you to go to hell and make you look forward to the trip! They are better at balancing the two sides of justice and mercy. Whereas men tend to be Hi Tech and Lo Touch or visa versa, women seem to be comfortable being Hi Tech – Hi Touch. That’s a biggy today.

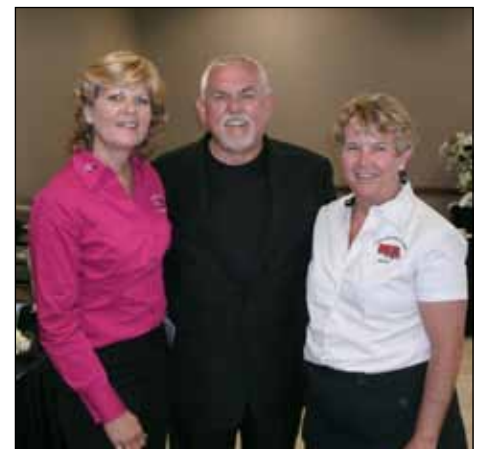
With the new generations coming on board, today’s driver issues cry out for patience, understanding and nurturing. Drivers can get their data over the computer, but what they need is that human dimension that can reach into their very demanding life and touch their feelings.

I learned a long time ago that people don’t remember what you say. They remember how you made them feel. And mamas are all over that.

The ole “kick butt, take names” mentality of the older work ethic generation might have thrived on the masculine template of high demand and low feedback. But the younger generations respond to the more sensitive, encouraging nudge that mamas know how to apply so that what needs to be done gets done with plenty of love left over.

I salute the women in trucking and am first in line to tell you that we need you and your wonderful abilities to live so near the heart of the matter.

By Dan Baker, danbaker@gvtc.com
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Ellen Voie (WIT President/CEO), John Ratzemberger (Cliff Clavin on Cheers), and Linda Caffee (WIT Board Member) at the Expedite Expo in July

New WIT Gold Level Partner



The Women In Trucking (WIT) Association grows with the addition of a new Gold Level partner. Bendix Commercial Vehicle Systems, LLC, has joined Frito-Lay NA and Walmart as top sponsors of the nonprofit organization.

"As an association, we are dependent upon our members to grow and to expand our influence," said Ellen Voie, President/CEO of the organization. "With the support of our Gold Level partners we are able to add more programs and activities that provide value to our members and help us make the trucking industry a better environment for women at all levels.

Andreea Raaber, Bendix's Vice President for Business Development will serve on the board of directors. Raaber was one of the finalists for the Women In Trucking Association's "Influential Woman of the Year" Award sponsored by Navistar, Inc. "From driving the big rigs to driving the decisions that help shape our industry today and tomorrow, women hold an ever-increasing role in the trucking industry," said Raaber. "Bendix is very proud to offer its corporate support to the Women In Trucking Association to continue the mission to encourage the employment of women in our industry and promote their accomplishments. We believe in the power, the potential,



Andreea Raaber, Vice President for Business Development, Bendix

and the promise that the Women In Trucking organization can bring to our industry."

Women In Trucking Association has experienced considerable growth in its four-year existence. The mission of the nonprofit organization is to encourage women to consider careers in the trucking industry, address obstacles that might keep women from succeeding, and to celebrate the success of its members.

Accomplishments include the development of an anti-harassment employment guide prepared by J. J. Keller & Associates, Inc. for carrier members. The association has been

successful in working with travel plazas to better accommodate female drivers, and hosts an annual "Salute to Women Behind the Wheel" to honor female professional drivers.

Future goals for the association include a toll free crisis line, scholarships for members, addressing diversity vendor needs for shippers, and a recruiting ad campaign in addition to continuing to improve the work environment for all women in the trucking industry.

Bendix Commercial Vehicle Systems LLC, a member of the Knorr-Bremse Group, develops and supplies leading-edge active safety technologies, energy management solutions, air brake charging, and control systems and components under the Bendix brand name for medium- and heavy-duty trucks, tractors, trailers, buses, and other commercial vehicles throughout North America. An industry pioneer, employing more than 2,200 people, Bendix is driven to deliver solutions for improved vehicle performance, safety, and overall operating cost. For more information, call 800-247-2725 or visit www.bendix.com.

WIT Member of the Month



Beginning in January, one WIT member will be chosen for a feature article in Women In Trucking/Team Driver magazine. The magazine will award a prize pack to each monthly winner. Submit your story to mystory@womenintrucking.org. Include your name, email address, telephone number, job title, number of years in the trucking industry, and a contact name & telephone number at your current employer. Write your "story" (maximum 300 words) detailing your challenges, successes, and any other information that will compel us to chose you!

Support Our Partners & Corporate Members

Gold Partners



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ABF Freight System, Inc.
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Southern Cal Transport, Inc.
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Tennant Truck Lines, Inc.
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Tyson Foods, Inc.
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Watkins & Shepard Trucking
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Truck Driving Schools:

American Institute of Technology, Inc.
Baker College of Cadillac
CDL Safety Resources LLC / Big Rig TDS
Central Tech Transportation & Safety Education
Century College
Clark State Community College
Cuyahoga Community College
Fox Valley Technical College
Great Lakes Truck Driving School
Hagerstown Community College
International Trucking School, Inc.
John Wood Community College
KRTS Transportation Specialists Inc.
Mountain Transport Institute Ltd
National Tractor Trailer School, Inc.
Northampton Community College
Olive-Harvey College
Ontario Truck Training Academy
Pinellas Technical Education Center
Premier CDL Training Services LLC
Progressive Truck Driving School
Smith & Solomon Training Solutions
Southern State Community College Truck Driving Academy
Suburban Truck Driver Training School
Transportation Dispatch Institute
West Georgia Technical College
Western Pacific Truck School

Trucks, Trailers, & Accessories:

16 Ton Industries, Inc. - Cubby Buddy Airtab®
Arrow Truck Sales
Badger Trailer & Equipment Corp.
Badger Utility, Inc.
Daimler Trucks North America
Espar, Inc.
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Hodyon, Inc.
JumpSeat, Inc.
Navistar, Inc.
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River States Truck and Trailer
Roadranger - Eaton & Dana
Truck-Lite Co. Inc.
Trucker To Trucker
Yellow Rack LLC

Industry Related Companies:

Association of Independent Property Brokers & Agents (AIPBA)
Alexander & Alexander, Inc.
ALK Technologies
American Defense Lawyers
American Truck Historical Society
Apex Capital LP
ATW Foundation
Australian Outback Collection
California Drug Testing Associates, LLC (CDTA)
Canadian Trucking Human Resources Council
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Convoy Solutions, LLC dba Idleaire
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Fusion Sleep
GetCompliantNow.com
Great West Casualty Company
Group1201
Healthy Trucking Association of America
HNI Risk Services, Inc.
Houston Sleep Center
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International Society of Recruiting and Retention Professionals
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Kansas Motor Carrier Association
LadyTruckDrivers.com
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Logistics Quarterly
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MinuteClinic, CVS Caremark
NAPFFIDS
NASSTRAC, Inc.
NASTC (National Assn. of Small Trucking Companies)
National Bankers Trust
National Truck League
Ohio Trucking Association
Orange Commercial Credit
Over The Road-Canada
Owner-Operators Business Association of Canada (OBAC)
Owner Operator DIRECT
Photo Card Specialists, Inc.
Pilot Flying J
Precision Pulmonary Diagnostics
Progressive Products, Inc.
RAIR Technologies
Rand McNally
Rawle & Henderson, LLC
Retread Tire Association
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RKA Petroleum Companies, Inc.
Road Dog Drivers
Rolling Strong
Royal's Truck and Diesel Repair, Inc.
RTS Financial
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Safety as a Service
Safety Compliance Professionals
Safety Watch Technologies, Inc.
SYLECTUS
Sentry Insurance
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Tax2290.com, a Product of ThinkTrade Inc.
Tennessee Trucking Association
Texas Motor Transportation Association
The FSL Group
The Penray Companies, Inc.
The Trucker
The Truckers Choice
Tire Retread & Repair Information Bureau
TMW Systems
Transplace
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Transport Watch
Transport Women Australia Ltd
Transportation Marketing & Communications Assn. (TMCA)
Travel Centers of America/Petro Stopping Centers
Truck Writers
TruckDriver.com
Trucker Charity Inc.
Truckerise
Trucking Industry Defense Association
Truckload Carriers Association
TrueNorth Companies LLC
Wisconsin Motor Carriers Association
Wyoming Trucking Association, Inc.

Cell Phone Legislation 101

Recently the National Transportation Safety Board (NTSB) made a recommendation to ban all cell phones from commercial trucks. This includes both hand held phones and those connected to a blue tooth or hands free device. They want all cell phones turned off in all commercial vehicles. Period.

The outcry from professional drivers is often, "why don't they take the cell phones away from four wheelers? They're the ones causing the accidents."

While this is true, the majority of accidents involving a truck are caused by the automobile driver, there is no single government entity that could regulate this population.

The National Transportation Safety Board cannot ban cell phone use in automobiles. In fact, they cannot ban cell phone use in commercial trucks either. They can only make a recommendation based on their investigation of accidents involving trucks.

The NTSB was created by the Air Commerce Act of 1926 when Congress charged the Department of Commerce to investigate aircraft accidents. This responsibility was moved in 1967 when the Department of Transportation (DOT) was formed and the NTSB was changed to an independent agency under DOT authority.

In 1974 Congress made the NTSB a separate entity because they felt the agency could not perform its duties properly unless it was independent of the DOT. The NTSB was given no regulatory authority and cannot be directly involved in any mode of transportation.

Which agency can propose legislation to ban cell phone use by professional drivers? The Federal Motor Carrier Safety Administration (FMCSA) has this authority. This agency is under the DOT's direction and was established to improve the safety of commercial motor vehicles. You should be aware that the FMCSA does not propose to ban all



cell phones, but supports the driver's right to use hands free devices.

So, the NTSB cannot ban cell phones from trucks, but why can't it ban cell phones from those accident-prone four wheelers?

First, the NTSB does not have any jurisdiction over private vehicles. Neither does the FMCSA. Secondly, no United States government agency has the authority to take away your cell phone, your CB, or even your radar detector from your personal car or truck. That's true! They can regulate commercial trucks, but not private vehicles.

Why? Article one, section eight of the United States Constitution outlines the enumerated powers of the federal government and restricts Congress and the Executive and Judicial branches from legislation not explicitly included in the document. While your elected officials often broadly interpret this, it has kept the United States government from regulating activities that occur within the state's borders. This helps define the authority of the states as opposed to federal government.

There are some ways U.S. legislators can prohibit the use of cell phones in automobiles. The first method is by an executive order

signed by the president to cover federal workers when using a government owned car or when using a government issued cell phone or while performing government business. This occurred in 2009 when President Obama banned texting while driving for all federal employees. Note that his directive does not cover state or local government paid workers, only those employed by the United States government.

Another option for federal intervention could be through the withholding of funds for noncompliance. This is how motorcycle helmet laws have been regulated. In 1967, the federal government tied state highway construction funds to the passage of state helmet laws. This was revoked in 1976 when Congress revoked the right of the U.S. government to assess penalties for noncompliance. In 1991, the Surface Transportation Efficiency Act created incentives for states to pass such laws. This type of legislation could be used to encourage states to adopt cell phone bans.

There is always the possibility that your federal government could find a way to regulate cell phone use in automobiles, perhaps by the implementation of scrambling devices, but it would probably include a court determination before enacting such a policy.

Despite the NTSB's recommendation to take cell phones out of the hands of professional drivers, they can't force you to comply. They can't force your family to stop using their cell phones in the family car, either.

So, the next time you hear about another ruling that only pertains to professional drivers, you can refer to the constitution's powers to leave private vehicles alone. At least until the federal government can find some creative ways to compel the states to follow their lead, your four wheeling friends won't be subject to the same legislation you are as a professional driver.

By Ellen Voie, WIT President/CEO

Cargo Theft • A Real Problem

Cargo theft has impacted nearly every industry, from paper products to televisions. Experts estimate that cargo and equipment theft costs \$30 to \$50 billion annually worldwide. Although there is no record keeping of these thefts, this number is just an estimate. Security is a necessity today. With the nation on heightened security alert, the transportation and air cargo industries must be prepared. By its very nature, the transportation and air cargo industries place goods in a more vulnerable environment than when they are at a shipper's or receiver's facility. It's not like having your goods in a warehouse; you cannot post a security guard, install lights or a closed circuit TV or build a fence around your freight.

Expensive freight is moved along highways and by air and sea everyday and security procedures and devices are becoming more of a necessity for these companies. Today many security conscious companies have taken steps to combat theft of their equipment and products.

The Problem

Although there are some trends in what type of commodities are stolen, theft has affected nearly every type of product from toilet paper to pharmaceuticals.

Here are the cargo categories of note:

- Food and food products
- Consumer electronics
- Metals
- Apparel (including footwear and accessories)
- Pharmaceuticals and over-the-counter products
- Computers and related equipment
- Wine, spirits, and beer
- Building materials
- Appliances
- Tires
- Cellular phones
- Auto parts

Cargo Theft Trends

Some of the traditional days and times of losses occur during the weekend period, Friday through Sunday. Holiday weekends also tend to be a higher rate of theft due to facilities sometimes being "dark" for a longer period with limited personnel.

Geographic area also has a lot to do with theft and the likelihood of an event occurring. The thirteen most prominent areas, accounting for 80% of the losses, are California, Florida, Canada, Texas, Georgia, Tennessee, New Jersey, Pennsylvania, Ohio, Maryland, Arkansas, Illinois, and New York.

The typical M.O. of most cargo thefts occur when the truck and cargo are stopped in an unsecured location. A good rule is "Freight at Rest is Freight at Risk." Typical areas for these types of theft include truck stops, unsecured drop yards, and restaurant/shopping center parking lots. Terminals and distribution center yards are now becoming a more popular target as well, illustrating a need for security within these areas by companies.

All stakeholders that bear the burden of cargo should be involved in the security process as much as they can as they all share in the monetary loss should a load go missing.

Shippers need to take care in selecting their transportation partners. Shippers should also consider the implications of supply chain/logistics decisions. Requesting specific delivery times narrows down the options available to the trucking company and driver. If you want a relatively local shipment to arrive at a specific destination early in the morning, this may well cause a driver to pick up the load the previous day in order to make the narrow appointment window.



High security trailer locks prevent theft

Law Enforcement

It is important for companies to familiarize themselves with local and national law enforcement agencies. Taking the time to meet these agencies, specifically the personnel involved with investigating cargo theft, is important for recovery of your product and assets. There are several Cargo Theft Task Forces in Illinois, Georgia, Florida, California, Memphis, and Texas that specifically focus on cargo theft crimes. Networking with these groups is important as they receive Intel everyday on stolen loads and can assist in finding stolen loads if they are reported in a timely fashion.

There are many measures companies can take to secure their freight whether they are shipping by land, sea, or air and security of products is every company's responsibility. Knowing that cargo theft is a real issue in the supply chain is the first step. Combating the problem with security solutions, Intel, law enforcement involvement, and analytics is the next step.

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Email: nick@transportsecurity.com

Website: www.transportsecurity.com Transport Security, Inc. / ENFORCER® has been providing high security cargo solutions for the supply chain for over 30 years.

Health Insurance & More for WIT Members

Women In Trucking is pleased to announce access to health insurance and more from WorldWide Insurance Services, Inc. Information about this comprehensive package of health insurance and related benefits is available on a dedicated benefits website: www.worldclassbenefits.com/wit

The new program, **World Class Benefits**, features three major components:

⇒ **Health Insurance** - Personal plans for individuals and families, business, or group plans for two and up. Brand name coverage from companies like Aetna, BlueCross BlueShield, Cigna, HealthNet, Humana, Kaiser Permanente, UnitedHealthcare, and others. Included in this program are PPO's, HSA's, HMO's, and limited benefit medical indemnity plans.

⇒ **All Other Coverages** - A full complement of dental and vision, life, disability, critical illness, and accident plans, many of which are discounted for members.

⇒ **A Healthier U** - FREE resources with information about prevention, exercise, nutrition, and management of chronic medical conditions. Online health risk assessments, resources for the uninsured and underinsured.



Here are some of the highlights of **World Class Benefits for the World Class Members of Women In Trucking**. This is the most comprehensive benefits program available to association members in the U.S. Benefits are available to all WIT members, their employees, and their families. It is designed to provide access to affordable health insurance and other

benefits, much like those that are enjoyed by employees of the largest corporations.

⇒ **Access to Healthcare Insurance and More**

- All forms of health insurance plans including PPO, HSA, HMO, and indemnity plans including a specially designed, guaranteed acceptance plan for drivers that can be used with any doctors or hospitals in the country

- Short Term Medical plans for those in between jobs or in their waiting period for employer-provided benefits

- Standardized supplements for those on Medicare

- Critical illness plans to help pay for high health insurance deductibles

- Pays you cash if you have a heart attack, stroke, life threatening cancer, kidney failure, Alzheimer's and many other conditions

- Discounted Accident and Cancer plans from **Aflac**

- More than **fifty insurance companies** throughout the U.S.

- All related forms of coverage (many offering discounts), including dental, vision, disability, and life insurance

- Complimentary pre-underwriting for individuals with pre-existing conditions

- Instant online quotes, comparisons, and applications for hundreds of plans

⇒ **Information and Educational Online Resources for Members**

- **Online Health Assessments**

- **Resources** on Wellness, Prevention, Nutrition, Exercise and Fitness, Smoking Cessation, and Disease and Chronic Condition Management

⇒ **Resources for the Uninsured and Under-insured**

⇒ **FREE Brochures on More than Twenty Health and Wellness Topics**

⇒ **More Free Resources for Part-time and Seasonal Employees**

Here is a great way to reward part-timers and independent contractors. At no cost to your company you can provide your "non-benefited" people access to benefits at low (some are even free) or preferred rates that they could not get on their own.

- Low-cost, voluntary employee-paid health insurance plans

- Guaranteed Acceptance Limited Medical Indemnity insurance

- Basic, primary care health plans starting at just \$94/month

- Low-cost, voluntary dental plans starting at just \$79.95/year

- FREE prescription drug discount card

- FREE WorldWide Hearing Savings Plan

In order to "jump start" World Class Benefits, we are offering all **WIT** members, their employees, and their families several excellent incentives:

⇒ **FREE Prescription Drug Discount Cards** – accepted at more than 55,000 pharmacies throughout the U.S. Discounts on brand name and generic medications up to 75%.

⇒ **FREE WorldWide's Hearing Savings Plan** from Epic Hearing Health Care

⇒ **Three FREE bonus months** of coverage plus a 10% Discount for any of our World Class Dental plans

⇒ **A 35% Discount** on our newest benefit, Medical Emergency Notification Services

About WorldWide Insurance Services, Inc.



*Specializing in health, dental, disability and life insurance for small businesses, associations, and individuals, **WORLDWIDE INSURANCE SERVICES, INC.** has catered to the unique needs of its clients since 1989. As independent brokers, we are able to deliver high value products from more than fifty different insurance companies. Professional agents and well-trained support staff offer old-fashioned one-to-one service.*

It's free and easy to get information about World Class Benefits for the World Class Members of WIT:

Website: www.worldclassbenefits.com/wit

E-mail: info@wwins.com

Toll-free: 800-955-0418

Free fax: 866-967-6310

Diane Irvin • Different Ways to Make a Difference

When I co-founded Strategic Programs, Inc. in Denver in 1988, jobs were scarce, and towering, empty buildings downtown had turned the city into a ghost town. I pledged, through my business, to have a positive impact on the economy of Denver and the nation, but never guessed that trucking would be part of the solution. With a background in social work, education, journalism, and as an entrepreneur, my passion for making a difference in the lives of others has been expressed through my career choices.

After college in the mid-1960s, I was hired to teach language arts in an all-black segregated school in rural Louisiana. I was appalled to learn on my first day that my seventh graders had third grade readers. Of course, I collected them, and went to the Administration Office to exchange them, but was told that all texts had been distributed, and there were no funds to order more. I rummaged through storage, and took tattered sixth and seventh grade texts to my class.

My job, as I saw it, was to prepare my students for next year's school integration – to close the academic gap, and build their belief in themselves. Along with reading, we honed in on social skills, eye contact, self-confidence. My enthusiasm was ignored by the administration, and my contract was not renewed -- a small price for making a difference in those young lives.

I came to Denver in 1970, and not certified to teach here, managed my way into social work. With no experience in the field, I got in the door by taking a clerical job in a Social Services department. When a position opened for Adolescent Caseworker, I was hired for a case load of mostly physical abuse and incest.

Passionately committed to those kids, I shared their grief over sibling suicides, and their challenges with drugs and prostitution. I shopped garage sales with them to furnish apartments, helped them find jobs, or join the Army. My family welcomed them for holidays, and celebrated their high school graduations. Near burnout after seven years, I quit while I was still excited about making a difference.

A soft skills training company was my next brief career -- helping entrepreneurs in start-ups. My then-husband made a difference, too. He left. Within 15 months, I sold my business and two houses, remarried, got two adolescent kids, and co-founded Strategic Programs.

Here, we make a difference as expressed in our Vision, "To improve the human ecosystems of organizations, in which the development of individuals expands to improve their families, their communities, and the world." We help companies in many industries, nationwide, to improve the workplace, the leaders, and the workforce.

In trucking, we primarily help companies reduce costly turnover. After combining 40 or more confidential driver exit interviews and comparing the results to confidential engagement surveys of current employees, we chart the company's strengths (why people stay) and weaknesses (why people leave), and work with management on changes that will improve driver job satisfaction, and reduce turnover. As we continue to interview exiting drivers, the improvement in driver satisfaction is measured by the reduction in turnover. Depending on the company, current employees may be included in developing initiatives to improve the workplace as a way of increasing retention and productivity.

With the driver shortage at 111,000 by 2014 and climbing, trucking companies are giving serious attention to workplace and worklife improvements. And considering the current economy, management is steadfastly motivated to keep trucks on the road.

Transportation is approximately 22% of our business, and includes a database of more than 55,000 driver exit interviews and employee engagement surveys. Besides making a difference in the companies, the lives of drivers and other employees, we like to see our jobs as supporting tens of thousands of families by helping drivers to stay behind the wheel, which earns them a paycheck, which is spent in the community, which supports the tax base, which creates more jobs, which contributes to the larger economy, and ultimately -- as with our Vision, "...to the world."



*Diane Irvin, Senior Vice President,
Strategic Programs, Inc.*

In January 2012, we will be making a difference globally -- by conducting exit interviews in 14 languages!

For more information, visit the Strategic Programs website at www.strategicprogramsinc.com or this trucking microsite <http://truckingsolutions.strategicprogramsinc.biz>.

Corporate Member Offer



Abracadabra! Your sore, tense muscle aches and pains will disappear like magic when you use the Max Massage Wizard. The Wizard is a unique personal massage product designed to provide maximum relief for any part of your body. The combination of rubber sphere, foam roller, and trigger point stimulator allows the Wizard to achieve therapeutic benefits that no other single massage appliance offers. The Wizard can be used over clothing or skin. For more information, visit www.maxtherapy.com/catalog/i25.html.

Back On The Road™ from Arrow Truck Sales

For the fifth consecutive year, Arrow Truck Sales launches its Back On The Road™ program, this year, with a new presenting sponsor: Mack Trucks, Inc.

Each year, the Back On The Road™ program provides a deserving driver a truck and a job to get them back on the road – and many more prizes designed to keep them on the road. Former trucker and country music singer Aaron Tippin is once again supporting the program by serving in an active role throughout the search, and ultimately, helping select the winner.

“Truckers are some of the hardest-working people in the country and they impact literally every community in the United States,” said Steve Clough, president and CEO of Arrow Truck Sales. “We feel it’s important to keep these drivers working and we’re proud to help a deserving trucker get back on the road, making an income and fueling our economy.”

The trucker who will be selected will receive a one-year lease on a 2008 MACK® Pinnacle™ 70-inch High-Rise Sleeper, courtesy of Mack Trucks, Inc., a one-year work agreement with Heartland Express, and other great products and services.

Arrow is seeking nominations from truckers across the United States who are looking for a second chance after facing loss or unfortunate circumstances beyond their control. Nominations for truckers who have selflessly advocated for the profession and the trucking industry in general are also valid.

“As a husband and father, it’s always been important to me to provide for my family,” said David Acosta, Arrow’s 2011 Back On The

Road™ winner. “Winning Back On The Road™ was not only about getting a truck and a steady income, it has allowed me to take care of my family. I hope that any hard-working driver who’s looking for a second chance considers applying this year.”



In addition to the truck and work agreement, the winner of Back On The Road™ will receive:

- SmartWaySM-verified Tires, the MICHELIN® XZA3®+ and the X One® XDA® Energy Tires – Michelin
- TriPac auxiliary power unit – Thermo King
- Monthly \$500 fuel cards – Pilot Flying J Travel Centers
- Business consulting tools – ATBS
- Insurance – Owner-Operator Independent Drivers Association (OOIDA)
- A 3-year/300K-mile warranty – National Truck Protection, Inc.
- One year’s worth of filter products – Mack Genuine Parts
- Custom truck paint job – Dickinson Fleet Services
- Truck accessories, fenders and \$5,000 cash award – Minimizer Products
- Memory foam mattress – SleepDog Mattress
- Paint – DuPont
- Health assessment and check-ups, plus one-year free membership to Snap Fitness\Rolling Strong

gyms at Flying J locations – Rolling Strong (Bob Perry, The Trucker Trainer™)

Arrow encourages nominations to be submitted by friends, family members, associates, or even themselves. To nominate, complete a compelling 250 word story explaining why the nominee deserves to win and submit it on www.arrowtruck.com/backontheroad. Nominations will be accepted until Dec. 4, 2011.

The winner will be announced at the Mid-America Trucking Show (MATS) March 22-24, 2012 in Louisville, Kentucky. For more information or to learn more about previous winners, visit www.arrowtruck.com/backontheroad.

About Arrow Truck Sales

Founded in 1950, the company started as a small used truck lot in Kansas City, Missouri. Arrow has since grown and prospered into 17 retail stores located in the U.S. and Canada carrying a diverse inventory of all makes and models and offering a variety of value-add services. Visit www.arrowtruck.com to learn more about Arrow.

Arrow Truck Sales, Inc. is part of the Volvo Group, one of the world’s leading manufacturers of trucks, buses and construction equipment, drive systems for marine and industrial applications, aerospace components and services, and one of the world’s leading producers of heavy-diesel engines (9-16 liter). The Group also provides complete solutions for financing and service. The Volvo Group, which employs about 96,000 people, has production facilities in more than 180 markets. Volvo Group sales for 2009 amounted to approx. 29 BUSD. The Volvo Group is a publicly-held company headquartered in Gothenburg, Sweden. Volvo Shares are listed on NASDAQ OMX Nordic Exchange and are traded OTC in the U.S.

Help Hotlines & Websites

National Dating Abuse Helpline: 866-331-9474 • www.loveisrespect.org
National Domestic Violence Hotline: 800-799-SAFE (7233) • www.thehotline.org
RAINN (Rape, Abuse & Incest National Network): 800-656-HOPE (4673) • www.rainn.org