

## My Dad Owned a Trucking Company

A major part of my life has been spent in or around trucks and the trucking industry. My Dad owned a small intrastate trucking company in New England. During school vacations and summer breaks I would often pack a lunch and spend the day riding in trucks with drivers who didn't mind my tagging along or sit in the company office intrigued by the paperwork involved with each pick up and delivery.

While in college, I married an owner operator who hauled interstate and I learned a whole new facet of the trucking industry. I was exposed to logbooks and related regulations and found a great interest there. During the years of raising our family, we owned logging and land clearing businesses running several trucks and trailers hauling logs and woodchips throughout New England.

In 1988 we moved to Florida and my husband went back over the road again. When our youngest son went out on his own, I went to a local college and obtained my CDL. That achievement is among my most rewarding. My husband and I drove as a team for a period of time but neither of us enjoyed the hectic schedule and demands of team driving and chose not to make that our chosen path.

Following driving, I worked as an Orientation Director for one of the nation's largest trucking com-



*Darleen Reed, Road Tracking Services  
and author of Logbooks Made Simple*

panies and enjoyed that position very much. However, I received an offer in log auditing and compliance and felt that I wanted to pursue my interest in that area. I did in-house log auditing for several years and found it to be both challenging and rewarding working with the drivers and logbook violations. I just loved the job and wanted to get more involved in that aspect of the industry. So, in 2003, I formed my own company which is now Road Tracking Services, LLC ([www.logbookhelp.com](http://www.logbookhelp.com)). I do log auditing for trucking companies and have accounts spanning from 10 drivers to 150 drivers. I also handle driver

file maintenance for some of those accounts. Through the convenience of today's technology and shipping options, I am able to service companies from around the country and meet their specific needs and schedules.

My most recent endeavor is writing a book titled *Logbooks Made Simple* which was published in late 2008. It is a tool for anyone involved with logbooks and logbook compliance regardless of their experience level. It covers most federal logbook regulations with explanations and examples in simple terminology. I am very excited about this venture and I believe that the book will be a great help to many. My driving experience has been a great asset to my career and I am grateful for that time and for the awareness that it invoked regarding the responsibilities of life on the road.

I started on the trucking path as a young girl and I just love the fact that I can still be on that path so many years later.

*By Darleen Reed*

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# Are Women Better Drivers than Men?

At Women In Trucking, we are often asked if women make better drivers than their male counterparts. In many cases, it's men who tell me that they believe women drive "better" than men. This is one subject where I will not voice my opinion!

You won't hear me say that women are better drivers than men because that's too broad a statement to make. Not ALL women are better than ALL men, and vice versa.

However, there is some evidence to support this sentiment. If you have a sixteen-year-old who recently received his or her driver's license, you might have noticed that a teen girl's insurance premiums are often less than those of their male counterparts. This is changing quickly as women and girls become more competitive and assertive.

An Allstate Insurance study reported that girls admit to speeding (over 10 mph over the limit) 40 percent of the time compared to 36 percent for boys. Is this an indication that girls speed more, or does it show that they are just more honest

about their infractions? You decide.

Another study conducted by Quality Planning Corporation, which provides rating information for the insurance industry, found that women are, indeed, better drivers than men. The data showed that men violate traffic codes more often and cause more accidents along the way.

Along with higher speeds come more severe crashes. According to the Insurance Institute for Highway Safety, men have been involved in more serious accidents and are more likely to get killed. The claims involving men are also more expensive than those of women.

These days, however, women are catching up in the area of aggressiveness. We may not share the same level of testosterone, but we are increasing our risk taking behavior. According to Carolyn Gorman of the Insurance Information Institute, "the gap is closing quickly."

So, let's return to the question, "Are women better drivers than men?" Here are the comments I hear from drivers themselves.

- Women take fewer risks so they are probably safer drivers.
- Women are better at multitasking, which could make them safer on the road.
- Women are easier to teach because they don't get impatient with the instructor and take an "I know that already" attitude.
- Women are not as hard on the equipment and tend to take better care of their vehicles.
- Women are better with customers (not a safety issue, but related to whether they are better at being a professional driver).

These are all based on anecdotal evidence and I cannot statistically prove any of these points, but they seem to be commonly accepted beliefs.

So, I am left to conclude that SOME women are better drivers than SOME men, and SOME are not!

As I stated at the beginning of this article, I will not voice my opinion on the subject ... *have you ever seen the way I drive?*

*By Ellen Voie, WIT President/CEO*



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# WIT Member Sandy Long Writes Driver Safety Book

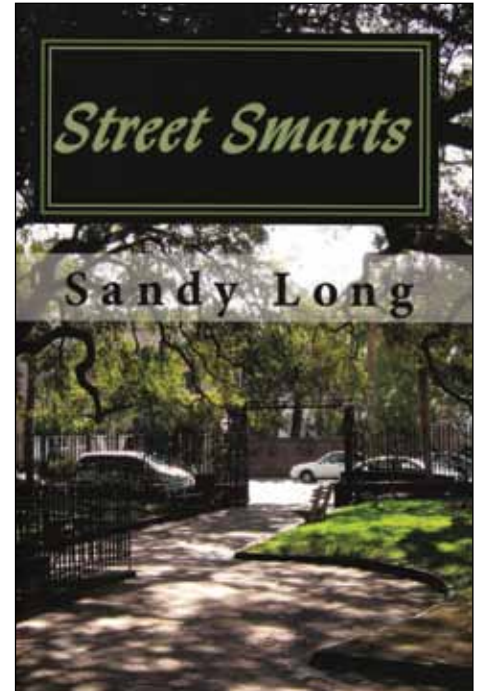
Sandy Long entered trucking as a career in 1982 though she started driving a truck ten years earlier as part of another type of work. With over three million miles under her wheels, in her spare time from driving she now enjoys teaching others and assisting new and prospective drivers to enter the industry she loves.

Sandy's work with new and prospective drivers and her trucking career does not keep Sandy from being involved in other aspects of trucking. She is a member of WIT, serves on WIT's Driver Advisory Committee and is a life member of OOIDA. This involvement keeps her abreast of issues facing truckers in this changing world and gives her the information to write articles and blogs about them to make sure that drivers are aware of what is coming next.



*Sandy Long, author and WIT Member*

Identifying that personal safety for truckers was not addressed in any depth, Sandy decided to write a book about personal safety for truckers. It was published May, 2010 and is called *Street Smarts: A Guide to a Truck Driver's Personal Safety*. Filled with tips and stories, it can be found at [createspace.com/3449566](http://createspace.com/3449566).



Sandy lives in Missouri with her little dog Lillian Russel and drives for Weston Transportation out of North Kansas City, MO.

## Successful Women at the Expedite Expo

The Expedite Expo is Friday and Saturday, July 23-24 at the Roberts Convention Centre in Wilmington, OH. Visit the WIT booth #149 and register now for the show at [expediteexpo.com](http://expediteexpo.com).

Join Ellen, WIT member Linda Caffee, and other women as they explore ways women can be successful in the trucking industry. This roundtable discussion (Friday at 3 pm in Franklin Room 1) is where you will be able to learn from drivers who have insight into being profitable and successful.

Immediately following the discussion is our WIT reception in the Liberty Room. Reception sponsored by:

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## WIT Tattoo Party and Reception in Dallas

Watch Ellen and a few brave Women In Trucking members when they get a WIT tattoo at our booth #16159 at the Great American Trucking Show ([gatsonline.com](http://gatsonline.com)) in Dallas August 26-28. The cost is \$100. Schedule your appointment by sending an email to [info@womenintrucking.org](mailto:info@womenintrucking.org) or calling 888.464.9482. Temporary tattoos will be available for a donation to the WIT Scholarship Fund.

Plan now attend the WIT Tattoo Party/Reception on Friday at 5:00 pm in rooms D171 & D173! Reception sponsored by:



# Women-Owned Businesses Thrive

Women may no longer be a minority in every workplace, but when it comes to government contracts, the designation remains. Women who own businesses have the option to obtain certification, which will provide a way to increase the visibility of their companies to corporate and government partners.

There are currently numerous state level certification programs, such as the one Pat Sterling of Orland Hills, Illinois, received. This past March Pat obtained MBE/WBE/DBE certification through the city of Chicago's Department of Procurement office. The letters stand for Minority, Women or Disadvantaged Business Enterprises.

As a small trucking company (one dump truck) owner, Pat was able to secure work through the process. According to Pat, "the certification process definitely levels the playing field - somewhat." She agrees that, "it gives smaller, unknown, minority and/or women-owned businesses a shot at receiving a percentage of work administered by various municipal and governmental (public works) agencies."

As an example, Pat described how in the past, an excavation contractor could have a "preferred" trucking company (possibly family and/or friends) to haul the excavated dirt to the dump. Without MBE/WBE/DBE goals, many companies (like Pat's) would be left out in the cold while the same trucking companies were being utilized over and over. The allocated percentage for each project, known as MBE/WBE/DBE participation, is listed in the bid solicitations and must be performed by certified companies.

Now, Pat can submit a bid to haul construction materials with her dump truck and she can feel confident that her service will be considered, along with the other,

bigger, carriers in her area.

Although Pat used a state certification process, the National Women Business Owners Corporation ([nwbo.org](http://nwbo.org)) was the first national certifier of Women Business Enter-



WIT Member Pat Sterling

prises. The nonprofit organization was created to provide a standard process for obtaining the certification for businesses controlled (at least 51 percent) by women.

The certification process sounds daunting, but if you look at the NWBOC website you will find assistance in understanding how the process works and how it can benefit you, as a woman-owned business. Private sector partners, as well as some government entities, readily accept the NWBOC designation but other public sector agencies still require state or local programs, such as the one Pat received.

Companies looking for women-owned carriers to supply dump trucks and flatbeds have contacted us at Women In Trucking Association. We then notify our members in that area to determine if they are certified and if we can refer them to the customer. We encourage our members to obtain certification for this reason. As Pat described, government contracts often require the use of women- or minority-owned

companies for their projects.

Whether you agree with the model or not, it's a part of the process in this country, so you might want to explore the opportunity for yourself. If you have 51 percent or more ownership and control of your company, you may qualify for NWBOC certification. You must also hold the highest office in the company and do so for six months before applying. The size of your organization is not a factor; so one truck qualifies if you are the primary decision maker. It's not a difficult process, but it will require you to complete the application and submit it to the organization.

Once you have obtained your Women-Owned Business Certification, your company will be designated as such and your name will be included in their list for potential company procurement. As Pat said, "it definitely levels the playing field."

Janet Harris-Lange, President of NWBOC, agrees, "Certified woman-owned enterprises will find new opportunities to secure procurement leads." Consider joining Pat and the thousands of other women who have completed the process and are now enjoying a higher level of competitiveness in the trucking industry.

*By Ellen Voie, WIT President/CEO*

## Attention Cooks

Submit your recipes for the *Women In Trucking Association Cookbook & More*. If you are willing to share a recipe, we will include your name (or handle) and a short biography, nothing too personal, just the state/province where you live, hobbies, etc. Submit your recipes, cleaning tips, name, and biography to [info@womenintrucking.org](mailto:info@womenintrucking.org). 100% of the book profits will support WIT.

# Long-distance Driving Pair Enjoys a Change of Scenery

Watching the countryside rush by from their vantage point aboard a 2007 Columbia Freightliner is one of the pleasures of trucking cited by team drivers Judi Griffin and Talisha Smith. The pair follows their weekly Wednesday through Sunday 5,000-mile route for FedEx Ground that takes them from Charlotte, North Carolina, west to Denver, Colorado and then finally south to the depot in Rialto, California before journeying back home.

To make the drive safe and cost-effective, the two take turns sleeping in the cab's rear bunk area with only occasional stops for food and to freshen up. It's a very different lifestyle for the women who came to trucking after following other pursuits. Prior to becoming a trucker, Judi worked in a manufacturing facility in Farmville that made parts for Ford, GMC, and other brands. While long-distance trucking offered a new career opportunity to Judi, making a living in trucking was not. Two of her brothers and two of her uncles were also truckers.

For her part, Talisha worked in a hospital setting before deciding to earn a living wending her way through the wide-open spaces behind the wheel. Now instead of wheeling gurneys, she's cruising

down the highway hauling tons of freight and loving it. Both women attended trucking school to learn their new profession and neither regrets her decision.

The two women work for Perry Mecum, an independent contractor for FedEx Ground and the owner of Mecum Trucking. Perry is very pleased with the performance of all of the women he employs as drivers, citing their high degree of professionalism. He is confident they will be on time and take excellent care of their vehicles.

An essential part of that caretaking has to do with following the right practices that ensure safety for the driving team, while minimizing damage to the environment without diminishing the performance of the truck. One aspect has to do with not changing the engine oil too soon or too late. Studies have shown that nearly three-quarters of truckers change their oil too frequently. Given the high cost of oil, changing it arbitrarily hurts the pocketbook and certainly doesn't do Mother Nature much good either – the Environmental Protection Agency considers motor oil to be a major contaminant with one quart potentially polluting some 250,000 gallons of drinking water.



Judi Griffin & Talisha Smith (L-R)

That's why their rig has an IntelliStick monitor in place. The device tracks when additives have been depleted, tracks oil oxidation, warns if engine oil is too low, and warns if oil viscosity has risen to a harmful level. It also detects water, coolant and fuel intrusion, and even allows comparisons of performance of oil brands and filters – and uses Bluetooth technology to communicate to PCs, laptops, or netbooks.

The latest advancement is real-time reporting of engine oil level using a patent-pending electronic oil level sensor. As the drivers do not have to get out of the truck to check the level, this new method is a safer and more secure method of maintaining proper oil levels for both owner and operator.

While they enjoy the changing scenery, Judi and Talisha are committed to driving safely and smartly.

*By Dan Pittman, IntelliStick.com*

## Questions & Advice & Tips from Ask the Experts

WIT members are invited to visit our Message Forum ([www.womenintruck.org/forums/index.cfm](http://www.womenintruck.org/forums/index.cfm)) to ask questions, get advice and tips from our experts:

- Ask the Expediting Professional
- Ask the Fuel Expert
- Ask the Sleep Expert
- Ask the Safety Director
- Job Help Desk
- Ask the Health & Wellness Professional
- Ask the Security Professional

- Ask the WIT Driver Advisory Committee
- Ask the Truck Driving School Professional
- Ask the Log Book Professional
- Ask the Truck Maintenance & Repair Professional
- Ask the DOT Authority
- Ask the Tax Expert
- CSA 2010 Fact or Fiction

If you are an expert in your field and want to join our team of experts, contact WIT at [info@womenintruck.org](mailto:info@womenintruck.org).

# Offers from our Corporate Members

## Ever Young Folding Bicycle

- High quality folding bike, 20" wheel, 7-speed Shimano Derailleur, foldable alloy frame, weighs 29 lbs. total, folded size: 32" x 14.5" x 26.5", rated capacity at 250 lbs., maximum capacity 325 lbs., suitable for riders up to 6'5"
- Easy storage in any big rig while not in use, fun to ride, fold and unfold in 20 seconds, comes fully assembled. Instant access to mobility, park the truck and unfold the bike, you can ride to anywhere, more choices on where you eat, or where you want to go while you are not driving. Eat Healthy, Stay Healthy, Ride Ever Young, Ride Ever Where.
- **Special Offer to WIT members:** visit us at [everyyoung-bikes.com](http://everyyoung-bikes.com), enter promotion code WIT when checking out to receive the special promotion deal of \$299 PLUS FREE SHIPPING to lower 48 states (original \$399 plus shipping). Missouri state sales tax applicable if shipping to a Missouri address.



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IntelliStick ([www.intellistick.com](http://www.intellistick.com)) is a real-time oil condition and intrusion monitor that helps extend your engine life and improve performance. Designed for diesel and gasoline engines, trucks, fleets, work trucks, and heavy equipment, IntelliStick uses sensors securely placed in the dipstick tube or in the oil pan in coordination with an on-board analyzer to easily and continuously monitors oil wear package depletion, oil level, oil oxidation, and detects intrusion. IntelliStick uses Bluetooth technology to communicate to your PC, laptop, or netbook in real time so you can determine the best time to change oil or add an oil additive.

IntelliStick has a rapid payback for owner/operators, large and small fleets, long-haul operations, off-road or HD equipment and return-to-barn vehicles. Return-on-Investment is seen in increased fuel efficiency, reduced oil drains (not too soon; not too late) and disposal, reduced oil analysis testing and longer equipment life. In addition, IntelliStick helps avoid catastrophic equipment downtime, reduces engine repair/replacement, and oil management costs.

**AWARD WINNING:** IntelliStick has been named to LAND LINE Readers Choice Top 20 Products, Popular Mechanics Editor's Choice Awards and Heavy Duty Trucking's Nifty Fifty – an awards showcase of best new product introductions judged on their usefulness to the truck operator in for innovation, serviceability, and performance.

**Members of Women in Trucking are invited to take advantage of a 10% discount** on the purchase of one or more IntelliStick oil condition and intrusion monitors. Call 888.812.5988, ext. 221.



## Something to Shout About...



The 2010 Indiana Logistics Summit will be held on Oct. 26-27, in Historic Union Station at the Crowne Plaza Hotel in downtown Indianapolis. The theme for the 2010 Indiana Logistics Summit is: "Economic Recovery: Fact or Fiction? What's coming down the road, rail, river and runway?" Some of the special features will include:

- ✓ Industry updates from road, rail, water and air experts
- ✓ Status reports for major transportation projects around Indiana
- ✓ Best practice examples from industry leaders and regional roundtables
- ✓ Current events and transportation issue discussions from around the U.S.
- ✓ Exhibition area open both days for booths and networking
- ✓ One-on-one speed networking sessions with top U.S. companies
- ✓ Unveiling of the 2010 Indiana Logistics Directory with an expanded & searchable ONLINE version (Deadline for listings & advertising is July 16)
- ✓ Grand Hall Reception, Continental Breakfast, Keynote Luncheon all included
- ✓ Ellen Voie, WIT President/CEO will be a presenter.

Take advantage of Early-Bird registration and save \$50! For more information and to register online, visit [IndianaLogistics.com](http://IndianaLogistics.com).

I am in the process of finishing truck driving school here in Waterford, CT. I found your site and articles on safety and sexual harassment law to be informative and helpful. Thank you. Dana

## Hard Working Mom Needed for TV Show

Major Cable Network Seeks Hardest Working Moms in America! Are you a working mom with an out-of-the-ordinary job, a hectic schedule, and interesting story to tell? Then we want to hear from you! We're going to spend some time walking in the shoes of the hardest working moms in America and you just might be one of them. Perhaps you're a Garbage Woman with four kids... or maybe you're a ER Veterinarian with triplets on the way... or maybe you're a parole officer who's adopted 10 special needs children. The tougher the job and the more interesting family the better. We are only looking for families from the East Coast. If you'd like to share your story, please email us at [hardestworkingmom@gmail.com](mailto:hardestworkingmom@gmail.com) and tell us a little about yourself. Please include the names and ages of all of the members of your family, as well as photos of you at work and at home.

## 2010 Women In Trucking Shows & Events

|                    |  |                  |
|--------------------|--|------------------|
| July 23-24         | Expedite Expo - Booth 149 .....                                  | Wilmington, OH   |
| July 23, 3:00 pm   | "Women in the Trucking Industry" Roundtable Discussion .....     | Wilmington, OH   |
| July 23, 4:00 pm   | WIT Reception, Liberty Room .....                                | Wilmington, OH   |
| August 3-7         | ATA National Truck Driving Championships.....                    | Columbus, OH     |
| August 13-14       | Waupun Truck-N-Show.....   | Waupun, WI       |
| August 20-22       | Eau Claire Big Rig Truck Show.....                               | Eau Claire, WI   |
| August 26-28       | Great American Trucking Show (GATS) - Booth 16159 & 16161 .....  | Dallas, TX       |
| August 27, 5:00 pm | WIT Reception, Rooms D171 & D173 .....                           | Dallas, TX       |
| September 17-19    | 15th Annual Big Rig Truck Show .....                             | St. Ignace, MI   |
| September 25       | 2nd Annual Alberta Convoy For a Cure at Blackjacks Roadhouse.... | Misku, AB        |
| October 8-9        | Charlotte Diesel Super Show .....                                | Concord, NC      |
| October 16         | Convoy for a Cure-USA.....                                       | Terrell, TX      |
| October 16-19      | 2010 ATA Management Conference & Exhibition .....                | Phoenix, AZ      |
| October 16-17      | Golden State Trucking Expo .....                                 | Pomona, CA       |
| October 26-27      | 2010 Indiana Logistics Summit.....                               | Indianapolis, IN |

Last Wednesday of every month, 1-2 pm ET: WIT segment on Sirius XM Freewheelin' Radio Show (Sirius 147 & XM 171) Calls are welcomed! Dial 1-888-Roaddog for comments or questions.