



NEWS

WOMEN IN TRUCKING
redefining the road

ISSUE 12, January 2009

WIT Founder Ellen Voie Earns CDL

After attending truck driver training, Women In Trucking's President, Ellen Voie, has earned her Class A Commercial Driver's License (CDL). Voie attended the Cuyahoga Community College (Tri-C) driver-training academy in Cleveland, Ohio for three weeks in December, and recently passed the CDL driving exam.

"It was an intense three weeks, with ten hour days and frigid temperatures," Voie said, "but it was also one of the most enjoyable learning experiences I have had." Along with three other students, Voie completed the written portion of her training after the first week of the course. The final two weeks were spent on the skills pad and on the highway, where Voie and her fellow classmates learned to shift a ten-speed transmission, back a 48-foot trailer, and maneuver through Cleveland's rush hour traffic.

"My goal was to better understand the training experience and be able to lead the organization with a level of sensitivity for our driver members that I couldn't have appreciated without doing this myself," Voie stated. Although the founder of WIT has been in the trucking industry her entire career, she had not previously been in the driver's seat of the cab. "I can honestly say that I now know how to drive a tractor trailer," Voie added, "and my



WIT Founder Ellen Voie behind the wheel of a big rig

respect for those who do this on a daily basis is even greater."

Kreigh Spahr, Tri-C's Program Manager, challenged Voie to obtain her CDL and suggested she complete their accelerated program. "Ellen's successful completion of the course, and her ability to pass the required skills and practical test shows that our program can provide the necessary training for students entering the trucking industry," Spahr said. The Tri-C Driver Training Academy opened in September of 2008 and accepts only four students per class to allow the instructors to work closely with each individual based on their needs.

Voie is writing a book about her experience, to provide information to anyone considering

attending truck driver training at any facility. "The book will outline my experience, but will offer readers insight on what to expect while attending a community college and when they are preparing for their CDL exam," Voie said.

The Women In Trucking Association was formed to encourage and support women who

work in the trucking industry. The nearly 1,200 members are comprised of both men and women who support the nonprofit's mission to encourage women to consider career opportunities in transportation, remove any obstacles that might inhibit their achievements, and to celebrate the successes of its members.

Cuyahoga Community College (www.tri-c.edu) is one of the largest and earliest established colleges in Ohio. They offer more than 1,000 credit courses in 140 career and technical programs.

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Finding Value in Joining an Association

By Ellen Voie

Groucho Marx once said, "I refuse to join any club that would have me as a member." Apparently the performer did not understand the value of being part of an organization where the members all have something in common. He didn't understand the value in joining an association.



If you have ever joined a club, a group, or a church, you realize the importance of interacting with others who share either a common goal, a shared belief, or perhaps the same occupation or hobby. This is the reason so many people belong to an association.

Women In Trucking Association was formed in 2007 to support and encourage women in the trucking industry. You might ask yourself why women would need an organization that focuses on their common challenges and needs within the industry.

If you look around at any trucking related event, you will find a predominance of men. The usual mix is about one to twenty, or typically five percent are women. The few women (who are not wives of the executives) seek each other out in the crowd to meet one another, share stories, and find networking opportunities.

Women in Trucking was NOT formed to preclude men or to demean any of their accomplishments. In fact, currently fourteen percent of our members are men who support our mission. The association is not just FOR women, it's ABOUT women!

Although women face many of the same issues our male coun-

terparts in the trucking industry face, there are a few that are more important to females because of our physical makeup. No, I am not talking about lipstick and mascara.

If you look back in history at the wildcat truckers of the 1940's, you will find the job was not only dangerous, but it was physically demanding for the drivers. There was no power steering, no power brakes, nor assistance in loading or unloading the trucks. The roads were not as safe, and there were few or no regulations in place to protect drivers from abuse by their employers.

Fast-forward to 2008 and you will find some of the most aerodynamic, comfortable tractors available. You will also see the regulations imposed on the industry are there to keep the driver from being overworked and fatigued so they cannot be forced to drive beyond their physical limitations. The trucking industry has also responded to the need to consider the driver's needs outside the truck, such as home time, vacations, health care, and retirement opportunities.

All these changes have made it easier for women to work alongside their male counterparts in order to make a decent living for themselves and their families. So, why would Women In Trucking be needed today?

Although we have come a long way, we still have a way to go to level the playing field for women. Some stereotypes and challenges are more prevalent for women. The need for safety is one of our top concerns. Women take fewer risks than men because we are more focused on both our own safety and others. This makes truck stops, shipping docks, and

rest areas more menacing for women who might not have the physical stature to ward off an intruder. One of the top goals for Women In Trucking is to educate our members on how to remain safe and what to do in the event of an attack.



Other areas that cause women to find common ground are the absence of amenities for women on the road. From the lack of women's bathrooms at loading docks to the deficiency in products available in truck stops for women's needs, the playing field is not quite level in 2008. These are just a few of the things our association is working on to support and encourage our members.

Perhaps Groucho Marx would have joined Women In Trucking, if he had the opportunity. We would have welcomed him as a member. Associations are designed to represent their members and to create positive changes to allow them to be more successful as individuals.

You do have the opportunity to help us support and encourage women who are considering a career in the trucking industry. You can become a member of Women In Trucking and help us level the playing field.

Support our Corporate Members

Trucking & Logistic Companies:

ABF Freight System, Inc.
All American Logistics, LLC
Baylor Trucking
Bolt Express
Celadon Trucking Services, Inc.
Cobalt Transport
Con-way, Inc.
Covered Logistics & Transportation, LLC
CRST Van Expedited
Diversified Transfer & Storage DTX
Fairway Transit, Inc.
Fikes Truck Line
Flatbed Express Inc.
Freight Systems, Inc.
Frito Lay
Greatwide Logistics Services
HA Logistics, Inc., Southeastern Region
Hopefield Trucking
Interstate Distributor Co.
Jack Jones Trucking, Inc.
Kee Management Solutions, Inc.
Knight Transportation Services, Inc.
Lester R. Summers, Inc.
Megatrux, Inc.
Midwest Specialized Transportation, Inc.
MSA Delivery Service
Northstar Foodservice
O&S Trucking, Inc.
Penske Logistics
Pepsi Bottling Group
Pitt Ohio Express
Pottle's Transportation
Roadway
SCG The Select Carrier Group LP
Schneider National, Inc.
Service First Distribution
Smith Transport
Sunbury Transport
Taylor Made Express, Inc.
The Rosedale Group
The TransVantage Group
TST Truckload Express
U.S. Xpress, Inc.
United Parcel Service
Walmart Transportation
Waste Management
Watkins & Shepard Trucking
WEL Companies, Inc.
Your Advantage Staffing

Truck Driving Schools:

Adanac Truck Driver Training Ltd.
All-State Career School
American Institute of Technology, Inc.
Arkansas State University - Newport
Central Tech Transportation & Safety Education
Clark State Community College
Cuyahoga Community College
Dependable Source Corp. of MS
International Trucking School, Inc.
John Wood Community College
KRTS Transportation Specialists Inc.
National Tractor Trailer School, Inc.
Northampton Community College
Northern Academy of Transportation Training
Ontario Truck Training Academy
Smith & Solomon Training Solutions
Southern State Community College Truck Driving Academy
Suburban Truck Driver Training School
United Truck Driving School
Western Pacific Truck School

Trucks, Trailers, & Accessories:

Daimler Trucks North America
Navistar, Inc.
Patriot Lift Company LLC
Roadranger - Eaton & Dana
SAF-Holland, Inc.
Sterling Western Star Trucks Alberta Ltd.
The Penray Companies, Inc.
TNT Release
TruckMatch.com
Turbo 3000D
WHITING Group of Canada

Industry Related Companies:

American Defense Lawyers
American Truck Historical Society
American Trucking Associations, Inc.
Assist Financial Services
ATW Foundation
Avalon Risk Management, Inc.
Canadian Trucking Human Resources Council
Catalyst Performance Group
CGM Security Solutions, Inc. A Florida Corporation
Fortified Financial Services
GPSNet Technologies, Inc.
Great West Casualty Company
Hallmark Insurance Brokers Ltd.
HNI Risk Services, Inc.
IdleAire
Innovative Computing Corporation
Internet Truckstop
iPee
J.J. Keller & Associates, Inc.
Lancer Insurance Company
Layover.com
Marcello & Kivisto, LLC
NAL Insurance Inc.
NAPFTDS
National Bankers Trust
National Truck League
Navatech USA
Newport Communications
Ohio Trucking Association
Over The Road-Canada
Precision Pulmonary Diagnostics
Prelipp & Mechler
RAIR Technologies
Randall-Reilly Publishing Co., LLC
Rawle & Henderson, LLC
Roadside Medical Clinics
Roady's Truck Stops
S&E Productions, LLC
Sentry Insurance
Society of Recruiting and Retention Professionals
Specialty Risk, Inc.
Star Scientific, Inc.
ThoughtDrivers
TransCore, Inc.
Transportation Leadership Services
TransportFitness.com
TripPak Services
Truck Training Schools Association of Ontario
TruckDriver.com
TrueNorth Companies LLC
USI Insurance Services
Wisconsin Motor Carriers Association
Wyoming Trucking Association, Inc.



Networking & Mentoring

By Ellen Voie

When the Beatles sang, "I get by with a little help from my friends," they probably weren't thinking about women in the trucking industry. They had the right idea, however, as thirty years later, we are still "getting by with help from friends."

This is one of the goals of the Women In Trucking association, a nonprofit corporation established to encourage women to consider careers in trucking, and to support them along the way, and finally, to celebrate their successes!

One of the benefits of being a member of the organization is the opportunity to network with one another and to learn how to succeed as a woman in a male dominated industry. Our members share their stories and offer their support to women who are either considering a career in transportation or are already employed in transportation.

Many of our members trade stories, tips, and suggestions on the message forum on our website. You'll find questions from women who are considering attending a truck driving school who want to ask the right questions. You will also find many women use our site to review our carrier members for information on training, equipment, and pay.

Currently, there isn't any web-based place to find information on which carriers allow pets, which ones have team drivers, or whether or not they offer automated shifters or paperless recordkeeping. The corporate members of Women In Trucking have an advantage over their competitors, as our members use our site as a reference to review company characteristics and to decide which carrier to call when they are seeking a job.



Members of Women In Trucking are also able to network in person, because every individual is invited to our receptions at major trucking conferences or trade shows. This provides our members with the opportunity to meet other women and men who have been posting on the bulletin board or have been visible in other ways.

Recently, Women In Trucking has been considering pairing those who are new to the industry with our members who have much more experience in areas

such as driving, maintenance, or management. We have attracted women from as far away as Australia, who want to learn from their peers in other areas.

Mentoring is not something to be taken lightly, so this will require some guidance and training on the part of our members. The wisdom women who have been in trucking for decades have attained is invaluable. We hope we can encourage our members to mentor and support each other.

A new goal of the association is to offer leadership training to our members who wish to find continued success through education and encouragement from those who can offer career guidance. This will be aimed at not just current leaders, but anyone who wants to move into a leadership role. [See Leadership Training Opportunities article in this issue.]

The Beatles were right when they sang about getting by with the help of friends. Mentoring and networking are important ways for women and men to learn and to succeed, and Women In Trucking offers the support our members need to thrive.

Consider how you can offer your wisdom and expertise to those new to the industry. Visit www.WomenInTrucking.org for more information or to join now. Help us help our members get a little help from their friends.

2009 Women In Trucking Shows & Events

March 19-21	Mid-America Trucking Show, Booth 40565	Louisville, KY
June 25-27	Great West Truck Show, Booth 1958	Las Vegas, NV
July 9-10	Walcott Truckers Jamboree	Walcott, IA
July 23-25	Expedite Expo & WIT Golf Outing	Wilmington, OH
Aug 18-22	National Truck Driving Championships	San Jose, CA
Aug. 20-22	Great American Trucking Show, Booth 16174	Dallas, TX
Oct. 4-7	ATA Management Conference & Exhibition	Las Vegas, NV

Leadership Training Opportunities

By Scott Philips

Women in Trucking is proud to offer three new services to its members through a joint effort with Transportation Leadership Services (www.transls.com), an executive coaching and consulting company focused on the transportation industry.

TLS has provided years of executive coaching experience working with CEOs, presidents, general managers, and partners in many different industries directly and through its non-transportation company Philips Management Group (www.philipsmg.com).



Executive Leadership Coaching

TLS and WIT provide executives with strategic advice that helps them become genuine leaders in their company and the transportation industry. Along with Women in Trucking, TLS's executive leadership coaching focuses on providing three key services to you:

- outside perspective and advice

- planning tools, methods, and resources
- personal accountability

Want to become a real leader in your company? Let us help you learn how through a customized executive leadership program built just for you!

360 Leadership Assessment and Business Assessment

The folks at Transportation Leadership Services have developed two comprehensive Assessments for leadership and business. These tools are utilized in uncovering the primary leadership and business issues keeping you from 'success.'

The output from these assessments are presented in simple, easy to understand formats, while providing real depth in terms of significance and relevance.



The **360 Leadership Assessment** includes charts along with narrative reports of strengths, weaknesses, and largest gaps or misperceptions of the executive relative to their peers. The 360 degree review is very meaningful feedback for team formation and leadership development.



The **Business Assessment** includes over 220 questions to identify strengths, weaknesses, and potential issues for businesses to improve their performance.



Call TLS to learn more about how you can get started in changing your future - 888-264-0606 or visit WIT's **New Services** page: www.womenintrucking.org/new-services.cfm.

Transportation Leadership Services Scott Philips, M.S., earned his Masters in Management degree. He has over 27 years of experience focused on business and organizational development, marketing and sales. Scott has held executive level positions in large, medium and small corporations. Scott's primary interests lie in creative problem solving, transitional planning, business acceleration & optimization through facilitation.



All Things Financial

Misuse of Payroll Tax Withholding is Dangerous and Expensive



By Jeff Rose, National Bankers Trust

We've all been there. Credit is tight. Customers are paying slower so you're experiencing negative cash flow. Your bank and factoring company are no help; they don't help you prepare for tough times. You have delayed insurance payments and others vendors as long as possible. Two of your trucks are down and now a driver just called in with a blown transmission. You need cash now! Where do you turn?

Stealing Employee Tax Money is a Crime

Desperate situations sometimes tempt us to take desperate measures, like "borrowing" withheld payroll taxes. STOP. As with most temptations there are some short term benefits but they always come with long term consequences. Remember, the moment you pay an employee, the payroll taxes are no longer your money. In the eyes of the law the payroll withholdings belong to your employees and are held in trust by the government. This is why payroll taxes are called "trust fund taxes."

Failure to file or pay payroll taxes instantly draws the attention of the IRS, which immediately imposes expensive penalties and interest. IRS penalties and interest make the cost of using payroll taxes very, very costly in more ways than one. Penalties can exceed 30% of the tax due, plus interest. In addition, not filing or paying payroll taxes can be considered a federal crime. A criminal conviction related to payroll taxes carries a maximum penalty of five years.

Warning—You Are Personally Responsible

A July 2008 report by the GAO found 1.6 million businesses owed over \$58 billion in unpaid federal payroll taxes. Of the \$58 billion, the IRS had only begun the collection process on about \$4 billion. With the government needing more and more money, the IRS is going to have to find more sources. Now payroll taxes—specifically small business payroll taxes—have been identified as a major source of funds with the transportation industry being of particular interest to the IRS.



The GAO report urges the IRS initiate tougher collection efforts, file more liens, seize more assets, and go after business owners personally. The IRS will increase use of the Trust Fund Recovery Penalty (TFRP) against owners and employees of delinquent companies. The TFRP is a provision in the law which states that a "responsible person" who "willfully" fails to see that payroll taxes are paid is personally liable for the payroll taxes. By law, the IRS can make individuals liable for a company's payroll taxes. It does not matter if the company is a sole proprietor, partnership, LLC, or corporation, the IRS can levy the tax and penalties against "responsible persons."

A responsible person can be an owner, officer, board member, executive, manager, or employee. Responsibility may exist where an individual participates in important decisions and can influence the disbursement of money. The second test of "willful behavior" is defined very broadly. Knowing the company is having financial difficulty places a burden on responsible persons to ensure the company is paying its taxes. Under this law you are guilty until proven innocent.

Protecting Yourself

Payroll tax liability is generally not discharged in bankruptcy so you will still owe back payroll taxes after bankruptcy. If you are delinquent in your payroll taxes get expert professional help immediately, before it is too late. Offers in compromise, abatement of penalties, abatement of interest, and other payment options are available. The IRS is coming, are you ready?

Smart Cash Flow Solutions –

My next article will address better cash flow solutions than "borrowing" your employees' payroll taxes. If you can't wait for my next installment give me a call (877-255-8330) and I'll be happy to share my thoughts with you.

Jeff Rose, CPA, MA, is Chief Financial & Information Officer for National Bankers Trust specializing in cash flow, growth and wealth building solutions for small and mid-size trucking companies. For more information, call 877-255-8330 or visit www.NationalBankersTrust.com.

Cost of Health Insurance-Wellness

By Sheryl A. Lewis

In my previous article I identified the main concerns of employers, employees, and health insurance carriers regarding the rising cost of healthcare and their mutual healthcare goals. I introduced both Consumer Driven Health Plans, the Health Saving Plans (HSAs) and the Health Reimbursement Plans (HRAs) as one of the solutions in controlling healthcare cost.

Another vital piece to the solution puzzle involves providing the tools employees need to redirect themselves from a lifestyle of expensive chronic illnesses to a lifestyle of good health.

Studies have shown most health conditions for which Americans seek medical treatment can be prevented with lifestyle changes. If we made healthier choices, we could reduce the number of prescribed drugs and avoid excessive utilization of the healthcare system for preventable health conditions.

Certain chronic health conditions that result from behaviors such as smoking, excessive unmanaged emotional stress, inactive lifestyles, and obesity can be prevented. To illustrate this point, consider the obesity rate in the United States. Obesity has grown to dangerous health levels over the last twenty years or so, and numerous reports show that 67% of American adults are overweight or obese. Obesity is defined as

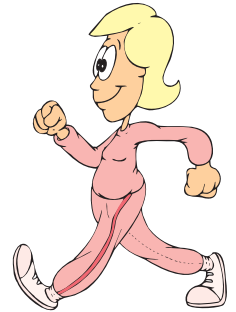
being 30 to 40 pounds overweight. Some of the preventable chronic health conditions related to obesity are diabetes, high blood pressure, heart disease, back problems, migraine headaches, feet, knee, and joint problems, low energy levels, cancer, and emotional problems. Obesity is one of the diseases that creates harmful and expensive health problems and in many cases, obesity can be conquered thus reducing the associated risks and costs.

Employer Sponsored Wellness Programs that address preventable health conditions are becoming the new trend coordinated with the Consumer Driven Health Plans, (HSAs and HRAs) or even alongside a traditional Group Health Care Plan helping to gain control of the high cost of health insurance.



Wellness programs are designed to educate and empower employees to improve their specific and general health. They pro-

vide assistance and support for successful lifestyle changes. Most health insurance carriers provide free tools and internet resources to their members. These resources include disease management programs, 24-hour nurse lines, discounts for wellness products and services such as health clubs, weight loss programs, and vitamin supplements. They may also offer support to quit smoking, education on healthy eating, and assistance with developing an exercise program.



Wellness Programs and Consumer Driven Health Plans motivate employers and employees to proactively work together for a healthier workforce. This cooperation is a vital piece that will significantly contribute to the solutions to our health care cost puzzle and help everyone reach their healthcare goals.

Sheryl A. Lewis is the Senior Vice President of Employee Benefits with USI Insurance Services of Northern California, Inc. With over 18 years in the benefits insurance industry, Sheryl's expertise and experience allow her to retain some of the largest and most complex accounts with USI in her client portfolio. Contact Information: sheryl.lewis@usi.biz, (209) 954-3982



Meet your Board Members - Elisabeth Barna

Elisabeth Barna is Vice President, Strategic Planning and Outreach for the American Trucking Associations (ATA), the nation's leading organization representing the interests of the trucking industry. In this capacity, Elisabeth collaborates with key ATA departments to shape and implement strategic plans for the association, its members and the overall industry to achieve necessary public policy goals. Elisabeth is also responsible for ATA's outreach and image programs, including America's Road Team, Share the Road, and the Good Stuff. Trucks Bring It campaign.

Elisabeth brings years of trucking and legislative experience to the association. Elisabeth rejoined ATA

in December of 2005, after eight years as Director of Communications at the Motor Freight Carriers Association (MFCA).

Prior to joining MFCA, Elisabeth spent seven years with ATA in the Capitol Hill Office, where she was Director, Legislative Affairs. Elisabeth also worked for the Grocery Manufacturers of American for five years, focusing on state legislative affairs and membership communications.



*Board Member
Elisabeth Barna*

Sleep Safe Strap

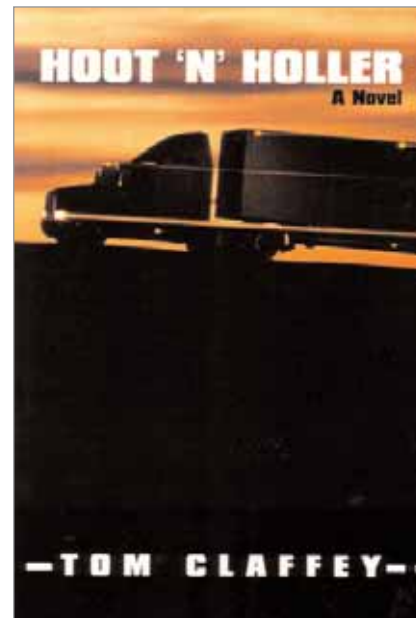
The Sleep Safe Strap was invented by truck driver Kevin Allen after he heard Ellen talk about a safety issue on the radio. Proceeds benefit Women In Trucking



The Sleep Safe Strap is a patent pending simple mechanical device to quickly and safely lock tractors, RVs, or cars by using the vehicle's own structure to keep out intruders. Install by lowering each window a few inches and inserting the steel "L" bracket. Then close the windows to lock the bracket into the door channel above the window and tighten the strap. It does not stress the windows nor bend the frame. Using simple physics to bind one door to another with equal stress, the strap prevents either door from being opened, with or without a key. The military grade reinforced strapping exhibits over 3,500 pounds of strength. The Sleep Safe Strap is also safe to those inside by featuring a quick release in case of an emergency exit.

The Sleep Safe Strap is available from Rigsecure Corporation, www.rigsecure.com.

Hoot 'N' Holler



WIT Member Tom Claffey interviewed numerous truckers (men and women) in developing this story of Sally Tremaine and Dixie O'Donnell. In addition to spending time in a rig, he visited truck stops across the US, including the famed Iowa 80 Truckstop.

Ellen Voie: "The professional drivers in Claffey's *Hoot 'N' Holler* are capable, quick-witted, and independent professionals who just happen to be women! I can only hope that in the sequel, Sally and Dixie become members of Women in Trucking!"

Available at BarnesandNoble.com or Amazon.com.