

Women In Trucking Association Wraps Up a Successful Year

December 12, 2011

Plover, WI: As we near the end of 2011 the Women In Trucking Association is proud to publicize the year's accomplishments and provide insight into next year's goals. The mission of the association, which was established in 2007, is to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry.

Some of the highlights from 2011 include:

- The first annual *"Influential Woman of the Year"* award sponsored by [Navistar](#). Rochelle (Gorman) Bartholomew, CEO of Cal-Ark Trucking was the recipient. Nominations will soon be accepted for the 2012 award.
- The second annual *"Salute to the Women Behind the Wheel"* celebration was held in conjunction with the Mid-America Trucking Show in Louisville, Kentucky. Over 200 professional female drivers were honored by NTSB Chairman, Deborah Hersman, who *traveled from her office in Washington DC* to Louisville in trucks driven by our members.
- US DOT Secretary, Ray LaHood, *invited WIT President/CEO Ellen Voie* to visit him in Washington to discuss issues concerning women in the transportation industry.
- WIT representatives visited the *White House* in June to meet with agents from the Department of Justice, the Vice President's office and the White House Council on Women and Girls to address violence against women in the trucking industry.
- The National Transportation Safety Board included WIT President/CEO to participate in the *annual public forum* to evaluate safety issues in transportation.
- The US DOT hosted a *roundtable discussion* to address issues that affect women in blue-collar transportation related careers. This group is continuing to meet to focus on how to bring more women into traditionally male dominated occupations.
- WIT President/CEO participated in the *Drug Testing Advisory Board* hearing in July to share concerns related to the use of urine drug testing procedures and to support the use of hair follicle analysis for pre-employment testing.
- The Women In Trucking *Scholarship Foundation* was formed to provide scholarships to members seeking careers in a technical area, leadership training, professional driving, and safety.
- The *"Anti-Harassment Employment Guide"* for carriers was created by *J. J. Keller & Associates, Inc.* and provided free to corporate members.
- The "Salute to the Women Behind the Wheel" *commercial* aired on ESPN during the *Humanitarian Bowl* and will be shown again this month.
- We launched our social media efforts to include *YouTube, Facebook, LinkedIn, Twitter* and a *Blog* at BigTruckTV.
- Member Sandy Long put together recipes for the first Women In Trucking *cookbook* (which makes a great gift!).
- Ellen Voie addressed high school girls interested in non-traditional careers at the "Wider Opportunities for Women" event in Wolcott, Indiana in November.

- Frito-Lay NA *wrapped a trailer* with the Women In Trucking logo and graphic.
- The Minnesota *Lynx women's basketball* team hosted a Women In Trucking night!
- WIT President/CEO appointed to serve on the SMC3 *Education Advisory Committee*.
- An educational audio book for drivers published by *The Man In White* includes a section specific to women drivers and their physical challenges.
- *Walmart, Frito-Lay NA* and *Bendix Commercial Vehicle Systems LLC* committed their support as Gold Level partners of Women In Trucking Association!
- We continue to add more member benefits to the growing list of products and services offered at a discount to our members. From insurance to equipment, you can save money as a member of WIT.
- Women In Trucking reaches a new level of membership and continues to grow with 1,800 corporate and individual members in the US, Canada, Australia, and England.

The coming year will bring lots of new opportunities to create positive change for the trucking industry. Here are some of the activities planned for 2012.

- Women In Trucking will be presenting at the *National Research Board conference* in January to discuss challenges in equipment design for women transportation workers.
- The Pinellas Technical Education Center has invited Ellen to be the keynote speaker at their graduation ceremony in January.
- WIT will have a blog dedicated to focus on issues concerning women in the trucking industry, hosted by Con-way, Inc.
- *Hyundai Translead* and *Great Dane Trailers* have committed to becoming Gold Level Partners in 2012.
- The *Transport Women Australia* conference will feature Ellen Voie as their keynote speaker in Melbourne in June.
- The Women In Trucking Association board of directors will be meeting in Chicago for a strategic planning session in January.
- The "Best Recruiting Ad" contest will be launched to recognize companies for positive recruiting efforts that reflect the diversity of the work force.
- We are working on creating a toll free crisis line for the trucking industry to use for issues affecting professional drivers (safety, harassment, equipment).
- Corporate members will receive a publication that focuses on how to recruit women (what are women looking for in ads, where to advertise, etc.)
- Women owned businesses would be assisted in becoming certified as a WBE (Women's Business Enterprise) and giving exposure by being listed in a directory to be provided to shippers with diversity needs. A teleconference is scheduled for January 17, 2012.
- The Women In Trucking website will be revitalized and recreated to be more user friendly and will offer more educational and interactive ways to serve our members.

We are truly excited about the challenges we have addressed in the past year and are looking forward to a better environment for everyone in the trucking industry as we move into the new year!

If you are not already a member of Women In Trucking Association, Inc. please consider supporting these efforts by [joining now](#). Corporate and individual members (both men and women) are encouraged to be a part of the organization.

Ellen Voie
President/CEO
Women In Trucking Association
www.WomenInTrucking.org