

Women In Trucking Association enters fourth year with increased members and corporate support

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Plover, WI: The Women In Trucking Association (WomenInTrucking.org) is entering its fourth year with renewed vigor and a positive outlook. "We have survived some of the worst economic conditions this industry has experienced but we are moving forward with the largest member base in our history," said Ellen Voie, President/CEO. "We have lofty goals for the coming year and we are in a position to meet or exceed those goals."

The board voted to retain the current officers, which are Chairwoman, Leigh Foxall, Internet Truckstop, Vice-Chairwoman, Debbie Sparks, Truckload Carriers Association, Secretary, Jayne Gunn, Sunbury Transport, and Treasurer, H. Lenora Hardee, Ph.D, Navistar.

The board of directors is composed of ten members serving two-year terms. Marge Bailey, LadytruckDrivers.com, Elisabeth Barna, American Trucking Associations, Inc., Deb Whistler, Fleet Owner Magazine, Mark Rousseau, Frito-Lay North America and Jeff Hammonds, Walmart Private Fleet were all renewed for additional two-year terms. Foxall, Sparks, Gunn, and Hardee are currently in the middle of their two-year terms, along with Maggie Peterson, YRC.

"I am especially excited to see the momentum grow as we start new initiatives and gain additional industry support for our efforts," said Leigh Foxall, Chairwoman. "We want to bring more women into all areas of the trucking industry and the timing is right to add new people as the economy turns and the need for workers increases." There are currently 1,500 corporate and individual members of Women In Trucking in the United States, Canada, Australia, and the Virgin Islands.

Frito-Lay North America (fritolay.com) and Walmart Private Fleet (walmart.com) both increased their support in the past year by becoming Gold Level Partners of the Association. Mark Rousseau, Frito-Lay's National Logistics Manager, recently announced its second year of sponsorship. "We are proud to be a charter member of the Women In Trucking organization and to continue our Gold Level sponsorship this year," said Rousseau. "We receive many benefits from our membership and will continue to leverage the expertise, experience, and connections that this organization offers. The Women In Trucking organization is a helpful resource as we continue to increase the diversity of our transportation organization, a key component to our future success."

Future goals include presenting a white paper for best practices in driver-trainer policies for over the road carriers, increased awareness of issues concerning members (health, safety, security, amenities) and more recognition for industry leaders who have furthered the mission of the organization. The group's second annual "Salute to Women Behind the Wheel" event will be held April 2, 2011 at the Mid-America Trucking Show.

Mission: Women In Trucking was established to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry.

Ellen Voie CAE
President/CEO
Women In Trucking, Inc.