

Frito-Lay and Walmart renew Gold Level partnerships with Women In Trucking Association

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Plover, WI: The Women In Trucking (WIT) Association continues to grow and expand its influence into the trucking industry, thanks to the commitment of Frito-Lay North America and Walmart.

“The continued involvement of both of these recognized corporations provides additional resources to support the needs of our members,” said Ellen Voie, President of Women In Trucking. “We are especially looking forward to developing initiatives that support our mission to bring more women into the trucking industry and provide resources for those already working in transportation.”

Frito-Lay’s (fritolay.com) National Logistics Manager, Mark Rousseau, was appointed to the board of directors last year. “Frito-Lay North America is proud to continue our relationship with Women In Trucking Association,” he said. “We have been involved in WIT from the very beginning, and see this organization having a positive impact on the trucking industry, drivers, and our company’s ability to continue to improve our driver diversity. WIT is also a great resource for us as we address the national driver shortage in the years ahead.”

Jeff Hammonds, Vice President of Walmart (walmart.com)Transportation, who also serves as a director said, “One of our top priorities as a company is developing a diverse workforce. Our partnership with Women In Trucking is one of the many ways we reach out to women and let them know about the great career opportunities in transportation and at Walmart. We are proud of our partnership with Women In Trucking and support their efforts to serve women who work in the trucking industry.”

Women In Trucking was established in 2007 to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry. Membership is not limited to women, as 14 percent of its members are men who support the mission. For more information visit www.WomenInTrucking.org or call 888-464-9482.

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