



From the Driver Seat to the C-Suite

IMAGE TEAM CLASS OF 2026 NOMINATION

IMAGE TEAM CLASS OF 2026 NOMINATION

Women In Trucking Association (WIT) is a non-profit organization with the mission to champion the employment and advancement of women in trucking, foster connections and recognize achievements.

SEEKING TRUCKING INDUSTRY PROFESSIONALS WHO ARE;

- Confident, safety-minded professionals with a passion for representing today's drivers
- Ready to speak up and speak out—sharing honest insights and championing the trucking industry
- Skilled storytellers who enjoy writing articles, blogs, and personal perspectives
- Willing to step into the spotlight for media interviews and public conversations
- Eager content creators who can support blogs, social media, and marketing efforts
- Active contributors on conference calls and webinars throughout the year
- Supportive mentors who are excited to guide future Image Team members
- Qualified nominees must currently be a CDL-licensed company driver or owner-operator

ELIGIBILITY

1. The professional must have an outstanding safety record.
3. The applicant should be able to speak convincingly about their commitment to safety and, by appearance, represent the trucking industry professionally and honestly.
4. The nominee must be a member of Women In Trucking
5. The nominee must be able to participate virtually as needed for webinars and bi-monthly meetings.

Note: IN SELECTING IMAGE TEAM MEMBERS, EMPHASIS WILL BE PLACED ON HER ABILITY TO SPEAK ARTICULATELY AND ENTHUSIASTICALLY ABOUT THE TRUCKING INDUSTRY.

APPLICATION PROCESS

- The deadline for nominations is Feb 6, 2026
- Completed Application by nominee
- 2 letters of professional recommendation submitted
- Copy of MVR.
- Nominees will take part in an interview by February 27, 2026
- Candidates will be notified by March 13, 2026, and officially announced on March 27 during the Salute to Women Behind the Wheel

Image Team members will serve a three-year term beginning in March 2026. The new members will be introduced at the Salute to Women Behind the Wheel event at the Mid-America Trucking Show on March 27, 2026, at the Kentucky Expo Center, Louisville, KY.



From the Driver Seat to the C-Suite

NOMINATION APPLICATION

To ensure every Image Team member is fully supported in this exciting, high-visibility role; nominations must come from a current employer or someone who understands the time commitment involved. Owner-operators may submit self-nominations. This process helps guarantee that each nominee has the encouragement and backing needed to thrive throughout the year.

1. Members of the Image Team will be expected to participate as an advocate and ambassador of the Women In Trucking Association publicly. Please review the items below and select all initiatives that you are committed to supporting this nominee's involvement with. If you do not feel that you can support an item on the list, please leave unselected.
 - a. Regular virtual update meetings (Maximum bi-monthly)
 - b. Approval to participate in interviews, panels and presentations as available
 - c. PR including creating social media content, writing articles/blog posts, act as subject matter expert for articles and interviews
 - d. Ride Alongs
 - e. Haul of WITney education trailer and staffing events as able
 - f. Attendance at the Mid-America Trucking Show in Louisville, KY in March
 - g. Attendance at Women In Trucking Accelerate Conference (registration will be provided at no cost)

***Please note that WIT does not provide accommodations or travel reimbursements for event attendance. ***

2. Name of the person nominating the candidate for the Image Team
 - a. Email
 - b. Phone
3. What is the candidate's name you want to nominate to serve on the Image Team?
4. How long has the individual been a member of Women In Trucking?
5. Is the candidate an Owner Operator?
6. How long has the candidate been employed by your company or if an Owner Operator indicate number of years as Owner Operator?
7. Does the candidate currently hold the position of Licensed CDL Commercial Vehicle driver?
8. How many years of experience does the candidate have in this role?
9. Has the candidate ever been involved in an accident or other violation while driving a commercial vehicle, either preventable or non-preventable?
10. Where is the candidate's home terminal located?
11. What is the candidate's typical driving assignment?



From the Driver Seat to the C-Suite

- a. OTR (out more than a week at a time)
- b. OTR (out 5-6 days/ home weekly)
- c. Home Daily
- d. City + Local (home daily)
- e. Shuttle
- f. Yard Spotter
- g. Other

12. List any industry related honors or awards the applicant has won (company awards, truck driving championships, driver of the year/month Award, million-mile safe driving awards, 5-year safe driving award, President's Safe Driver Club, etc.)

13. Describe the candidate's involvement in the company or industry related programs, such as driver or safety training.

14. Provide any community service or youth related activities such as Trucker Buddy, Special Olympics, YMCA, Little League, church groups, community groups, etc. that the candidate is involved in.

NOMINATING COMMITMENT

For any candidate to be successful on the Image Team it is important to have the commitment of their leased company or other committed employment partnerships. Please review the expectations of an Image Team member and ensure that the Owner Operator or the committed employment partnership can offer the commitment to this individual throughout their three-year term.

Members of the Image Team will be expected to participate as an advocate and ambassador of the Women In Trucking Association publicly. Please review the items below and select each that you are committed to supporting. If you do not feel that you can support an item on the list, please leave unselected.

- Image Team member's attendance at monthly virtual update meetings (min of 8 annually)
- Image Team member will complete professional media training (provided by WIT)
- Availability and approval for Image Team members to participate in interviews, panels and presentations as available.
- Image Team members will participate in public relations including creating social media content, writing, or providing content for articles or blog posts.
- Image Team member will conduct ride alongs
- Image Team members may volunteer at Mid-America Trucking Show (March each year) and staff WIT booth/ WITNEY trailer.
- Image Team members may volunteer at WIT Accelerate! Conference (Nov each year); if attending on behalf of the company
- WHAT'S NEXT?



From the Driver Seat to the C-Suite

Once a nomination is received and verified by the nomination committee, the candidate will receive a link to complete a personal application and information on submitting letters of reference and MVR. Thank you for supporting the mission of Women In Trucking and this candidate. We look forward to learning more about them throughout this process.