



NEWS

WOMEN IN TRUCKING
redefining the road

ISSUE 6, January 2008

Grow Sales by Focusing on the Customer

Phyllis Cochran grew up on a farm in Iowa. Her family owned International Harvester agricultural equipment and an International truck they used to haul livestock. When the opportunity was offered to Cochran to work for International – the company that made the products that were so important to her family’s farm – she jumped at the chance.

Today, Cochran is a senior vice president at Navistar International Corporation, one of the world’s leading truck and engine manufacturers, and the general manager of Navistar Parts, leading an organization of 1,500 people with annual sales of more than \$1.5 billion.

Growing up on a farm taught Cochran about more than just tractors and trucks. “It taught me the value of hard work and how to persevere,” Cochran says. “You just have to keep trying, and eventually you are able to harvest what you plant.”

Upon graduating from Iowa State University in the mid-1970s, Cochran moved to Chicago to work for Arthur Andersen, LLP as a senior and staff auditor. She worked at Arthur Andersen for five years and then joined International Harvester (Navistar) in 1979 working in the corporate finance department.

Since joining Navistar, she’s worked in three of the four

biggest divisions of the company, in the Truck Group, Navistar Financial, as well as the Parts Group, which she now leads.

It wasn’t always an easy road to hoe, says Cochran. “You need to look for your opportunities. You shouldn’t be afraid to take a



**Navistar Parts Leader
Phyllis Cochran**

job that might not be a perfect fit. It will challenge your thinking and broaden your capabilities and skills.

“Regardless of your position, I encourage you to do anything and everything you can to learn every

aspect of your business,” Cochran says.

Having grown up on a farm, it is no coincidence that growth is what she’s all about now. Today, she’s growing the parts business at Navistar.

“The potential for growth in our business is enormous,” Cochran says. “We recently were awarded nearly \$300 million in business to supply parts for the military’s MRAP vehicles, and we’re continuing to grow in North America while expanding our sales overseas. We expect our parts sales to grow substantially over the next few years.

“We’re in this game to serve Navistar’s customers, to keep their trucks up and running, and to provide a customer experience that is second to none,” Cochran says.



**Membership Count
January 31, 2008**

It's Renewal Time Soon

What has Women In Trucking done for you?

It's hard to believe that nearly a year has passed since Women In Trucking was officially launched. We will soon begin sending out renewal letters to our charter members, and I want to be sure that you feel confident that your dues are being used to benefit you.

Please remember that Women In Trucking is a not-for-profit 501(c)(6) corporation, and that your dues may be deductible as a business expense. However, that alone is not enough to support any organization, so I would like to give you an update on how your funds have been spent over the past year.

First, every board member is a volunteer and receives no compensation for their time or donations. Char Pingel is the only paid staff person, and she is working hard to keep the organization running smoothly.

Without the generous support of our board members companies, we couldn't participate in the numerous events throughout the year. Roadway Express has been especially accommodating in allowing Maggie Peterson to attend trade shows, meetings and the truck driving championships. Some of our members are self employed and use their own companies to fund their travel and meeting expenses. The support of the Truckload Carriers Association and the American Trucking Associations have been invaluable also.

Women In Trucking truly operates on a very thin margin. However, our reach has been impressive. In the past twelve months we have had a presence at 25 trade shows and every one was provided at no cost to us. From

Canada to Mexico, we have received a warm welcome throughout North America.



Ellen Voie

Some events allowed us to host receptions, and by using sponsors to fund the refreshments, we were able to meet and greet nearly 300 members or potential members. Our first event was held at the Truckload Carriers Association convention in Las Vegas, followed by a reception at the Mid-America Trucking Show in Louisville. We hosted a standing-room-only reception at the American Trucking Associations conference in Orlando, where ATA Chairman Ray Kuntz greeted attendees, which also included TCA's Chris Burruss and dozens of trucking company executives.

In addition to trade shows and conferences, we have had the opportunity to give seven presentations at conferences in the US and Canada to groups ranging from truck training schools to recruiting and retention conferences.

We are working hard to give our members an edge over other drivers by providing products, services and educational opportunities as well as mentoring one another to become successful in the trucking realm. Our website, which is hosted by TruckDriver.com

and Over The Road - Canada, offers our members an interactive bulletin board, plenty of articles meant to empower each member, and now we have a members only page with benefits and discounts only for you.

Women In Trucking has received a great deal of media attention this past year, from a mention in the Wall Street Journal to feature stories in numerous industry publications, satellite radio, television and web stories. Additionally, many television production companies have contacted us for potential feature stories on TV.

All of these events have brought us to a association base of nearly 1,000 members! It is early February as I write this, and our current count is 971 paid memberships. This includes 72 corporate members, 11 truck driving schools, 51 students, 196 professional drivers and 125 industry professionals.

You may be surprised to note that twenty percent of our members are men who joined because they support our mission. About one in four of our members are professional drivers.

Women In Trucking is YOUR organization, and we want to provide you with value for your dues. When you receive your renewal letter, keep this in mind. We represent you.

We are looking ahead to the coming year and your involvement is needed. Let us know how we can better represent you. Feel free to send me an email at Ellen@WomenInTrucking.org.

A handwritten signature in black ink, appearing to be 'Ellen Voie'.

Ellen Voie
Chairwoman of the Board

Support our Corporate Members



Trucking & Logistic Companies: Arrow Trucking Co. • Baylor Trucking • Bolt Express • Celadon Trucking Services, Inc. • Challenger Motor Freight • Con-way, Inc. • Covered Logistics & Transportation, LLC • CRST Van Expedited • Dart Transit Company • Fikes Truck Line • Frasier Transport, Inc. • Freight Systems, Inc. • Frito Lay • Gilco Trucking Co., Inc. • Hopefield Trucking • Jack Jones Trucking, Inc. • Kee Management Solutions, Inc. • Knight Transportation Services, Inc. • Lester R. Summers, Inc. • Megatrux, Inc. • Midwest Specialized Transportation, Inc. • Northstar Foodservice • O&S Trucking, Inc. • Penske Logistics • Pitt Ohio Express • Pottle's Transportation • Roadway • Ruan Transportation • SCG The Select Carrier Group LP • Schneider National, Inc. • Scott Logistics • Smith Transport • U.S. Xpress, Inc. • Universe Truck Lines • Vantage Logistics, Inc.



Truck Driving Schools: Adanac Truck Driver Training Ltd. • All-State Career School • Arkansas State University - Newport • Central Tech Transportation & Safety Education • Dependable Source Corp. of MS • International Trucking School, Inc. • John Wood Community College • KRTS Transportation Specialists Inc. • Northern Academy of Transportation Training • Ontario Truck Training Academy • Truck Training Schools Association of Ontario • Western Pacific Truck School



Industry Related Companies: ACS MultiMedia • Advanced Transportation Technologies • American Moving & Storage Association • American Trucking Associations, Inc. • Avalon Risk Management, Inc. • C.I.S./Progressive Insurance • DOTAuthority.com, Inc. • Driver's First Choice • Freightliner Trucks • Great West Casualty Company • HNI Risk Services, Inc. • International Trucks • Internet Truckstop • J.J. Keller & Associates, Inc. • Lancer Insurance Company • Layover.com • Mobile Awareness, LLC • NAL Insurance Inc. • Newport Communications • Patriot Lift Company LLC • Precision Pulmonary Diagnostics • Prelipp & Mechler • RAIR Technologies • Randall-Reilly Publishing Co., LLC • Roadranger - Eaton & Dana • Roady's Truck Stops • SAF-Holland, Inc. • S&E Productions, LLC • Star Scientific, Inc. • Sterling Western Star Trucks Alberta Ltd. • SuperSlab 100 Corporation • The Penray Companies, Inc. • TransportFitness.com • TruckDriver.com • TrueNorth Companies LLC • Turbo 3000D • Wyoming Trucking Association, Inc. • XM Satellite Radio

Meet your Board Members - Leigh Foxall

Leigh Foxall is currently Director of Sales and Marketing for The Internet Truckstop (www.truckstop.com) the FIRST and LARGEST freight matching service on the Internet. Before joining The Internet Truckstop, Leigh spent nearly 14 years with DAT Services/TransCore in Portland, Oregon where she held positions in freight matching and advertising sales and marketing. Leigh's career in transportation began in a sales position for Comdata Network in Nashville. The company had recently launched a revolutionary service called Comvoy which was the very first comput-

erized load board for the transportation industry.

For near twenty years Leigh and her husband Joe lived in Portland where she was active in politics. In 1992 and 1996 she served as an elected Delegate to the Republican National Convention. Leigh served as state campaign coordinator and fund raiser for two Presidential candidates, several state wide political campaigns and local initiatives that focused on private property rights and land use issues.

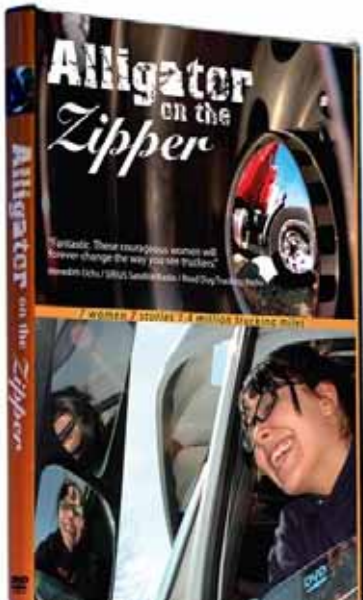
Emmett, Idaho is now home for Leigh, Joe and daughter Dixie Grace.



WIT Board Member Leigh Foxall

New in the WIT Store

Alligator on the Zipper is a new feature length documentary film about women truck drivers. Part of the proceeds benefit WIT!



Attracted to the freedom of the road, the potential of making a good living and the autonomy of the trucking lifestyle, more and more women are becoming drivers and finding that they love their work. See a trailer of the film at www.alligatoronthezipper.com.

Members Only Benefits

We are excited to have our Members Only benefits pages up on our website. Here you will find discounts and specials. [If you are a corporate member and want to offer a benefit to WIT members, please contact us (info@womenintrucking.org or 888-464-9482).]



To Login to the Members Only Benefits:

On the WIT website (www.womenintrucking.org), click on "Members Only." For first time users, click on "Forgot your member account information? CLICK HERE." Enter EITHER your member number or email address and click "Send Reminder." An email will be sent to you with your member number and password.

WIT will be adding additional member benefits, so please check back often.

Female Driven

By Ellen Voie

I was taking a walk recently when I saw a Honda Pilot parked in a driveway with a “for sale” sign in the window. I couldn’t help but smile when I read the words, “FEMALE DRIVEN” neatly printed under the price.

Female Driven. The owner must have considered this to be selling point or she (or he) would not have listed it as a notable item. I recalled the old adage about buying a car that had “only been driven to church on Sunday by a little old lady.”

Personally, I had never considered a “female driven” vehicle to be any different than one owned by a male. I do recall that insurance companies used to rate girls lower for premiums than boys when they are new drivers. I decided to determine if “female driven” is really a selling point and if that trait extends to eighteen wheelers.

The AAA has researched the driving habits of Americans in conjunction with Carnegie Mellon University, and their reports can be found at www.traffic-stats.us. These figures do not include professional drivers, but I wanted to learn whether or not “female driven” should be a selling point for an SUV.

The insurance companies were right. Women have fewer accidents than men. Over all age groups, women had only .78 fatalities per million miles traveled as opposed to men, who suffered 1.39 fatalities.

Paul Fishbeck of Carnegie Mellon, and co-author of the study, claims that the higher rates for men are because men “do stupider things,” like taking more risks, speeding, and drinking and driving.



Maybe the difference in driving has more to do with the natural makeup of women as opposed to their competency. A Bradford University study found that women’s estrogen levels assist the part of the brain that allows them to shift their attention from one stimulus to another. This makes women better at multi-tasking and allows them to perform better at driving safer.

They also noted that the lower levels of testosterone in women make them less capable at spatial skills such as map reading and parking. These traits are also important when considering driver ability overall.

So, are women drivers considered “better” than men? I asked a number of trucking executives what their thoughts were on hiring women. “Bring me as many women drivers as you can find,” said Bill, “they are safer and they take instructions better than men,” he added.

Glenn agreed, “We encourage women to work for us, they are easier on the equipment because they aren’t as rough in shifting and maneuvering.” His company has a large number of women drivers and many of them work as team members with their husbands, boyfriends, or with other women.

“Our women drivers seem to relate better with customers,” claims Steve, who operates 60 trucks in the Midwest. “They are less likely to get angry and offend someone on the dock,” he added,

“and they aren’t usually as aggressive.”

So, in addition to being safer, women are often better in dealing with both the customers and the equipment!

For carriers that actively recruit women, they have started thinking about ways to make their company more attractive for female drivers. “We are looking for men and women to deliver our freight and we will do whatever we can to make it as attractive as possible for both of them,” said Shelley, a small fleet operator.

It appears that women can be as good or better behind the wheel of a truck, as well as on the loading dock, or behind a desk. Maybe the owner of the Honda Pilot SUV was correct in noting that the vehicle had been “female driven.”

Good stuff.



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WIT Shows & Events

Feb. 8-9, Mid-West Truck Show, Peoria, IL, www.mid-westtruckers.com/truckshow.html

March 1-4, TCA 70th Annual Convention, Paradise Island, The Bahamas
www.truckload.org/events/annual.shtml

April 17-19, Truck World 2008, Toronto, ON, Canada, www.truckworld.ca
[FREE visitor registration until April 15; enter code TW354 for VIP pass]

June 26-28, Great West Truck Show, Las Vegas, NV, www.truckshow.com

July 10-11, Truckers Jamboree, Walcott, IA, www.truckersjamboree.com

July 25-26, Expedite Expo, Wilmington, OH, www.expediteexpo.com

Aug. 19-23, National Truck Driving Championships, Houston, TX
www.truckline.com/upcomingevents

Sept. 10-14, International Brotherhood of Teamsters 2008 Women's Conference,
Miami, FL

Oct. 4-7, ATA Management Conference, New Orleans, LA,
www.truckline.com/upcomingevents

Oct. 18-19, Truck Show Latino, Pomona, CA, www.thetruckshowlatino.com