

Women In Trucking President featured on Big Truck TV Blog

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PLOVER, WI July 15, 2009 – Comments from Women In Trucking President, Ellen Voie, can now be seen in her Blog on Big Truck TV. Joining industry experts such as professional speaker, Dan Baker, Trent Tillman of True North Companies, and Pam Whitfield, registered dietitian, Voie will provide updates related to issues faced by women in all areas of the trucking industry.

“The accomplishments and invaluable contributions women make to the trucking industry are a major factor in its success, growth and evolution,” says Michael Carpentier - CEO of Big Truck TV, “We welcome Ellen Voie from Women In Trucking as a contributor to our industry leading Blog. The depth of knowledge she brings forth on the critical issues facing trucking will contribute to the dynamics that will drive the industry forward and make it stronger for all.”

Voie’s first Blog entry, What do Women Want?, shows how the association is addressing challenges that might keep women from considering a career in trucking. Women In Trucking is a non-profit association created to encourage the employment of women in the trucking industry and assist in promoting a more female-friendly environment for those already in the industry. In its two year existence, it has attracted nearly 1,300 members and has recently partnered with Frito-Lay, Inc. as its first corporate sponsor.

About WIT: Women In Trucking Association, Inc. (www.WomenInTrucking.org) 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. This organization was created for both men and women who are either involved in the industry, or have a career interest in being a part of one of the largest networks of professionals in North America.

About BTTV: Big Truck TV is the trucking industry’s leading information resource with the largest online video based library featuring exceptional educational content that includes ROI focused case studies, expert point-of-views, and instructional video white papers. As an online media and marketing solution Big Truck TV provides industry advertisers with an unmatched marketing platform to reach the key decision makers in the industry. Coupled with an integrated suite of lead nurturing tools Big Truck TV offers a rich marketing solution that not only aggregates audience but also helps develop qualified leads.