

Newly Formed Organization, Women In Trucking (WIT), to Hold Welcome Receptions at TCA Annual Conference and Mid-America Trucking Show

March 7, 2007

Women In Trucking, an active group formed to find opportunities to promote the accomplishments of women in the trucking industry, today announced it will be holding informative welcome receptions at both the Truckload Carriers Association (TCA) Annual Conference and the Mid-America Trucking Show (MATS). The TCA reception, sponsored by LaunchIt Public Relations and Transport Capital Partners, LLC will be held on Monday, March 12 from 5:30 to 6:30 pm and the MATS reception, sponsored by International Truck, Heavy Duty Trucking magazine and Roady's Truck Stop Network, will be held at 5:30 pm on Friday, March 23 in the Stars & Stripes Truck Beauty Show tent. Both receptions are open to all attendees of the conferences.

WIT was established to provide a platform that will allow women involved in the trucking industry to voice both accomplishments and struggles dealing with a predominantly male-dominated field. WIT plans to eventually hold its own convention and to also honor industry employers who have proven to be female-friendly in their hiring and retention practices.

"Trucking already has a very talented pool of female employees," stated Ellen Voie, WIT Chairwoman and Schneider National's manager of recruiting and retention programs. "We want WIT to be a place where women can network and learn about career choices in trucking and to voice their concerns and opinions about the state of the industry."

WIT currently has 13 board members representing all aspects of the trucking industry from drivers to journalists. These members include: Deb Whistler, Editor, Heavy Duty Trucking magazine; Debbie Sparks, Director of Marketing, American Trucking Associations; Elisabeth Barna, Vice President of Strategic Planning, American Trucking Associations; Ellen Voie, Retention Marketing Manager, Schneider National; Jayne Gunn, Recruiting Supervisor, Challenger Motor Freight; Karen Konecny, Rush Enterprises Inc.; Lana Batts, Managing Partner, Transport Capitol Partners; Leigh Foxall, Director of Sales and Marketing, Internet Truckstop; Lenora Hardee, Manager of Human Factors and Ergonomics Group, Navistar International; Maggie Peterson, Professional Driver, Roadway; Marge Bailey, Founder and CEO, LadyTruckDrivers.com and DriverFinder.Net (28 trucking job referral sites); Susan Fall, President, LaunchIt Public Relations and Val Liese, President and CEO, Jack Jones Trucking. Bob Rothstein, General Counsel for American Moving and Storage Association serves as WIT's Counsel.