

Women In Trucking begins third year with board changes and new initiatives

Tuesday, June, 23, 2009

Plover, WI: The Women In Trucking Association (www.WomenInTrucking.org) is entering its third year and recently experienced some changes during its June board meeting. A new director was added to the Board and three charter directors have submitted their resignations.

Mark Rousseau, National Logistics Manager at Frito-Lay, Inc. was unanimously approved to fill the board seat vacated by Val Liese who has resigned to focus on her role at the California Trucking Association as their first female President. "We will greatly miss Val and her passion for our association, but we know that she is positively influencing trucking issues in California," said Ellen Voie, President/CEO of Women In Trucking Association, Inc.

"While Val is creating history in California," said Voie, "Mark is breaking a gender barrier in our organization by being the first male member of the Women In Trucking Board of Directors." Rousseau and Frito-Lay have been active in supporting the association's mission since its inception and will now have an even greater impact as a member of the Board.

"I am honored to be a part of this very important organization," said Rousseau, "and I look forward to working with the WIT team to find new ways to increase exposure and opportunities for women in transportation and logistics." Rousseau joins a lineup of very influential women (www.womenintrucking.org/boardmembers.cfm) who have established the mission, goals, and activities of the Women In Trucking Association.

Two other directors, Susan Fall and Lana Batts, submitted their resignations from the Board to focus on their own businesses, LaunchIt PR and Transport Capital Partners, LLC. "The board regrets losing both Lana and Susan and we wish them the best and thank them for their efforts in making Women In Trucking Association the success that it is today," said Voie.

The Board also voted to establish a Scholarship Foundation to assist its members in funding career advancement in driving, technical, safety, and leadership training.