



# WOMEN IN TRUCKING

The Women In Trucking Association's mission is to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry.

## 2023 Annual Report







## On the Cover

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*"Breaking Barriers, Delivering Dreams"*

**Winner of the 2023 WIT 'I Heart Trucking' Photo Contest**

**Submitted by Volvo Group North America (a WIT Corporate Member)**

*Engineering to Behind the Wheel: Women are at the heart of trucking. At Volvo Group, we love what we do. For nearly a century, our people have been at the center of our innovation, culture, and agility, driving growth and transformation. We always take pride to celebrate and highlight the amazing women that bring our work to life, because it is these passionate, bold, and boundary-pushing people who set us apart from other organizations. From our specialized engineers and digital leaders to our facilitators at Volvo Group University, our dedicated sales and finance teams, culture-driving human resources, and everything in-between, the women of Volvo Group drive us forward.*



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Chief Engineer of Cab, Entire Vehicle & DT Mexico Engineering, Daimler Trucks – North America

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The WITney® Educational Trailer with interactive kiosks that quiz visitors on their knowledge of trucking and educates them about potential careers in the industry.





There were 1,700 transportation professionals who attended the Women In Trucking Association's 9th Annual Accelerate! Conference & Expo Nov. 5-8, 2023 at the Hilton Anatole in Dallas, Texas.





# About the Women In Trucking Association

## Our Mission

The Women In Trucking (WIT) Association's mission is to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry.

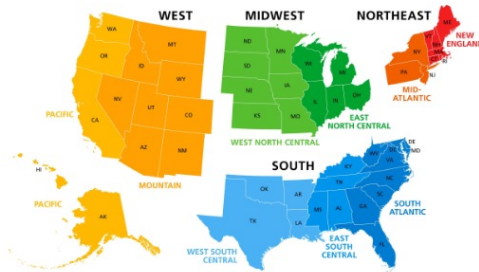
## Our Demographics

(Membership as of December 2023)

### Gender



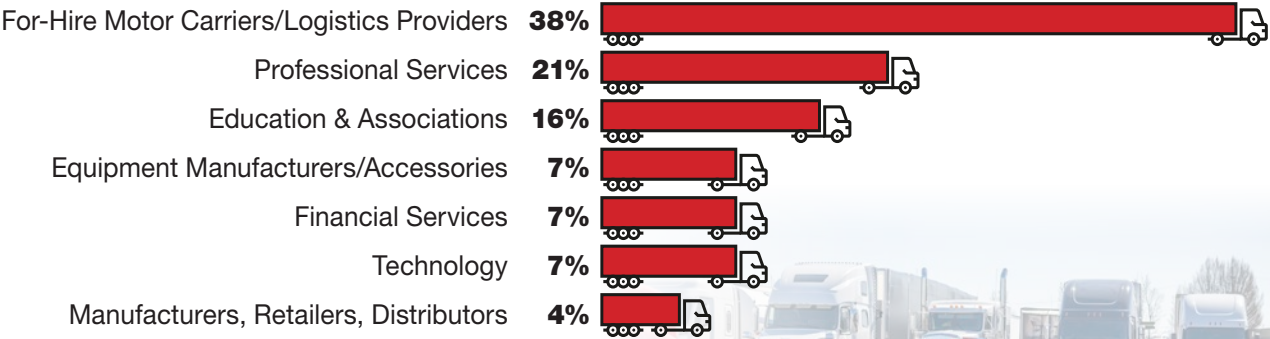
### Geographic Regions



West	13%
Midwest	26%
South	46%
Northeast	9%
Canada	4%
International	1%

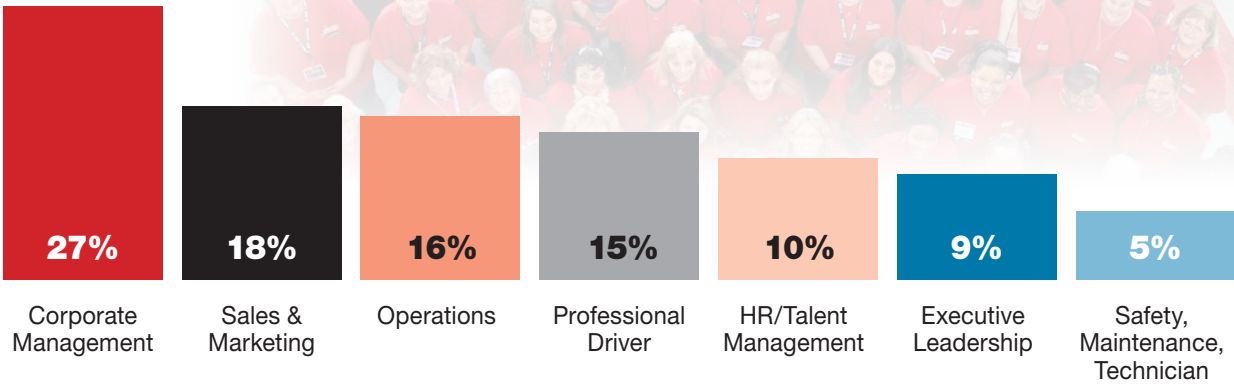
Members also from these countries: Australia, China, Colombia, France, Macedonia, Mexico, Namibia, Netherlands, New Zealand, Nigeria, Poland, South Africa, Switzerland, United Kingdom.

## Market Segment



## Job Titles\*

\* Based on members reporting their titles







## **SALUTE TO WOMEN BEHIND THE WHEEL**

WOMEN IN TRUCKING ASSOCIATION



WIT celebrated nearly 150 female professional drivers who hold their CDLs during its 12th Annual "Salute to Women Behind the Wheel." The event took place March 31, 2023, during the Mid-America Trucking Show (MATS) in Louisville, Kentucky.



# 2023 Partners

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Executives from the top tiers of the WIT Partner program are engaged broadly in the association, including on the Board of Directors. Below are Partners in 2023.

## Gold Partners

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DAIMLER TRUCK



Rental | Leasing | Logistics



## Silver Partners

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## Bronze Partners

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# A Review of Accomplishments in 2023

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What a joy to celebrate and recap a year of Women In Trucking as we review 2023.

This is especially meaningful to me as I complete my first year as President & CEO. This is a special community and it's a privilege to be amongst all of you who strive to achieve the WIT mission day in and day out.

We continue to have a thriving membership, building on the growth year-over-year, now with a membership of over 8,000 individuals and companies. Our dedicated members showcase the mission, vision and values of the association and the trucking profession – allowing us to bring more individuals on our journey each year.

We hope you'll read this report to not only review and celebrate this past year with us, but also to encourage others to read it and join us to advance opportunities for women throughout transportation, eliminate obstacles and celebrate the many successes.

## 2023 Highlights:

We hosted our two signature events, Salute to Women Behind the Wheel and Accelerate! Conference & Expo – both tremendous opportunities to gather, celebrate, and learn with and from our community.

Salute to Women Behind the Wheel is our annual celebration of female drivers. During Salute, we had the honor of giving away a truck to Angelique Temple of Tornado Transport LLC and honoring Mary "Candy" Bass as 2023 Driver of the Year. With six million safe miles, Candy's dedication to safety and the growth of female drivers makes her a legend in this profession.

Our *WITney*® Educational Trailer traveled the road more in 2023 than in any year previously. *WITney*®, along with our dedicated volunteers who staff and transport her, allow us to meet with young students, Girl Scouts, community groups, college students and many more to educate them on the possibilities available with a career in the trucking industry, and of course to try their skills on the popular driver simulator.

We hosted 12 webinars in 2023, celebrating our mission and connecting a community of information sharing through topics such as advice for women pursuing a professional driving career, health and wellness practices, how to avoid cyber risks, use of mobile technology on the road, and advice on how women can effectively navigate career opportunities in transportation.

Our WIT Index was released in May 2023. The industry barometer for careers in transportation, the index had more than 300 company participants sharing data on topics such as number of female CDL holders, women serving in the C-suite, growth of careers in operations and technicians, along with commitment to gender diversity within their companies.

We honored more than 100 leaders in transportation throughout the year through several programs, including: Top Women to Watch in Transportation; Member of the Month Program; Top Woman-Owned Businesses in Transportation; the Influential Woman in Trucking; the Distinguished Woman in Logistics; Driver of the Year; and Top Companies for Women to Work For in Transportation.

And, finally, we honored and celebrated the retirement of two of the association's foundational leaders since its inception in 2007, Membership Director Char Pingel and Founder Ellen Voie. The grit and vision of these two friends and champions toward creating a better world for women in trucking are a key reason for the growth and opportunities that exist today for this organization, and women across the industry.

Sincerely,

*Jennifer Hedrick*  
President & CEO



# Letter to Our Stakeholders

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In 2023, the Women In Trucking Association (WIT) made significant progress in activities, programs and services that support our mission. Our leadership team also accomplished significant work to establish a long-term, sustainable plan for aggressive growth of our membership and expansion of our value proposition to members. As a volunteer leader and chair of the Board of Directors, I'm proud of the accomplishments we saw in governance of the organization and increasing opportunities for our members.

In January 2023, the WIT leadership hired Jennifer Hedrick, a highly qualified and experienced association management professional as our new President and CEO as Founder Ellen Voie retired. Hedrick is an accredited executive by the American Society of Association Executives (ASAE) with 17 years' experience in association management. For five years she led the National Industrial Transportation League (NIT League), focusing on issues across highway, rail and ocean freight transportation. In that role, she advocated on behalf of members to create efficiencies throughout the commercial freight transportation network.

Along with Jennifer's leadership, the Board of Directors and staff have been making significant progress in developing aspirational goals for the next 10 years that will significantly build upon our successes and vision, expand the organization's membership and Partner base, and engage volunteer leadership. We've also been hard at work developing a three-year strategic plan that will focus on five priorities:

1. Clarify identity of the organization and the stakeholders it serves
2. Define and align organizational strategy
3. Grow and retain corporate partnerships
4. Complete successful President/CEO transition
5. Enhance board development and strengthen board member engagement.

Thanks to my colleagues on the Board of Directors identified on the next page who have been instrumental in leading and guiding the association throughout 2023.

Through this progress and accomplishments, WIT continues its solid momentum in our mission to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry.

*Kary Shaeffer, 2023-25 WIT Chair  
Chief Engineer of Cab, Entire Vehicle & DT Mexico Engineering  
Daimler Trucks North America*



# Board of Directors in 2023

(includes all individuals who served a full or partial term during the year)



**Kary Schaefer, 2023-25 WIT Chair**  
Chief Engineer of Cab, Entire Vehicle  
& DT Mexico Engineering,  
Daimler Trucks North America



**Sarah Smith, WIT Vice Chair**  
Senior VP of Human Resources,  
Penske Transportation Solutions



**Jim Taber, WIT Treasurer**  
National Accounts Manager,  
Arrow Truck Sales, Inc.



**Lori Taylor, WIT Secretary**  
Director Carrier Administration,  
C.H. Robinson



**Sarita Benjamin**  
Senior Director Product  
Management, DAT



**Rachel Christensen**  
VP Intermodal Operations,  
J.B. Hunt Transport Services



**Pierluigi Como**  
Vice President B2B Marketing  
North America, Michelin



**Domenica Farmer**  
Area Vice President,  
WM



**LaTres Jarrett**  
Executive Director of Commercial  
Sales, Bridgestone Canada



**Lesley Kerr**  
Vice President of Human  
Resources, Ryder System, Inc.



**Deb LaBree**  
Independent Owner-Operator,  
Castle Transport



**Delores Lail**  
Senior Vice President of Sales,  
South Region, Ryder System, Inc.



**Jennifer Macalaguin**  
Vice President of Engineering,  
Navistar Inc.



**Ryan McDaniel**  
Senior Vice President of  
Supply Chain, Walmart



**Trina Norman**  
SoCal Division Manager,  
UPS



**Jennifer Plumlee**  
Vice President of Transportation,  
J.B. Hunt Transport Services, Inc.



**Laura Roan Hays**  
Regional Sales Manager,  
Great Dane



**Michele Rodgers**  
Engineering Section Manager,  
Peterbilt Motors Co.



**Kelley Rooney**  
SVP, Chief Human Resources,  
Diversity & Inclusion Officer, WM



**Karen Schwartz**  
Vice President Marketing,  
Michelin North America



**Bonnie Voldeng**  
VP Marketing and Direct Sales,  
FedEx Freight Direct



# Impact Statement on Gender Diversity in Transportation

## 2023 ACHIEVEMENTS AND PROGRAMS

### OUR COMMUNITY

 <p><b>8,398</b> Total WIT members in 2023</p>	<p>Number of members who joined WIT in 2023</p> <p><b>3,188</b></p>	<p><b>791</b> Corporate members</p>	<p>Professional drivers who hold CDLs</p> <p><b>1,055</b></p>
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### OUR PROGRAMS

<p>Women honored through various recognition programs</p> <p><b>110</b></p>	 <p><b>1,700</b> Attendees at the Annual Accelerate! Conference &amp; Expo in Dallas</p>	<p>Visitors in the WITney® Educational Trailer to inspire and educate women &amp; girls</p> <p><b>3,653</b></p>	<p><b>242</b> Young girls who received the Girl Scout Patch, with WIT hosting four Girl Scout Events</p>
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### OUR REACH

<p><b>4,516</b> Views by Professional Drivers and others who accessed the WIT Driver Hub</p>	<p>Website page views</p> <p><b>323,770</b></p>	<p><b>139</b> Interviews given to national, business and industry media by WIT staff</p>	<p><b>SOCIAL MEDIA ACTIVITY:</b></p> <p><b>127,921</b> followers</p> <p><b>2,966,104</b> impressions</p> <p><b>111,462</b> interactions</p> 
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### WIT INDEX STATISTICS

<p><b>12.1%</b> of all Professional Truck Drivers who hold CDLs are women</p> 	<p>C-Suite Executives who are women</p> <p><b>31.6%</b></p>	<p><b>36.9%</b> Company leaders who are female</p>	<p><b>41.6%</b> Female safety professionals</p>
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# Encouraging Employment of Women

- The 2023 Accelerate! Conference & Expo attracted 1,700 professionals who experienced the power of networking, learning, best practices and collaboration of this unique conference.
- Hundreds of professional drivers and executives in trucking attended the Salute to Women Behind the Wheel to celebrate female drivers at the Mid-America Trucking Show in March 2023 in Louisville, Ky.
- The 2023 WIT Index shows percentages of women in these key roles in transportation: C-Suite Executives (31.6%), Company Leaders (36.9%), Boards of Directors (28.4%), HR/Talent Management (74.6%), Technician roles (7.5%), Professional Truck Drivers with CDLs (12.1%), Dispatchers (43.5%), and Safety roles (41.6%).
- We managed a Professional Driver Hub that provides invaluable resources to female drivers, including the ability to assess career aspirations and skill sets, how to get started as a professional driver, and career advice, including helpful tips for a healthy and safe life on the road.
- Webinar Programs in 2023 shed light on various topics critical to the success for females in the transportation industry.



*With 1,900+ pre-registered attendees, 180+ thought leaders, 150+ exhibitors and sponsors, 20+ featured trucks and trailers, and more, it was a transformative four days at the 2023 Accelerate! Conference & Expo in Dallas, TX.*



*Photo Credit: Girl Scouts of Northwestern Great Lakes*

- 2023 "I Heart Trucking" Photo Contest generated 233 submissions of photos, validated by nearly 10,000 votes in the industry, to enhance the image of trucking and spotlight trailblazing women and their passion for the industry.

*I*  *Trucking*



Girl Scout Patches were awarded to 242 participants at events that introduced trucking to girls through fun, hands-on activities related to transportation and supply chain.





# Minimizing Obstacles Women Face

- More than 2,300 individuals registered to participate in the 2023 WIT Webinars Program on a wide range of topics including advice for women pursuing a professional driving career, health and wellness practices, how to avoid cyber risks, use of mobile technology on the road, and how women can effectively navigate career opportunities in transportation.
- There were more than 3,800 interactions and conversations via the WIT Engage digital platform that helped to build the Women In Trucking community.
- Our member communications, *Redefining the Road* and *WIT eNews* covered such critical topics as exploring the many career paths in trucking, building a business case for diversity, addressing the shortage in truck parking, mentoring, best practices in employee resource groups, understanding unconscious bias, encouraging male allyship, recruiting younger talent into trucking careers, electric vehicles, human trafficking and its imprint on our society, driver health and fitness, and many HERstories.
- 127,921 individual followers generated approximately 2,966,104 impressions, 104,497 interactions, and 6,965 shares on all of WIT's social media channels.



Photo Credit: Total Transportation of MS

# Recognizing Accomplishments by Women and Their Companies

- *Redefining the Road* (WIT's official magazine) recognized 86 Top Women to Watch in Transportation in 2023.
- WIT recognized 12 women who are doing amazing things in their career through our Member of the Month Program.
- *Redefining the Road* magazine recognized 17 Top Woman-Owned Businesses in Transportation.



Erin Van Zeeland, Senior Vice President and Chief Commercial Officer for Schneider, was named the 2023 WIT Distinguished Woman in Logistics.

- WIT named Shelley Simpson of J.B. Hunt Transport Services as its 2023 Influential Woman in Trucking for her leadership, commitment to others, and her impact on trucking.
- WIT along with the Transportation Intermediaries Association recognized Erin Van Zeeland of Schneider as its 2023 Distinguished Woman in Logistics for her successful career and her leadership in transportation and logistics. This was the ninth award given through this annual program.
- WIT recognized Candy Bass of Transport Designs as the 2023 Driver of the Year. She has been a company driver for 50 years, accumulating 6 million accident-free miles.
- After receiving hundreds of nominations and more than 27,000 votes by stakeholders in transportation to validate winners, *Redefining the Road* recognized 101 Top Companies for Women to Work in Transportation.



Shelley Simpson, President of J.B. Hunt Transport Services, was named the 2023 WIT Influential Woman in Trucking for her leadership and impact on trucking.



2023 Top Woman-Owned Business Panel at the 2023 Accelerate! Conference & Expo in Dallas.



Mary "Candy" Bass, a lifetime member of WIT and Owner/Operator Independent Drivers Association (OIDA), was named 2023 Driver of the Year.





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[WomenInTrucking.org](http://WomenInTrucking.org)