



**WOMEN IN
TRUCKING**

OUR HISTORY





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The Women In Trucking Association (WIT) was founded in 2017. Lots of hard work, dedication, growing pains and support from key stakeholders, members of the board of directors, officer, volunteers, staff and the industry at-large have made the organization what it is today.

From its inception, WIT has remained focused on its primary 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.

Here's a brief look at the history of WIT.



2007

WIT founded by Ellen Voie

Membership drive attracts 500 members



2009

SiriusXM's Freewheelin' show features Voie

First "Salute to the Women Behind the Wheel"

Ellen Voie becomes WIT President & CEO



2011

WIT launches premier issue of *Redefining the Road* magazine!



2013

President Obama invites WIT to commemorate 50th anniversary of Equal Pay Act

Driver volunteers launch WIT Facebook page

WIT publishes children's activity book

Voie helps DOL, ED, and DOT to define skills for transportation careers



2015

WIT holds first Accelerate! Conference and Expo in Dallas

"Distinguished Woman in Logistics" award is established

WIT members lead ridealongs for Deputy Administrator of FMCSA, CRASH safety advocate Ron Wood, and Wisconsin Congressman

Voie is appointed to U.S. DOT's Entry-Level Driver Advisory Committee

WIT creates Image Team

WIT releases recruiting guide to attract female professional drivers

WIT Index launched to benchmark and measure gender diversity

Holiday auction raises money for WIT Scholarship Foundation

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

2008

Voie earns commercial driver's license (CDL)

First reception at MATS – chocolate fountain introduced



2010

FritoLay becomes first Gold Level Partner

First male director joins the board

First ridealong with chairwoman of the NTSB

Women In Trucking Scholarship Foundation is born



2012

White House recognizes WIT as "Transportation Innovator Champion of Change!"

Voie travels to speak to Transport Women Australia

Voie throws pitch to start Cleveland Indian's game



2014

WIT adds mentoring board to website

First annual "I ♥ Trucking" contest recognizes video series about life as a driver

WIT introduces weekly "WIT eNews"

WIT creates first Top Woman Owned Businesses list

WIT develops Girl Scout "Trucks are for girls" Transportation patch



2016

MindShare Strategies becomes WIT's official association management company

WIT holds first Canadian "Salute to Women behind the Wheel"

Social media outreach hits new high

More than 400 participate at Second Annual Accelerate! Conference in Dallas

FMCSA Administrator and Wisconsin U.S. Senator go on ride-alongs with Image Team members





2007-2017 • STEERING TOWARD DIVERSITY

2017

WIT celebrates 10th Anniversary

500+ attendees and 70 exhibiting companies participate at third annual Accelerate! Conference in Kansas City

WIT Image Team member gives FMCSA Administrator Scott Darling ride-along

Girl Scout Supply Chain Activity Book is published

WIT membership reaches 4,000 members

Nearly 170 female drivers with 2,700 collective years of driving experience participate in Salute to Women Behind the Wheel

WIT Foundation awards seven \$1,000 scholarships

FMCSA Deputy Administrator Daphne Jefferson named 2017 Influential Woman in Trucking



2019

5th annual Accelerate! Conference attracts 1,100+ registrants

Image Team member Deb LaBree represents female drivers on nationally televised NBC program Megyn Kelly TODAY

10th Anniversary of the Salute to Women Behind the Wheel recognizes 115 drivers with collective 1,700 years of driving experience

WIT Foundation raises \$10,000+ to fund 10 scholarships

WIT boasts 5,300 members in 10 countries



2021

WITnery trailer serves as traveling billboard to educate public about opportunities in trucking for women

Voie serves on FMCSA's Motor Carrier Safety Advisory Committee, shares insights on female drivers with U.S. Secretary of Transportation

Local chapter strategy announced with launching of WIT Mid-Atlantic Chapter

Forbes, *Fortune* and *Entrepreneur* magazines spotlight WIT



2023

Jennifer Hedrick, CAE, named WIT President & CEO

WIT prepares for Truck Give-Away to hand over the keys

2017

2018

2019

2020

2021

2022

2023

2018

WIT Truck Give-Away (2014 Volvo VNL670)

Clare doll debuts to help young girls envision professional truck driving as a career path

Women In Trucking Show on SiriusXM's Road Dog Trucking Channel opens up bold dialogue about female drivers

CEO Ellen Voie seeks legislation for carriers to have the option to use the Bona Fide Occupational Exemption when implementing same-gender training policy

Accelerate! Conference boasts 800 registrants from six countries

Redefining the Road magazine introduces "Top Women to Watch" and "Top Companies for Women to Work For in Transportation"

2020

WIT launches annual Female Driver of the Year award

WIT helps to spearhead Women in Trucking Workforce Act

WIT pivots with virtual Accelerate! Conference due to COVID

WIT Driver Ambassador delivers nearly 4,000 wreaths for Wreaths Across America to remember our fallen heroes

WIT Index shows 10% of professional truck drivers are now women

2022

Seven Image Team members participated in roundtable discussion hosted by the Biden-Harris White House Gender Policy Council

WIT launches comprehensive Professional Driver Hub line that features a multitude of resources for female drivers

Accelerate! Conference attracts a record-breaking 1,700 registrants with 140 exhibitors and an expansive Truck & Technology Tour

WIT publishes *Female Driver Safety and Harassment* whitepaper series using data, perspectives and experiences of nearly 450 professional drivers





2017: Nearly 170 female professional drivers celebrated WIT's 10-year anniversary at the 8th annual Salute to Women Behind the Wheel at the Mid-America Trucking Show in Louisville, Ky.



2021: "I Am Essential" is the theme for the "I Heart Trucking" Photo Contest as WIT members and the transportation industry at-large navigate through the worldwide COVID pandemic.



2016: WIT launches the Girl Scout Patch Program and increases the number of girls being exposed to opportunities in the trucking industry.



2017: Stephanie Klang, WIT Image Team member, provides FMCSA Administrator Scott Darling a fresh perspective on a ride-along. WIT regularly coordinates these ride-alongs with elected officials and key stakeholders to help them better understand the challenges professional drivers face on the road each day – particularly from a female driver's perspective.



2016: The Image Team is comprised of female professional drivers and related positions that represent WIT's mission to the industry, the media, and the public at-large. Pictured here are some of the first members of the WIT Image Team.



2021: Professional drivers who are on the WIT Image Team pose next to WITney at her unveiling in downtown Dallas during the 2021 WIT Accelerate! Conference & Expo. WITney is an educational mobile unit with interactive kiosks that quiz visitors on their knowledge of trucking and educates them about opportunities in the industry.



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