

## **Women In Trucking Association starts the year with strategic planning session focused continued growth.**

*The Women In Trucking Association (WIT) Board of Directors met to set the organization's goals for the coming years.*

Chicago, IL ([PRWEB](#)) February 10, 2016 -- The Women In Trucking Association (WIT) Board of Directors met to set the organization's goals for the coming years. The board spent two days focusing on the past successes and future challenges for the Women In Trucking Association. The strategic planning session was led by Joel McGinley, Managing Director, TranStrategy Partners, Inc. ([transtrategypartners.com](#)).

MindShare Strategies, Inc. ([mindshare.bz](#)) was introduced as the organization's new association management firm. The group will support the staff in the day-to-day operations in addition to managing the second annual Accelerate! Conference & Expo to be held in Dallas, Texas in November, 2016.

The non-profit is entering its ninth year and has grown to include over 4,000 corporate and individual members located in the United States, Canada, Puerto Rico, Japan, Sweden, Australia, and South Africa. Sixteen percent of the group's members are men who support the mission to increase the percentage of women employed in the trucking industry.

The Women In Trucking Foundation ([womenintruckingfoundation.org](#)) Board of Directors held their first in-person meeting in conjunction with the association's session. Both organizations focused on their missions and forward momentum during the planning sessions.

“As we continue to grow and increase our impact on the industry, we look at ways to anticipate how we can be a resource and a leader in attracting women into the trucking industry,” said WIT President/CEO and founder. “Whether they are drivers, technicians, managers, or CEOs, our mission is to increase their numbers and create a more diverse environment.”

WIT's accomplishments include the implementation of an Image Team comprised of professional drivers, a recruiting guide, ride-alongs with a CRASH safety advocate and with FMCSA Deputy Administrator Daphne Jefferson, a successful conference held in last September, and a WIT Index to track the number of women on boards of publicly traded companies. Future initiatives include more media ride-alongs, a truck stop rating program, more recognition programs, and other initiatives to attract women into the trucking industry.

The current board of directors includes Chairwomen Mary Aufdemberg, Director of Product Marketing at Freightliner Trucks; Vice Chairman Stan Hampton, VP Driver Personnel, J.B. Hunt Transport, Inc.; Secretary/Treasurer Mary Brown, General Manager at C.H. Robinson; Linda Caffee, Owner-Operator leased to Landstar Express America; Phyllis Cochran, retired (former President/CEO, Navistar Financial Corporation); John Dietze, Sr. Vice President, Dealers Sales at BMO Transportation Finance; Brandie Fuller, Vice President of Marketing for Great Dane Trailers; Jeff Hammonds, Vice President, Walmart Transportation who will be replaced in March at the annual meeting by Bryan Most, Vice President, Walmart Transportation; Marne Krikava-Keller, President/CEO of J. J. Keller & Associates, Inc.; Patrick Pendergast, Group Director, Recruiting Services, Ryder System, Inc.; Andreea Raaber, Vice President for Business Development at Bendix Commercial Vehicle Systems, LLC.; Mark Rousseau, National Logistics Manager of Frito-Lay, Inc.; and John White, Chief Marketing Officer, U.S. Xpress, Inc.



Women In Trucking Association, Inc. is a nonprofit association 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. Membership is not limited to women, as 16 percent of its members are men who support the mission. Women In Trucking is supported by its members and the generosity of Gold Level Partners: Bendix Commercial Vehicle Systems, Daimler Trucks North America, BMO Transportation Finance, Great Dane Trailers, J.B. Hunt Transport, Ryder System, Inc., U.S. Xpress, and Walmart. Follow WIT on Twitter, Facebook, or LinkedIn. For more information, visit <http://www.womenintrucking.org> or call 888-464-9482.



**Contact Information**

**Ellen Voie**

Women In Trucking Association, Inc.

<http://www.womenintrucking.org>

+1 920-312-1350

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