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Ellen Voie
President/CEO/Founder of Women In Trucking, Inc.



Promoting All Women in the Trucking Industry

The Women In Trucking Association represents all women employed in the trucking industry. We represent the women who design the trucks, build the trucks, buy the trucks, fix the trucks and drive the trucks. If you are one of the five percent of female drivers or one of the fourteen percent of female managers in the trucking industry, we are here for you.

The overall purpose of the organization is to increase the percentage of women working in the trucking industry to utilize unrealized potential. As former US DOT Secretary Ray LaHood said, “After all – regardless of gender – everyone uses our transportation systems, and those systems will serve us more effectively when they are planned, designed, engineered and built by the professionals who represent all of us.”

So, why are women under-represented within the management group of a typical trucking company? Remember the days of Smith (or Jones or Miller) and Sons Trucking? Many fathers brought their sons into the family business to carry on the tradition. Today, you can find many daughters who have taken over their parents’ companies, but there are still

not enough women in the executive suite.

Although women comprise nearly half of the labor force and earn more degrees than their male peers, women in the top ranks in transportation careers are in the minority. Why should YOU want this to change?

Pepperdine University found a correlation between high-level female executives and business success. Harvard Business Review reported that firms with the best records for promoting women outperform industry medians with overall profits 34 percent higher. Catalyst Research found that companies with the highest representation of women leaders financially outperform, on average, companies with the lowest.

It makes good, financial sense to have more women in leadership roles within your organization. What are some of the reasons this hasn’t been accomplished so far? There are many things we can point to in order to understand WHY women aren’t more visible in top-level roles.

First, there are biological reasons! According to research conducted by Kay & Shipman in *The Atlantic*, women are driven by estrogen (men by testosterone) and estrogen encourages bonding and connection

and discourages conflict and risk taking. Women activate the amygdalae (the brain's fear center) more easily than men and testosterone encourages a focus on winning and demonstrating power. Women who were given testosterone were less able to collaborate.

What does this mean in regard to career progression? Taking risks is associated with working outside your comfort zone and pushing beyond your normal duties. As Halla Tomasdottir, an Icelandic Fund Manager stated, "White male values are about risk-taking, short-term gain and a focus on the individual. Female values tend toward risk-awareness, the long term and team goals." That is what makes women more valuable in the boardroom but less valued by their male peers who view assertiveness and boldness as leadership traits more often exhibited by men.

Yale Psychologist, Victoria Brescoll found that male executives who spoke more often than their peers were rated ten percent higher in competence. However, when female executives spoke more than their peers, both men and women gave them a fourteen percent lower rating in competence.

Apparently we find assertiveness to be more acceptable for men and less positive for women. In fact, an article titled, Gender, Job Authority, and Depression, in the December 2014

Journal of Health and Social Behavior stated that women with job authority have more education, higher incomes, more prestigious occupations and higher levels of job satisfaction.... and worse mental health than lower status women.

When women display assertiveness and confidence they are judged negatively for being unfeminine. This contributes to chronic stress.

In order to secure a place for women in leadership roles within the trucking industry, we need to better understand the values women bring to the boardroom. More importantly, we need to view those values as being important for company growth and stability.

After all, shouldn't we follow Former Secretary LaHood's advice and make sure the trucking industry management team represents those who rely on this industry to ensure their consumer needs are met?

Ellen Voie
President/CEO
of Women In Trucking, Inc.
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Mission: Women In Trucking was 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.

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A Choice in Paying Your Taxes

Many people think they have no choice regarding paying taxes but that is simply not true. There are many choices: some have immediate consequences and some are very much delayed.

I know one individual who started a corporation when he was relatively young by building rental properties: duplexes, fourplexes and sixplexes. This individual built them by himself. He had no employees or help from anyone. He never received a wage from his company and therefore his properties were valued only at the purchase price of the land and his material cost. His annual income for well over forty years always hovered around the poverty level. However, when it was time for him to retire he began to sell off his properties and now it was time to pay taxes. Forty years of no taxes finally came to an end. He had used proper planning and he reduced his taxes significantly but he still had to write the biggest check he had ever written in his life! This gentleman primarily operated one business model for over forty years. He limited his financial opportunities but he followed a plan that had both immediate and long term, significant consequences. His lifestyle for over half a century never deviated more than 15-20%. The fact that he had only one tax bill at the end of his career was a result that he could live with.

Every choice has consequences. Some of the best choices require a person to think much further down the road than just the next few dotted lines.

I had an Operator come into one of our offices and ask, what can we do to reduce their taxes for last year (as they didn't like the figure they received from another firm)? My office manager replied with the correct answer: "Probably nothing significant but if you want to reduce next year's taxes by \$10,500.00 or more dollars I can help you with that!" The client didn't like that answer either and walked out. The funny part to this was that this was not the first time they had come to us. They had walked in last year with the same question and left without doing anything different.

I believe it was Albert Einstein who said: the definition of insanity is "doing the same thing over and over and expecting a different result".

I have now had the pleasure of writing for Over the Road since 2008. Often I write about items found in my first book wherein I discuss reducing taxes by using the non-taxable benefits available to a wide range of industries (including trucking). The systems I discuss are not for the short term Operator. It's designed for serious businesses operators.

For those who want to legally reduce their taxes, it is a choice and a

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The average Canadian Operator pays between \$12,000 and \$18,000 in taxes. Tax wise they are in travel status an average of 240-250 days per year. Using non-taxable benefits, they end up only paying taxes between \$2,000 and \$8,000.

I still have the occasional client who pays a great deal more than \$8,000 but it must be said, they also make a great deal more than the average Canadian Operator.

Occasionally I get an operator who thinks it's my job to eliminate taxes no matter how much they make. Canadian tax laws have a word for that: "incarcerated". Everyone should pay their fair share of taxes. Using the right system defines the word fair.

Robert D Scheper operates an accounting and consulting firm in Steinbach, Manitoba. He has a Masters Degree in Business Administration and is the author of the Book "Making Your Miles Count: taxes, taxes, taxes" (now available on CD). You can find him at www.thrconsulting.ca and thrconsulting.blogspot.com or at 1-877-987-9787. You can e-mail him at: robert@thrconsulting.ca.



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I have always liked this thought and over the years have found it to be true. I also like the idea that suggests that what you give out to the universe will eventually come back to you, both good and bad. Case in point, I find that when I look back on some of the articles I have written in the past, the ones I like the most are the older ones from a number of years ago. They seem to have more passion and honesty. I think the reason for this is because the subject matter was closer to where my heart and passion is rooted. I have always enjoyed and felt most at home in an operations type atmosphere, matching trucks with freight, mixing it up with the drivers and watching it all come together as the process unfolds. So why am I waxing nostalgic right now? Simply, I am once again changing direction in what I will be spending my time on for the next number of years, both in my business life and in my words on paper - and I am looking forward to both the challenges ahead and the opportunities.

So what I'm going to do is focus on a couple of ventures that are true to that spirit. The venture that I am going to go at harder than I have in the past is the consulting business. I have been involved in this thing we call trucking for many more years than I would currently like to admit. I have made good decisions and I have made bad decisions. I have also learned from each of the decisions along the way. Unfortunately,

with some of the bad decisions, much as I tried to learn from them, I have made them more than once. Those decisions hurt the worst. Those are the ones that you get down on yourself for, the ones that have you questioning your gullibility. How could this happen twice? Oh well, as one who is always willing to give folks the benefit of the doubt, I know that everyone is going to get taken advantage of from time to time. So we move on!

Fortunately I have made a number of good decisions and repeated them enough times so that little formula we call success can become engrained in your thought process. You may recall that I wrote a number of articles on a company I called Freight Haulers Express, where I documented the process of helping them find their way as they grew their company. I can see more of those coming in the future; I will also be able to share my views and numbers from my second effort, which is www.Stakup.ca, an online benchmarking service for trucking companies. I have two quality partners involved in this effort. This service has all the information and tools necessary to help trucking leaders become the best that they can be in the marketplace.

While I work my way through what the future holds for me with these efforts, I will also continue to watch and write on the things I think will have impact and influence on this great



industry. There always seems to be any number of things that are coming at the industry and need to be watched. The old saying “the only constant in trucking is change” is both accurate and as confusing now as it ever was. Some of the coming issues will lull one to sleep if you’re not paying attention.

As an example, I find ATRI (American Trucking Research Institute) <http://atri-online.org> a great place for information and stats on the industry. I am fortunate to know a number of folks on ATRI’s board and have great respect for them. An annual report they produce is “The 10 most important issues facing the industry today”. This report and its findings are based on surveys of hundreds of trucking executives, and you see a lot of old issues repeated but they are still relevant. For example, they list in priority, issues that are identified by trucking leaders. They are:

1. Hours of Service Rules!
2. Driver Shortage
3. CSA
(Compliance Safety Accountability)
4. Driver Retention
5. Electronic Logging Devices
6. Truck Parking
7. Congestion/Infrastructure
8. Driver Health and Wellness
9. The Economy
10. Distracted Driving

If you go ATRI’s web site they show you how they came to these rankings and many of the strategies that can be used to address these issues. I don’t have any issue with the items they have listed and there is a lot to write about and discuss. But I also see a rather scary list of

messed up priorities. As an example, if I were an executive filling out this survey I would list those things that I can control within my company and those that are outside my direct influence. For example, driver shortage, driver retention, driver health and wellness and distracted driving all seem to me to be things that I would deal with in my own company. I would build, manage and educate folks in a company where drivers would want to work and stay for their entire careers. I would stress the importance of health & wellness for drivers, promote various types of education and train folks on the hazards of distracted driving. It seems to me that many of these executives see the ridiculous numbers of turnover and other industry measures that come out regularly and they compare themselves to the worst possible averages and think there doing okay on these issues.

It seems that, when it comes to trucking, ‘the more things change, the more they stay the same’. I believe I have written numerous editorials on every one of the items that are listed above over the past 10 Years. For myself, I’m looking forward to moving on because, to say the least, I feel I have been in a rut and I’m about to bust out of it. Have a safe summer and as you all know, the kids and vacationers are about to be released on to the roadways so keep your eyes open driver!

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Celadon Canada to Be Merged Into Hyndman Operations

Company to be focused on one operation throughout Canada

Celadon Group, Inc., one of North America's premier transportation and logistics companies, has announced the merger of their Celadon Canada operations into the Hyndman brand. While the official effective date for the merger is July 1, 2015, the companies are currently in the process of taking the necessary step to become one entity.

"We have come to realize the strength of the Hyndman name in Canada," commented Paul Will, president and CEO of the Celadon Group. "Hyndman has always promoted and supported a family atmosphere for their drivers and staff. This merger reinforces that core value of the company."

The Celadon Group first established its operations in Canada with the purchase of Gerth Transport Ltd. in May of 1998. In 2000, the name was changed to Celadon Canada. Two years ago, Celadon acquired Hyndman Transport (1972) Limited and operated Hyndman as an entity separated from Celadon Canada. Later in 2013, the Celadon Groups acquired both Hoss Carthage and Yanke Transfer and merged these companies into its operations in Canada.

"Our success over the years stems from the strong loyalty and dedicated

service of our driver fleet," stated Mike Campbell, president of Hyndman. "In addition, we have always been fortunate to have great relationships established with our many customers throughout Canada."

Hyndman will continue to operate one of the newest company trucking fleets in Canada. In addition, Hyndman owner operators will continue to have access to the newest trucks and second-to-none leasing packages.

"We will remain focused on providing each and every one of our customers with unparalleled service," added Campbell. "And our drivers will continue to benefit from our unrelenting focus on technology and safety."

Celadon Group, Inc., through its subsidiaries, provides long-haul, regional, local, dedicated, intermodal, temperature-controlled, flatbed and expedited freight service across the United States, Canada and Mexico. Celadon also owns Celadon Logistics Services, which provides freight brokerage services, freight management, as well as supply chain management solutions, including warehousing and distribution.

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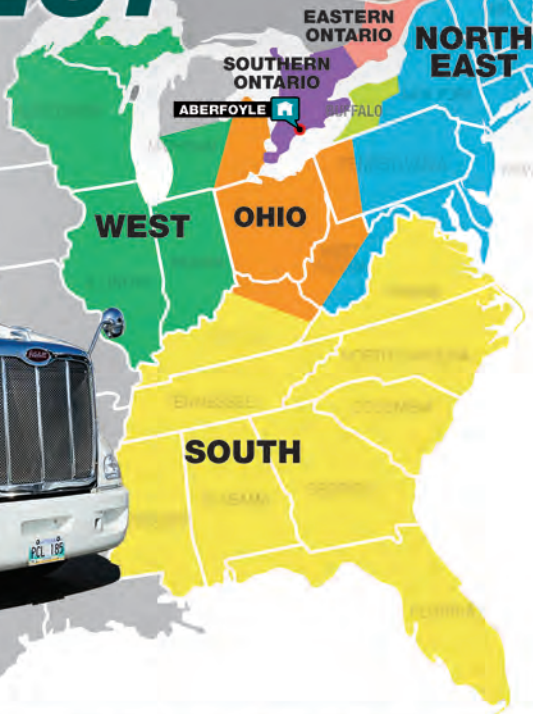


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