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Remember a year or so before CSA 2010?

There was a lot of discussion, uncertainty and disbelief that this new program from the FMCSA would really affect Drivers, Owner Operators and fleets in Canada & the United States. Today, the program is referred to only as CSA and everybody understands and operates within its rules on both sides of the border. We write today about a very similar program that became effective on March 31<sup>st</sup>, 2016 in the US and will be transitioning to the law of the land in Canada after June 1<sup>st</sup>, 2016. After these dates, all companies (some exemptions) responsible for transporting food or food ingredients for humans and animals across CA/US borders and inter-provincially must have an approved Preventive Control Plan (PCP). The new regulations in the US under the Food Safety Modernization Act (FSMA) and in Canada under the Safe Food for Canadians Act (SFCA), apply to all food and food ingredients from start to finish; including warehouses.

As often happens before legislation is enacted, five years ago, 31 industry sectors in Canada were offered money by the Canadian Department of Agriculture to react to changes that were going to be imposed in 2016. The Canadian Trucking Alliance (CTA) was one of the few companies that followed through with the Canadian Food Inspection Agency (CFIA) and Department of Agriculture. A maritime company called Kasar Canada, a transportation food safety compliance company, took on the task for the CTA and subsequently changed its name to Iron Apple International. Today, Iron Apple is the first Canadian-owned professional services firm

to develop a national PCP and HACCP program (Hazard Analysis and Critical Control Point), food safety solutions for the transportation industry, distribution centres and warehouses. The CTA recommends this solution, which has received technical approval by the CFIA to all companies trucking food between provinces or across US borders. This program is now being implemented in transport companies from British Columbia to Newfoundland. One reason the CTA is behind this program, is once the trucking company has been audited and certified using the Iron Apple solution, it is then considered PCP and HACCP approved as it meets all of the new Food Safety Federal Government Regulations.

We should take a moment to examine Preventive Controls and HACCP. It is an internationally recognized system for reducing the risk of safety hazards in food. A written HACCP system requires that potential hazards are identified and controlled at specific points in the process. This includes biological, chemical or physical hazards. Any company (including any trucking company) involved in the manufacturing processing, handling and transporting of food products will be required to use HACCP to prevent food safety hazards in their product. The Preventive Control requirement is an additional layer of safety and prevention on top of the HACCP base, providing additional food safety components, validation and certification that is approved by government bodies (CFIA and US-FDA). In essence, the preventive control plan builds on the previous industry standard for food safety, HACCP, with a modern food safety layer that contains many additional check and verification points, focusing on preventing food contamination, before it happens.

And to show you the risks to Canadian drivers and fleets, on March 1st, 2016, the Globe & Mail newspaper Bureau Chief Robert Fife wrote: "Canadian Food Inspection Agency was given a deadline by US Body to clean up food safety". It continued: "The U.S Agriculture Department has given the Canadian Food Inspection Agency until mid-March, 2016 to fix significant food safety and sanitation concerns found during



**IRON APPLE**  
INTERNATIONAL

an audit of Canada's meat, poultry and egg inspection systems". It later states, "Failure to fix the deficiencies could lead the U.S. government to delist Canadian plants that were audited from exporting their products to the United States".

The Canadian company on point for all these changes is called Iron Apple International. Owned by SanStone Investments, an Investment Group from Atlantic Canada that operates with long term strategic investments in customer service oriented businesses, its head office is in Dartmouth, N.S. Hugh Latimer is the COO. Iron Apple currently have 12 employees and are planning on rapid expansion to facilitate the expected growth in Canada and the USA. They are members of the American Trucking Association (ATA), the Truckload Carrier Association (TCA) and have an exclusive partnership with SAI Global – global leaders in certifications and operate in over 30 countries.

We asked Hugh Latimer for an example of how this program might affect Canadian fleets or Owner Operators transporting food and ingredients. He related: Our solution is flexible for both large and small companies, for example, we've recently helped a seven (7) truck fleet company in Ontario who hauls food to New York every night. The pricing of our solution starts at \$3,000 and is commodity based, fitting to the company's needs. For owner-operators, we have several turn-key solution packages available, pricing depends on level of food safety experience, training and certification requirements. In two days, all staff including drivers can be trained to government standards on temperature monitoring/truck washing etc., and are good to continue their normal routine. Individual Owner Operators can view all of the benefits and features of the program at [www.ironapple.net](http://www.ironapple.net). The digital solution is web based so remote access is very easy and allows all of the data and records to be stored in one location. Modules include dry bulk food, refrigerated food, dairy and warehousing. Referencing back to the CSA 2010 program, soon shippers are going to ask fleets and Owner Operators if they are certified to do their job.

## HUGH LATIMER COO, Iron Apple



Iron Apple is enjoying a high degree of customer satisfaction and very positive feedback from a wide range of customers including Oceanex Inc. who commented:

*"Iron Apple has been a pleasure to deal with in every aspect. They are extremely efficient and professional. Partnering with Iron Apple for our Food Safety Program was the right decision. Excellence all the way. Simply the best!"*

– Sharon Cole, ISO Coordinator for Oceanex Inc.

There are many reasons to move forward with this program as there are several critical facts related to the new food safety regulations going into effect April 1, 2016. The new digital TFSP is the simple solution to food safety compliance for the trucking industry.

- After the program setup and training, it will take a minimum of 90 days of accurate records to be collected in order to be certified. With the new regulations being required in 2016 for both Canada and United States, that does not give much breathing room, therefore, fleets need to act now.
- Many fleets are already taking action and are certified with this program, thus gaining new contracts because they are ahead of these critical changes. To continue delivering to the United States and Canada, across provincial and state borders, a fleet or Owner Operator will need to have this program in place and be certified before the deadline, as required by the new regulations.

Over the Road agrees with Iron Apple that in a few years, if fleets do not have a food safety program or warehouse program, the governments in both countries may push them out of business. In 2015, the FDA recalled 9178 Products and issued 17,232 warning letters. Imagine what this year will be like as the legislation kicks in!



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## MAKING YOUR MILES COUNT

Robert D. Scheper



# Making Your Miles Count: Leaders to Trust

In choosing a carrier to drive for, operators and drivers must consider Sr. management ethics and behavior in order to determine how they will be treated in the future. In my second book I spent a great deal of time on net fuel costs and carrier contracts. Though these details are very important, they tend to be only as strong as the integrity of Sr. management. In some cases the contract may not be worth the paper it's written on.

As a carrier, management must continuously communicate and demonstrate their submission to principles of long term (not just short term) success, no matter what its immediate sacrifice or pain. An error some carriers fall trap to is developing company loyalty to their name or leader rather than the principles that allows all employees equal access to success.

Carrier leaders should be shy of populous praise and lean heavily on the principles that built their company (such as strong customer service).

Some (or many) carriers have one or a group of drivers/operators who "praise" Sr. management, thinking they are super smart or just amazing to work for. If a Sr. manager (owner) absorbs the praise as personal (or corporate), they may be heading towards a trap. Drivers may

ignore principles of success and just assume an inherent right to success because of the name on their door.

Success is not achieved simply through personality but through adherence to the principles of success. When a manager accepts personal praise (as opposed to giving credit to adherence to the principles of success), a manager may inadvertently train the driver/employee not to bother with: hard work, punctuality, attention to detail, customer service etc. All they need to succeed is to kiss some Sr. manager's backside.

Leaders must remain humble and train all members/employees to focus on a structure of success, not simply adherence to him/her. If employees are allowed to believe someone is their "savior", they may abandon the principles of success in trade for personal loyalty... a subtle but very dangerous shift. Blind loyalty can backfire into a blind nemesis just as easily.

Many years ago I was in a position where a small group of people thought I was the "be all - end all" in the accounting industry. We had just finished a year end and found that they had grown in equity by about \$40,000 (from virtually nothing). They were elated. They were

middle aged and had never accumulated any financial value, no matter how hard they seemed to work. They thought they had "arrived" at easy street and decided to take some time off (without telling anyone). Within a few months of 2500, 3500 to 5000 mile per months (they were long distance), they were in a serious cash flow crisis. No matter how often I told them they were destroying their finances, they refused to listen. They thought all they needed in the trucking industry was a good accountant. They blindly put their faith in me. In just over a year they lost most everything.

My weakness and naiveté as a leader did not convince me to abandon them when they abandoned their own path to success. Somehow I thought I could "fix" them.

Try as I might, they refused advice. But, just as their misplaced loyalties to success dragged them down it also gave them someone to blame... me. They proceeded to accuse me of embezzling \$40,000. A two year battle with a forensic accountant exonerated me of the accusation but the rumors didn't stop for nearly a decade. The damage was done. I learned one very important lesson. Blind loyalty and praise can just as swiftly turn to unsubstantiated rage and blame. Shallow minds have fickle feelings.

We are all the masters of our own success. We harvest what we ourselves plant and have very little else to blame. We may have been lied to but we must remember, we choose to believe that lie for as long as we did. As an operator, a major key to success is the ability to read the indicators of success and also the shadows of lies or dis-information. Though I am a strong advocate of loyalty, it must be loyalty to principles first and then to people who have

proven themselves to be faithful at all cost. That type of loyalty is worth giving.

If carriers desire to build a company with quality, low maintenance drivers, they must weed out those who think they can achieve success by some lazy shortcut. If a carrier knows drivers who have significantly misplaced loyalties, they should be confronted and maybe even let go. Often times their long term presence produces more harm than good.

People who exclusively follow people for success rarely achieve any. People who exclusively submit themselves to principles of success, in the end, will hardly achieve anything else.

## About the Author:

Robert D. Scheper is a leading Accountant and Consultant to the Lease/Owner operator industry in Canada. His first book in the Making Your Miles Count series "taxes, taxes, taxes" was released in 2007. His firm exclusively serves Lease/Owner Operators across Canada. His second book "Choosing a Trucking company" is the most in-depth analysis of the operator industry available today. He has a Master degree (MBA) in financial management and has been serving the industry since he and his wife came off the road in 1993. His dedication, commitment and strong opinions can be read and heard in many articles and seminars. You can find him at [www.makingyourmilescount.com](http://www.makingyourmilescount.com) or at 1-877-987-9787.





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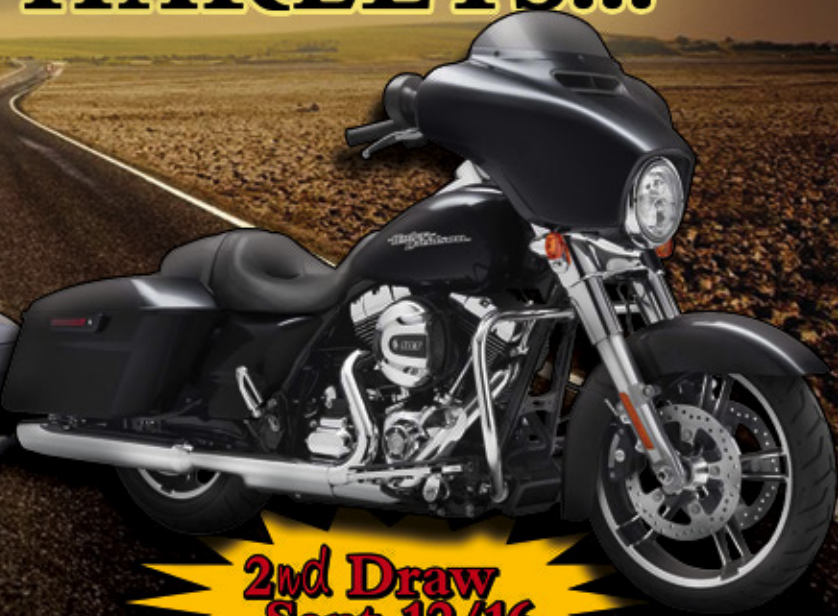
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## SPEAKING FROM EXPERIENCE

Ray J. Haight



# Notes from Las Vegas

I've just returned from the Truckload Carriers Association's annual convention held at The Wynn Casino in Las Vegas. The overall theme of the convention was "TCA Leading the Way" and as usual, it was a very successful event.

The keynote speaker was Mr. Karl Rove, who expounded on the state of the upcoming US Presidential election. I was every impressed with Mr. Rove and his observations. He was of course, an intricate part of the George Bush Jr. administration and is also a gifted speaker and political historian. On that note he suggested that if you think this election is ugly now, just wait. He thinks they are just getting started. It was interesting to also hear that both of the front runners could be charged with criminal offences as this thing roles on; Hilary Clinton with the email scandal and Donald Trump being charged with fraud over the Trump University fiasco. Wow, what a political creep show this is turning into. Thank goodness we got nothing up here compared to this.

The driver shortage was once again a popular topic along with its closest friend; driver retention. There was a very good trade show with all the latest technologies present and accounted for. One of the highlights for me each year is to get reacquainted with old friends, tip a few cocktails and tell a few stories. We may only see our trucking friends from all over North America once or twice a year but we get very comfortable with each other very quickly; as you know, truckers are like that.

I was fortunate enough to be asked to sit as a panelist during a round table with the theme being: "Growing your own, successful strategies to cultivate new drivers." We discussed how to acclimate new drivers coming from schools into our trucking industry and how to best set them up for a successful and rewarding career. This panel served a couple of purposes for me beyond just

the education of the membership. It also helped another effort I'm involved with which is to raise the awareness of the PTDI (Professional Truck Driver's Institute). I have been fortunate to be associated with this group for over 15 years now and we felt that it was time for PTDI to start raising awareness to the gold standard in driver training in the industry. Please feel free to check us out at [www.ptdi.org](http://www.ptdi.org) and as always, like us on Facebook.

As I do each year, I would like to congratulate all the winners of the great contests that are associated with the Truckload Carriers Association; [www.truckload.org](http://www.truckload.org). They include Best Fleets To Drive For that featured many of Canada's best; the National Fleet Safety Award which is probably the most coveted safety award in North America which was again won by Bison Transport; The Driver of the Year award featuring one of our best and my friend Mr. Guy Broderick; and the Owner Operator of the Year award which was won by Canada's own, Mr. Mark Tricco of Bison Transport. I had the opportunity to talk to Mark and his wife who are very nice people and I was thrilled to see them along with all the other folks who were honored during this event.

One of my partners at [www.tcalngauge.com](http://www.tcalngauge.com), Mr. Chris Henry and I were asked to come early to Vegas to attend a TCA two day benchmarking session that included a dozen of some of the best managed, refrigerated trucking companies in North America. This was an interesting exercise for us to witness the process of one of these groups up front and in person. TCA is the only trucking industry trade association to have these groups and they have been at it for over 13 years. We were asked to participate because our new company InGauge will now be the gate keeper, so to speak, in that all participants wanting access to this intense, business success incubator will now begin their exposure to benchmarking by utilizing our online service. We of course, are



thrilled to play this role for TCA. We help them and they in turn help us to help the industry at large. We will also become the standard platform for all existing companies currently involved with the TCA benchmarking Best Practice Groups, as they're called within TCA. Since 2011, participants have seen on average an increase in annual profit of 350%, a improvement in operating ratios of 6.2% to name a couple of the reasons to check it out if you're a trucking company looking to become "Best In Class". This newly audited information coming from TCA created a lot of buzz as I'm sure anyone could understand. To say we are excited about the future of TCA InGauge is an understatement to say the least. To quote one owner of a mid size Canadian fleet in Ontario: "how can you not be involved with this program?"

I'm also excited because of the new leadership at the top of TCA's team; our incoming Chairman is Mr. Russell Stubbs of Frozen Food Express Holdings. We also have a new President, Mr. John Lyboldt who has a long history of outstanding

service leading other associations, has extensive experience in benchmarking and knows its potential as a catalyst to improving current membership's bottom line financial results and using benchmarking to expand overall association membership.

A final note of congratulations goes to immediate past Chairman Keith Tuttle of Motor Carrier Express for his outstanding year of leadership at TCA. My benchmark for everything that I do is ask, is this effort in better shape now as opposed to when I took on the role? In Keith's case there is no doubt about it, TCA has a bright future. It should be fun to watch where it goes from here.

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## ***Bridging the Gender Gap in Trucking***

Like many baby boomer women, our families and society in general expected us to settle into traditional professions. We were encouraged to become teachers, nurses, secretaries or mothers. Period! Business was considered the domain of men and any type of blue collar job was reserved for the men folk. So, like most women at that time, I acquiesced with the trend and became a teacher. I soon discovered that I had a real gift and a passion for education but this traditional environment left me yearning for adventure and original challenges. I was not at all thrilled about working in such a restrictive system that rewarded conformity and rule keepers. So I went to the other extreme. I became the co-founder of a trucking company, got my Class AZ licence and took a leadership role in establishing a truck driver and heavy equipment training school.


As a result of this complete career shift, today I'm often seen as the poster child for women taking a non-traditional role in the workplace. This makes me a target for interviews and speaking engagements where I get to explain my journey into the perceived closed world of men and trucking. Recently, I was asked by a local organization to share my story at a forum for International Women's Day. My presentation was focused on how I became an accidental entrepreneur in a very non-traditional

workplace and what inspired me to make a change in my career path.

From the response of the crowd, I could tell that my story was an inspiration to both men and women. But the best part of the event is what happened at the end of the evening when a woman came to see me and asked if I remembered her. Of course... how could I forget Donna? In 1999, she was part of a very small percentage of women who were prepared to become truck drivers. She was at a turning point in her life that left her single and with children who were now independent. She was attracted to this new career for the same reasons that men choose to be truck drivers: independence, a good wage, a chance to see North America and a dynamic industry with chances for advancement. She was motivated to make a strong future for herself and we were all inspired by her conviction to succeed.

Yet according to Trucking HR Canada, only about 3% of women are truck drivers with an overall total of 48% in freight transportation. This is well below the Canadian average. It is clear that Donna was a trail blazer and beat the odds. She started working long haul throughout North America, became a recruiter, a driver manager, a safety and compliance officer, an operations manager and finally a safety manager. Her advancement was possible due to her hard





work, competence and education. Faced with these formidable skills and her experience, she found an industry that was prepared to give her new challenges. She found advancement and a career. Not just a job.

So why are women still so under-represented in the trucking industry? We certainly know that the industry was always more suited to men because it required physical strength and a good woman at home who could take care of the family. Things have and are continuing to change to make this career a real option for women. Carriers are structuring routes to make it easier for drivers to be home every week. Freight is often in a closed van making it unnecessary to tarp heavy loads and technology to communicate with the family is improving. Even truck stops now have improved facilities that are clean, welcoming and accessible to both men and women. In fact I would venture to say that these are unisex improvements and they have improved the working conditions for all truck drivers. But the most important factor for increasing women's participation in trucking is simply the fact that carriers realize that it makes good economic sense. All of a sudden they have access to 50% more people than before. And women bring a skill set that enhances their workforce. Many fleets appreciate women's attention to detail, communication and organizational skills as well as a conscientious approach to dealing with customers.

We have also seen improvements in the number of women at our truck driver training school. Where Donna was among a 3-5% of women in 1999, today we estimate that women make up about 15% of our student population.

This rise in statistics can be attributed to many social, economic and cultural changes. Awareness campaigns create an opening and then women begin to realize that it's possible to consider trucking as a viable career. The school's student population and staff benefit from the equalizing presence of women during training. All of a sudden, driving a truck is not just about shifting gears but also about all the other skills that are required to become a professional.

This now brings me to the 2016 worldwide campaign theme for International Women's Day – Pledge for Parity. The United Nations World Economic Forum predicted in 2014 that it would take until 2095 to achieve global gender parity. That's 79 years. But after considering many more current global factors, the date has been moved to 2133. That's 117 years. I think it's safe to say that most of us won't see this in our lifetime. The progress for parity is obviously more prevalent in the western world yet in trucking it falls very short of equal representation. But I believe the climate is now ripe to encourage the trucking industry to inch closer to gender parity. Let's hope it doesn't take 100 years to get there.

**Louise Philbin**

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## Start Looking for an ELD Solution Today

The Canadian Government recently announced that they will be following the United States decision to enforce the mandatory use of Electronic Logging Devices (ELD). That will mean that any trucking company that goes outside of their home province will need to have an ELD. If you remain an intra-provincial carrier, you may (and only may) have a little more time. Some of the provincial Transportation Ministers have also voiced support for the devices. Saying it another way, if you are an intra-provincial carrier you will have to wait to hear from your provincial minister. But with the provincial trucking associations in favour of ELD's and CTA's support; I don't think that it will be long before all the provinces are also on board. We now have to wait and see.

The USA has stated that an ELD will be mandatory December of 2017, unless companies have an approved EOBR or AOBR solution which gives you an extension until 2019 before you have to comply with the ELD ruling. We know that the Federal Government must still advise us officially that Canada is moving ahead, what the rules are and when they will take effect. Additionally if you are an intra-provincial carrier we will have to wait for each individual province to make their own announcements.

If there are still a lot of issues and dates to be decided and with only the States setting a date, why am I writing about it now? In the USA it takes years to enact new laws and even with that they provide a 2 year warning period before any new law is enforced which is what they have done with the ELD mandate. In Canada, we can move much faster (when there is the political will) and we don't have to give 2 years of notice. Therefore, whether you are a cross border carrier, a Canadian only transport company or an intra-

provincial motor carrier, you had better start planning your ELD purchase strategy. Don't wait till the last minute because you may not get the best solution for you, but the best solution that is available to meet the ELD compliance deadline. If you are a small carrier or an individual Owner Operator don't think you are exempt, every carrier, large and small will have to have some sort of an ELD solution.

I say some sort, as there are many different types of solutions on the market. In my mind I have grouped them into two main categories. Satellite based providers and cellular network providers.

The satellite types usually provide a great deal of data. If you are a larger fleet this might be the system for you. After all, you may have the people on board to work with all this data and make it beneficial to your company. The satellite based systems usually come with a higher hardware cost and a more time consuming and costly instalment. As well, only specially trained people are trained and can install these types of systems.

For the smaller fleets and individual Owner Operators you may find the cellular based providers a better fit for your company. The upfront cost is much lower and these providers can often use your existing smart phones to provide the data you need to be compliant and give you insight into running your business. If you must purchase hardware, a \$200 Android Smartphone or tablet, along with a cradle or docking station will do the trick. The installation can be done by anyone; the most difficult part is Bluetooth pairing of the 2 devices. Yes, a Bluetooth paired device is required to meet the ELD compliance standard, the Bluetooth device plugs into the trucks ECM's 9 pin connector, you



pair up your smartphone or tablet, download the software to the device and you are done. It is that simple.

Anyway within each group (satellite or cell) there are lots of options. You need to decide between no frills, a few frills and the whole enchilada. Within the cellular market, there is a new provider in this space that is very impressive. They are called FleetRover (<http://fleetrover.com>) and they offer a fleet management portal for your computer, and integration into their HoS and driver messaging application for your smartphone. The system allows you to be EOBR and / ELD compliant and they have many of the same features and functionality that the more expensive and server heavy systems do, but they provide this at little to very little additional monthly cost. With a bare bones data plan your total charges are quite low. Certainly FleetRover is worthy of

a being added to your selection pool and an additional bonus, they are Canadian.

In conclusion, you need to start your shopping for an ELD solution today, there are many decisions to be made and you really can't make a mistake in moving early. A benefit to starting the process now is that that you can gain an additional year window before you have to become ELD compliant. It is likely that our government is going to mirror much of the US ELD regulation and will probably include this extension. Don't wait until the last minute, 2017 will be a very busy one for all the ELD suppliers. You need to be moving now.

Stay safe.

**Chris Harris**

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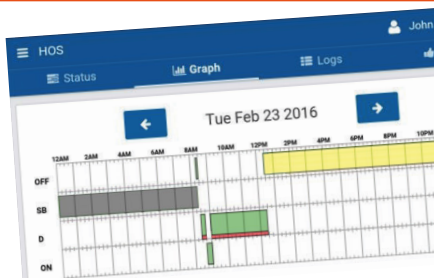
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# *Finalists Chosen for 2nd Annual 'Distinguished Woman in Logistics' Award*

The Women In Trucking (WIT) Association has announced the finalists for the 2nd Annual "Distinguished Woman in Logistics" award established to promote the achievements of women employed in the North American transportation industry. Finalists for the award are Elizabeth Fretheim, director, Logistics Sustainability, Walmart; Liz Lasater, chief executive officer, Red Arrow Logistics; and Shelley Simpson, chief marketing officer, executive vice president and president, Integrated Capacity Solutions and Truck, J.B. Hunt Transport Services, Inc. The winner will be announced by joint program sponsors TMW Systems and [Truckstop.com](http://Truckstop.com) on behalf of WIT on Friday, April 8, during the Transportation Intermediaries Association (TIA) 2016 "Capital Ideas" Conference and Exhibition in San Antonio, Texas.

The award highlights the vital roles of leading women in the dynamic and increasingly influential field of commercial transportation and logistics, which encompasses both logistics service providers as well as motor carriers.

The finalists for the 2016 "Distinguished Woman in Logistics" award lead businesses or operating units that have achieved significant regional, national and/or global scale and which serve many of the industry's premier shippers as transportation service providers. Each has

demonstrated superior leadership within their company as well as with other professional, educational or philanthropic organizations.

In her role as Director of Logistics Sustainability for Walmart Stores, Inc., Fretheim provides strategic direction to sustainability efforts for the logistics division including the third largest private truck fleet in North America and more than 150 distribution centers. She has driven strategic sustainability initiatives that saved more than \$3.5 billion in four years and is credited with leading the achievement of doubling freight efficiency for the multinational retailer. Fretheim is a sought-after speaker at industry events and the recipient of the Green Biz coveted VERGE 25 Smarter Supply Chain award.

Founder and Red Arrow Logistics Chief Executive Officer Liz Lasater holds more than 20 years broad international and domestic experience in global transportation & logistics. She has created solutions for clients that encompass international trade & logistics, manufacturing support services, warehousing, distribution and technology. Lasater speaks worldwide on supply chain trends and technology solutions. She sits on a number of boards including the Pacific Northwest Defense Coalition, Win With Washington (state), The Center of Excellence for Aerospace and Advanced Manufacturing and

serves as an advisor for the Lake Washington Technical Institute Transportation & Logistics Management program. Both Lasater and Red Arrow Logistics have been honored and recognized by many regional and national organizations.

Shelley Simpson is Executive Vice President, Chief Marketing Officer and President of Integrated Capacity Solutions and Truckload for J.B. Hunt. Her accomplishments include helping J.B. Hunt increase revenue from \$4.5 to \$6.2 billion over five years and leading her business unit to a nearly billion-dollar entity through strategic guidance and innovative ideas. The business unit is now among the top five of 3rd party logistics companies in the trucking industry. Simpson holds several board positions and is involved with Women in Supply Chain Excellence at her alma mater, the University of Arkansas.

Finalists were selected from an extensive field of high-performing women representing warehousing, traffic and shipping, third-party logistics, supply chain management and related functional disciplines. Members of the judging panel were: Kate Miller, president,

Blue Edge Marketing Ltd.; Diane A. Mollenkopf, Ph.D., McCormick associate professor of logistics and director, Ph.D. program in supply chain management, University of Tennessee; Fred Moody, editor and publisher, Logistics Quarterly; and Ellen Voie, CAE, president and CEO, Women in Trucking, Inc.

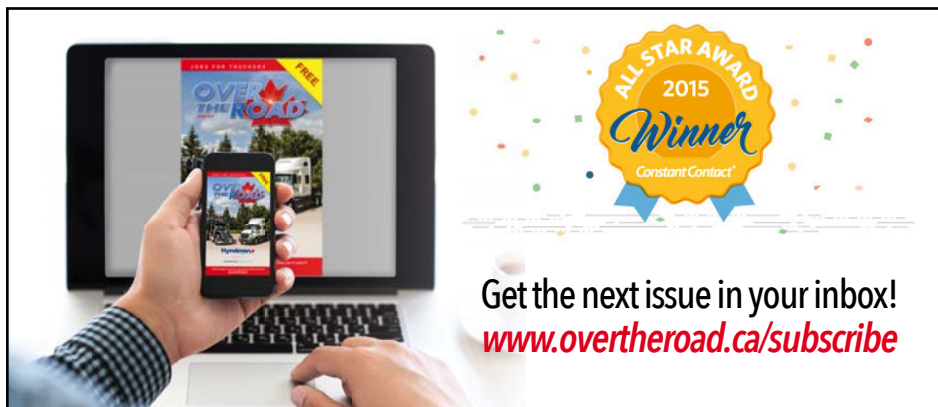
The winner of the 2016 award will be announced Friday morning, April 8, during the TIA Annual Business Meeting and Opening Session at the Grand Hyatt, San Antonio, TX.

To learn more about the award and related events, please visit [www.womenintruck.org](http://www.womenintruck.org).

#### Ellen Voie

President/CEO/Founder of  
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[ellen@womenintruck.org](mailto:ellen@womenintruck.org)  
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