The logo features the ATA logo (American Trucking Association) in blue and red, with the word "Women" in a large, red, cursive font. Below "Women" is a blue banner with the words "IN MOTION" in white, bold, sans-serif capital letters. To the right of the banner is a small blue silhouette of a truck.

# ATA Women IN MOTION

- Professional Development
- Meaningful Programs
- Impactful Advocacy
- Influencing the Industry
- Community, Networking, Career Advancement
- Progress!

— FOUNDING SPONSOR —

The FedEx logo, consisting of the word "FedEx" in a bold, sans-serif font. "Fed" is in blue and "Ex" is in orange. A registered trademark symbol (®) is located to the right of the "x".

**FedEx**®

The website address "WIM.trucking.org" in a blue, sans-serif font, underlined.

[WIM.trucking.org](http://WIM.trucking.org)





## ADVISORY COUNCIL MEMBERS

### CHAIRS

Brenda Neville, President & CEO, Iowa Motor Truck Association

Sarah Rajtik, Chief Operating Officer, ATA

### STEERING COMMITTEE

Jenny Abernathy, Chief People Officer, CRST

Kala Burke, Vice President, Marketing, ATA

Shelley Dellinger, Director, Recruiting and Marketing, Cargo Transporters

Mandy Graham, Chief Operating Officer, Great West Casualty

Brittany Green, Director, Industry Affairs, ATA

Jaime Hamm, Vice President of Safety and Compliance, Werner Enterprises

Alex Rosen, Vice President, Legislative Affairs, ATA

Nikki Thomas, Vice President, Industry Affairs, ATA

Sarah Wellman, Director of Government Relations, Ryder Systems, Inc.

Emily Williams, Manager, Business Development, Geotab





## PROGRAMS SUBCOMMITTEE

Amy Asche, Vice President of Brokerage Sales,  
Ruan Transportation Management Systems

Rhonda Hartman, Professional Truck Driver,  
Old Dominion Freight

Rebecca Pohl Liette, Vice President of Marketing,  
Pohl Transportation

Megan Melichar, Managing Director of Finance,  
FedEx Ground

Shellie Shellabarger, Senior Vice President,  
North America Operations, Stericycle

Angela Tillery, Director, Learning & Development,  
FedEx Freight

Krista Toenjes, General Manager, On-Highway  
OEM Business, Cummins Inc.

Hope Zvara, CEO,  
Mother Trucker Yoga

## ADVOCACY SUBCOMMITTEE

Pamela Bracher, General Counsel,  
ATA

Emily Casey, Director, Public Affairs,  
UPS

Kendra Hems, President,  
Trucking Association of NY

Alix Miller, President & CEO,  
Florida Trucking Association

Kiera Sullivan, General Counsel,  
Continental

Frances J. Craig-Watson, South Florida  
Feeder Division Manager, UPS

## INFLUENCE SUBCOMMITTEE

Genevieve Bekkerus, Sr. Director of Marketing,  
PACCAR Parts

Rebecca Brewster, President & COO,  
ATRI


Laurie Donaldson, Regional Advertising Manager,  
Transport Topics

Susan Fall, Owner,  
LaunchIt Public Relations

Manny Hoyt, Sales Marketing Manager,  
TrueNorth

Tina Klein, Professional Truck Driver,  
Red Pine Transport

Marilyn Surber, Transportation Advisor,  
Tenstreet



## About ATA's *Women* **IN MOTION**

Our mission is to connect and empower women across the transportation industry. We strive to foster an environment where women, from seasoned professionals to newcomers, support each other through the challenges and triumphs of their careers. Advocacy, mentorship, networking, and collaborative learning are the cornerstones of our commitment. Women In Motion (WIM) has set goals aimed at driving transformative change, and we're excited to have you join us on this journey.

## Member Benefits

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- An electronic yearbook sent to all members (opt-in required for listing member names, company, title, and email).
- Quarterly newsletters featuring special articles by WIM members, upcoming events, and ways to get involved.
- Action alerts providing legislative updates.
- Member pricing on products, courses, events, etc.
- Priority placement for WIM Speakers' Bureau speaker requests.
- Access to WIM networking events during ATA events.
- WIM ribbon at ATA events.
- Eligibility to participate in WIM initiatives and awards.
- Corporate members listed on the WIM website with a link to their company webpage.
- Corporate members receive a special logo for identification as affiliates.

## Join Women In Motion!

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***Elevate your Career while Enjoying Camaraderie and Encouraging Others!***

Ready to drive change in the transportation industry? Join Women In Motion, where active involvement sparks impactful transformations. Whether as an individual or through your company, you play a pivotal role in our journey towards progress. Stay updated on the latest developments in our diverse programs, influential advocacy, and impactful initiatives by regularly visiting our dynamic website. Engage in lively discussions, amplify voices, and inspire each other on our vibrant social media platforms. Take the wheel with us at [Trucking.org/WomenInMotion](https://Trucking.org/WomenInMotion) and be a catalyst for change.





## ■ WIM Educates

This webinar series is dedicated to navigating the challenges and seizing the opportunities for women in the transportation industry. Join us as we delve into insightful discussions addressing the multifaceted landscape of our field. From overcoming obstacles to harnessing opportunities, these sessions are a platform to unite, share experiences, and co-create solutions.

## ■ WIM Mentorship Program

This two-year program kicked off at 2023 MCE and will serve as a gateway to connecting aspiring talent with established leaders in the transportation industry. Our goal is to bridge the gap between seasoned professionals and those just beginning their journey. By fostering mentorship relationships, we aim to create a dynamic ecosystem where successful women in our industry generously share their wisdom, insights, and experiences.

Our program is more than just guidance; it's about cultivating lifelong bonds. It's about making the path to success accessible by connecting emerging talent with trailblazers, building networks, and fostering a culture of learning from one another.

## ■ Networking

Joining WIM not only grants you access to our invaluable yearbook—a precise resource for networking—but also extends invitations to exclusive networking events where you can connect with fellow members. Be part of exclusive WIM gatherings at MYMS and MCE, tailored specifically for our members. We're continuously seeking more avenues to bring our membership together, fostering meaningful connections and collaborations. Don't miss out on these unique networking experiences.

## ■ Quarterly Newsletters

Our electronic newsletters are your gateway to staying informed and engaged within WIM. They serve as your comprehensive update on engagement opportunities, spotlighting our accomplishments, and showcasing the outstanding contributions of both WIM and our esteemed members. Dive into exclusive member spotlights, expert insights, and invaluable articles offering actionable advice. Stay in the loop, gain valuable insights, and seize the opportunities to connect and grow within our community.

## ■ Action Alerts

With the full support of ATA's advocacy team, we are thrilled to drive transformative change for women in the industry and actively engage our members. Our action alerts will provide concise updates to members, outlining ongoing policy discussions, their implications for women, and actionable steps for involvement.

## ■ Career Development

Our myriad engagement opportunities serve as catalysts, nurturing an environment where both emerging talents and seasoned professionals thrive. Join our positive, welcoming community—a space designed for asking questions, continuous learning, and discovering a network worth being a part of and investing in.

*Interested in sponsoring a program or becoming a corporate sponsor?  
Contact Brittany Green at  
[bgreen@trucking.org](mailto:bgreen@trucking.org).*

# Pricing & Sponsorship Opportunities

## WIM Council Membership – Corporate Primary

This membership is for those companies that would like to have company affiliation with WIM. This is a yearly corporate membership fee allows you to use the WIM corporate member logo and your company will also be listed on WIM's website with a link to your company webpage. Participation in this membership category requires that the first individual from a company be designated the WIM Corporate Primary member and then all others from that same company may join as WIM Corporate Additional members.

**List Price: \$2,500**

**ATA Member price: \$1,500**

## WIM Council Membership – Corporate Additional

This membership is for those companies that would like to have company affiliation with WIM. This is a yearly corporate membership fee allows you to use the WIM corporate member logo and your company will also be listed on WIM's website with a link to your company webpage. Participation in this membership category requires that the first individual from a company be designated the WIM Corporate Primary member and then all others from that same company may join as WIM Corporate Additional members.

**List Price: \$50**

**ATA Member price : \$25**

## WIM Council Membership – Individual

This membership is for all individuals and gives you full member benefits. This is a yearly renewal.

**List Price: \$250**

**ATA Member price : \$150**

*\*Military, trade school or college students, and under 21: \$50*

*\*Must send proper ID to [ataindustryaffairs@trucking.org](mailto:ataindustryaffairs@trucking.org) prior to registering online at which time you will receive a discount code.*

A portion of your corporate membership will be directed to support disadvantaged or underrepresented women either entering the industry or seeking to start or expand their transportation-related small businesses. Your contribution serves as a catalyst, empowering these women to thrive and discover a supportive community within the industry.







“I’m honored and excited to be a part of this amazing group of women leading the Women In Motion movement in ATA. Getting involved with Women In Motion is important to promote diversity and empowerment in the trucking industry, fostering opportunities for women and driving positive change.”

Emily Williams Manager, Business Development – Transportation, Geotab  
WIM Advocacy Pillar Co-Chair

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“Twenty-five years ago, I got into this business because I wanted to make a difference for others. Little did I know all the opportunities I would have to do that- to support our industry and the fine people in it, to put forth positive change, and to set a good example for those that look to us for guidance. Women In Motion provides a platform for which we can do that at scale; I am proud to be part of the team that drives the Influence Pillar.”

Mandy Graham, COO, Great West Casualty  
WIM Influence Pillar Co-Chair

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“As a co-chair of the ATA Women In Motion Influence subcommittee, I’m thrilled to be part of this transformative initiative and to contribute to the advancement of women in the trucking industry. Working together, we can empower women to succeed in trucking, whether it’s behind the wheel or in executive positions. By uplifting and supporting women, we aim to create a more inclusive and vibrant trucking industry for all.”

Kala Burke, VP, Marketing, ATA  
WIM Influence Pillar Co-Chair

[Wim.trucking.org](http://Wim.trucking.org)



# ATA Women IN MOTION

