



AT-A-Glance 2024 Calendar

December TBD	Driver of the Year Award Nominations Open
January 1	Distinguished Woman in Logistics Award Nomination Open
January 1	Top Woman-Owned Businesses Nominations Open
January 5	Top Women to Watch Nominations Close
January 19	Redefining the Road Magazine Advertising Deadline for Edition 1
January 24	Driver of the Year Award Nominations Close
February 2	Redefining the Road Magazine Ad Files/ Materials Due for Edition 1
February 12	Distinguished Woman in Logistics Award Nominations Close
February 13	Two Day Strategic Planning Session in Dallas, TX
February 28	Salute to Women Behind the Wheel Event Sponsorship Deadline
March 8	Redefining the Road Magazine Edition 1 Published
March 8	Top Women to Watch Winner Congratulatory Ads Published in RTR Magazine
March 15	Top Woman-Owned Businesses Nominations Close
March 22	Salute to Women Behind the Wheel Event in Louisville, KY at MATS
March 29	<i>Accelerate!</i> Conference & Expo Speaker Submission Deadline
March 30	WIT Index Data Submission Deadline (to be included in 2024 statistics)
May 10	Top Companies for Women to Work for in Transportation Nominations Close
June 1	I HEART Trucking Photo Contest Open for Submissions
June 7	Redefining the Road Magazine Advertising Deadline for Edition 2
June 21	Redefining the Road Magazine Ad Files/ Materials Due for Edition 2
June 30	I HEART Trucking Photo Contest Closes
July 1	I HEART Trucking Photo Contest Voting Open
July 14	I HEART Trucking Photo Contest Voting Closes
July 29	Redefining the Road Magazine Edition 2 Published
July 29	Top Woman-Owned Business Congratulatory Ads Published in RTR Magazine
July 31	Influential Woman in Trucking Award Nominations Open
September 11	Influential Woman in Trucking Award Nominations Close
September 13	Redefining the Road Magazine Advertising Deadline for Edition 3
September 27	Redefining the Road Magazine Ad Files/ Materials Due for Edition 3
October 30	Redefining the Road Magazine Edition 3 Published
October 30	Top Companies for Women to Work for in Transportation published in RTR
November 10	<i>Accelerate!</i> Conference & Expo in Dallas, TX Nov. 10-13
Weekly	SiriusXM Women In Trucking Show Saturdays on Road Dog Trucking Channel 146
Monthly	Member of the Month Recognition
Ongoing	WIT Index Data Submission
Ongoing	Digital Advertising Opportunities

RECOGNITION PROGRAMS

Driver of the Year Award

[More Information](#)

Nominations Open: Dec, 2023
Nominations Close: Jan. 24, 2024

- *Recognize an outstanding female professional driver with this award sponsored by Walmart*
- *Winner announced at the Salute to Women Behind the Wheel event in Louisville, KY at MATS on Friday, March 22.*

Distinguished Woman in Logistics Award

[More Information](#)

Nominations Open: Jan. 1, 2024
Nominations Close: Feb. 12, 2024

- *Recognize a female leader in logistics with this award sponsored by Truckstop and TIA*
- *Winner announced at the TIA Conference April 12*

Influential Woman in Trucking Award

[More Information](#)

Nominations Open: Jul. 31, 2024
Nominations Close: Sep. 11, 2024

- *Recognize an outstanding female leader who is creating change and inspiring others with this award sponsored by Daimler Truck North America*
- *Winner announced at the Accelerate! Conference & Expo on Nov. 12 in Dallas, TX*

Top Women to Watch

[More Information](#)

Nominations Open: Ongoing
Nominations Close: Jan. 5, 2024

- *Recognize women who are positively impacting their companies*
- *Employee and company recognition*
- *Top Women to Watch, sponsored by PACCAR, is published in the RTR Magazine Ed. 1*
- *Congratulatory ads published in RTR Magazine Edition 1, Mar. 8, 2024*

Top Woman-Owned Businesses

[More Information](#)

Nominations Open: Jan. 1, 2024
Nominations Close: Mar. 15, 2024

- *WOBs—growth, innovative, resourceful pioneers*
- *Leader and company recognition*
- *Top Woman-Owned Businesses, sponsored by Triumph, are published in the RTR Magazine Ed 2*
- *Congratulatory ads are published in RTR Magazine Edition 2, Jul. 29, 2024*

Top Companies for Women to Work for in Transportation

[More Information](#)

Nominations: Open/Ongoing
Nominations Close: May 10, 2024

- *Recognize companies with a proven track record of attracting and retaining women*
- *Top Companies for Women to Work for in transportation, sponsored by Navistar, are published in the RTR Magazine Edition 3*
- *Congratulatory ads are published in RTR Magazine Edition 3, Oct. 30, 2024*

I HEART Trucking Photo Contest

[More Information](#)

Submissions Open: Jun. 1, 2024
Submissions Close: Jun. 30, 2024

- *Showcase pride for the trucking industry in pictures*
- *Company and employee recognition*
- *Voting will take place Jul. 1-14, 2024*
- *I HEART Trucking Photo Contest results are published in the WIT eNews (WIT Newsletter)*

Member of the Month [More Information](#) Nominations: Open/ Ongoing

- Each month a WIT Member is highlight for their success.
- Employee and company recognition
- Press Release at the beginning of each month
- Initiative is ongoing, submit your story anytime to MyStory@WomenInTrucking.org

EVENTS

WIT Strategic Planning Session [More Information](#) Event Date: Feb. 13-14, 2024

- Board of Directors, Partners, and Staff meet for an in-depth strategic planning meeting
- Located at the Hilton Anatole in Dallas, TX

Salute to Women Behind the Wheel [More Information](#) Sponsor Deadline: Feb. 28, 2024
Event Date: Mar. 22, 2024

- Free reception for female CDL holders and family at MATS in Louisville, KY
- Sponsorship/tables available to show support for drivers

Accelerate! Conference & Expo [More Information](#) Speaker Deadline: Mar. 29, 2024
Event Date: Nov. 10-13, 2024

- Annual professional development and networking conference and expo
- Exhibitor and sponsorship [opportunities](#) available AND Speaker [opportunities](#) available
- Event located at the Hilton Anatole in Dallas, TX

SiriusXM WIT Show [More Information](#) Every Saturday 10am – 12pm CT

- Be a guest on the SiriusXM Women In Trucking Show, hosted by Ellen Voie, WIT Founder
- The show features industry professionals such as drivers, technicians, engineers, CEOs, etc.
- Guest spots can be between 15 minutes and one hour during the two-hour show.
- The show is live on Saturdays 10am – 12pm CT on Road Dog Channel 146, shows rebroadcast on Saturdays at 10pm CT; Sundays at 9pm CT and available on the SXM app for up to three weeks after it airs.

RESEARCH

WIT Index [More Information](#) Submissions: Open/Ongoing
Deadline for 2024 Stats: Mar. 30
2024 Stats Published: April

- Official industry barometer to benchmark percentage of women in the industry.
- Opportunity to participate/ tied to Top Company program requirement
- A company can submit their data at any time. However, for their data to be included in the 2024 statistics, information needs to be submitted by March 30, 2024.

ADVERTISING/MARKETING

Redefining the Road
Magazine

[More Information](#)

Deadlines: Ed 1 – Jan. 19, 2024
Ed 2 – Jun. 7, 2024
Ed 3 – Sep. 13, 2024

- *WIT's official magazine published three times per year, in-print and digital*
- *Reach 20k readers: drivers/industry professionals through [sponsored content and advertising](#)*
- *Top Women to Watch Winner Congratulatory Ad opportunity in Edition 1*
- *Top Woman-Owned Business Congratulatory Ad opportunity in Edition 2*
- *Top Companies for Women to Work Congratulatory Ad opportunity in Edition 3*

Digital Channels

[More Information](#)

Open/ Ongoing

- *WIT eNews and Social Channels*
 - *Reach demographic of 8k eNews readers and 120k followers in the industry*
 - *WIT's newsletter, Facebook, LinkedIn, Instagram, TikTok and Twitter channels*
 - *Pages 14-16 in the media kit*
- *Professional Driver Hub*
 - *Recruitment video placed on WIT's Professional Driver Hub*
 - *Reach women looking to get into driving or for driving positions*
 - *Page 13 in the media kit*
- *Women In Trucking Member Approved Provider Program (WIT MAP)*
 - *WIT reviews, approves, and endorses one provider per market segment*
 - *Use of WIT Map Gold Seal logo, integrated strategic plan to showcase company*
 - *Page 17 in the media kit*
- *Career Center*
 - *Post jobs on the [WIT Job Board](#)*