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# TRANSPORTATION NEWS



TODAY'S INFORMATION FOR  
BUSY PROFESSIONALS

from

*Colleen Atwood - Virtual Assistant*

[colleen@atwood-va-llc.com](mailto:colleen@atwood-va-llc.com)

[www.atwood-va-llc.com](http://www.atwood-va-llc.com)



**Hello, Friends!**

## **What's New**

This week's Transportation Newsletter is exclusively for trucking companies. And as a bonus, I have included a complimentary copy of Atwood, LLC's pricing structure for your convenience.

Thanks,

Colleen Atwood

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**Patterson High School in California Has a New Truck  
Driving Course**

We all know that finding qualified truck drivers is a difficult thing these days. And it likely isn't going to get any easier either – at least in the short term.

In my perusals of industry newsletters, I came across an article that discussed a truck-driving school in California. Intrigued, I decided to investigate further. And based on what I have learned, I am quite impressed.

Patterson High School in California is offering all seniors a Commercial Truck Driving program. They receive 90 hours of lecture and 90 hours of hands-on lab activities with state-of-the-art driving simulators. Once complete, they will obtain a Worklete and Truckers Against Trafficking Certification.

Once the program is complete, they will have an opportunity to work with Morning Star Trucking and receive free behind-the-wheel training and seasonal employment opportunities, earning up to \$12,000 in three months.

The instructor who developed the program is named Dave Dein, a former truck driver and founder of Faith Logistics (a non-profit and tuition-free truck driving school). He saw success in other career-related programs recently developed at the high school and approached his superintendent. Together with the support of industry groups and partnering companies, the curriculum was written based on PTDI standards. He is currently instructing sixteen (16) students and expects to have more in the following years.

Looking further into the high school, I noticed that they offer what they call a Regional Occupation Program (ROP) that assists juniors and seniors in preparing for entrance into the workforce after high school (although some programs start during freshman year). They offer such programs as Agriculture Mechanics, Horticulture/Floral, and Agriscience courses. They also offer a Logistics/Materials Management program for all four years of school.

I only mention these programs because I am impressed that a high school has finally gotten off their rears and gone against all 'current' thinking that all students want IT careers. These types of programs were being phased out when I was in middle and high school (yes, that ages me) and look where we are now. A younger workforce that has no idea what a blue-collar job truly entails or why they are important (and that is as far as I will go with THAT train of thought.)

If more high schools began offering students here at home such courses, they might find out that there is more interest than they first presumed. And those in the industry wouldn't have to wait until students graduate and then go into truck driving school. They could begin their education as these Patterson students are during senior year and then have an apprenticeship with a partnering company –

which is exactly what is needed. The only way to get the workforce required is to start with them early. And I believe Patterson High School is on the right track.

For more information on the original article, please see [New Truck-Driving Course at California High School Changing Lives](#)

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## The Lack of Women in Trucking

We know there is a shortage of drivers in the industry – that is old news. What is also news – but not old – is that there is a serious lack of women in the industry. And that includes those of us who work in the office, not just behind the wheel of a rig. What is the problem? Is there any way to change the current trend?

In a male-dominated industry, women are far and few. Current numbers of women drivers in the workforce sit at around 6-7%. As a woman, I look at that and say, “*whoa*, not good!” Yet as someone who has worked in male-dominated industries almost her entire life, I can understand why women might feel discouraged – or even hesitant – about joining.

But then again, I am more of a rebel than other women are, so working alongside the guys doesn't phase me in the least. And if things should get strained or stressful, I also am the type of women who does not leave the house without something as protection – be it my personal firearm, a knife, or both. My husband taught me how to protect myself and I take that to heart – and honestly, I am the last one you want to tango with. Most will tell you that.

But this isn't about me, it's about other women who might not feel as confident. Not everyone is going to feel comfortable carrying a weapon – *any* sort of weapon – on their person, especially while driving. Not only can it be uncomfortable (if you've been a doorknob and grabbed the weirdest contraption you can find), but you need to be actively aware of where you go with it. And sometimes, that can be more of a pain.

Women state they do not feel they are safe while driving or even while delivering their products. They are saying that the harassment they are receiving from others in the industry makes them uncomfortable often. I read one article where a male driver was describing how a female driver got onto the radio to ask a simple question and the immediate response from the others was to heckle her. Me, I would have responded in kind – just to throw them off for a moment – but that isn't how most other women are going to respond.

Safety – as an indicator – was #1 on women truck drivers' list. The second indicator I keep coming across is the lack of women in trucking advertisements. Just for giggles, I checked both Bing and Google's images for any sign of a woman. I found that 1 in 20 pictures – if even that often – women appeared. There were plenty of images discussing the benefits of hiring women and integrating them into the workforce, but words can sometimes be just that – words.

The third indication I kept coming across is the lack of consideration for women who might be a truck driver but still have a family at home. The long hours and time away from home were making that difficult. Women might be more inclined to join if a more flexible schedule is available.

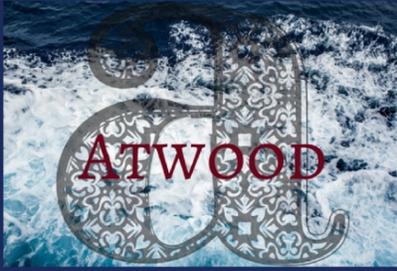
And the final aspect that annoyed me – especially being a woman – was that when I checked Wikipedia just to see what it said, I believe the word 'woman' was mentioned three times. If that. Yes, I get that Wikipedia isn't the final word on everything and I understand completely that making things more gender neutral is a good thing (not always, but that's for a different discussion). But when you check the area that discussed safety issues, there was literally nothing regarding the concern women have and the call for change that is currently going out. Nothing. Zilch.

There is a definite need for change in the industry. There are women's groups out there that are trying to create this change and companies are starting to do their part but more needs to be done. I wish I had all the answers, but I don't. I am, however, a realist and will state this: *the industry will remain short on drivers if something doesn't happen sooner rather than later*. But in the meantime, the industry will continue doing what it can with who they currently have. Even if it isn't enough ...

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[To learn what Atwood, LLC can do for your company, please schedule a consultation](#)

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## ATWOOD, LLC PRICING STRUCTURE

<b>\$37.50/HOUR</b> 1 - 10 HOURS	<b>\$37.00/HOUR</b> 11 - 20 HOURS	<b>\$36.50/HOUR</b> 21 - 30 HOURS	<b>\$36.00/HOUR</b> 31 - 39 HOURS
<b>STARTER</b> <b>\$1,250.00</b> 40 HOURS	<b>BASIC</b> <b>\$1,550.00</b> 50 HOURS	<b>PROFESSIONAL</b> <b>\$1,845.00</b> 60 HOURS	<b>PREMIUM</b> <b>\$2,117.50</b> 70 HOURS

### ADDITIONAL PRICING & INFORMATION

**Activities included in Hourly Rates & Packages:**

- Unlimited tasks
- Customer support
- Unused hours roll over to the next month

**Additional Fees:**

- Travel may be charged, depending on location
- A late fee of \$25.00 will be charged for accounts not paid in full after 10 days

**A 15% DEPOSIT WILL BE REQUIRED BEFORE ANY WORK BEGINS**

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