

# Empowering Our Truckers

March 2025 | [www.futureofbusinessandtech.com](http://www.futureofbusinessandtech.com)

An independent supplement by Mediaplanet to USA Today

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[Page 02](#)

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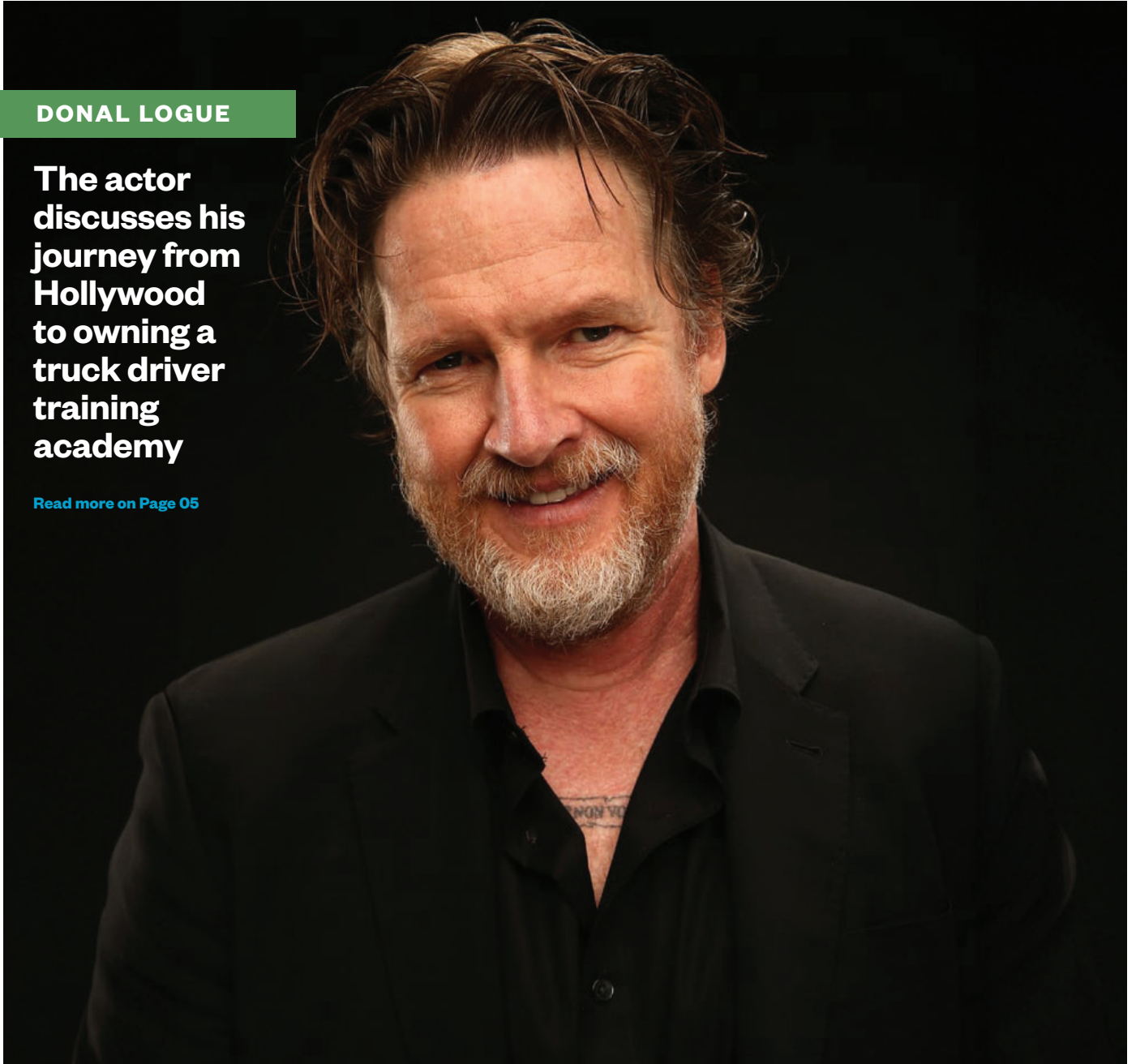
Women in Trucking

[Page 06](#)

**DONAL LOGUE**

**The actor discusses his journey from Hollywood to owning a truck driver training academy**

[Read more on Page 05](#)



## Safety Technology Is a Trucking Must, but It's Only One Side of the Story

Automotive is one of the world's highest-tech industries, and safety is one of its biggest challenges.

**F**leet managers are finding that the adoption of safety technologies — such as telematics, IoT connective, and GPS tracking — brings with it great responsibility and even unexpected legal consequences.

"You cannot have a set-it-and-forget-it approach," said Phil Moser, manager of fleet training for Davey Resource Group, Inc. "Fleets have a responsibility to train drivers on safety strategies."

Moser points out that installing telematics to warn drivers of their dangerous behaviors is important, but it's far from enough. "If there's an accident resulting in civil litigation, everything in your telematics is discoverable," he said. "If they find you've been getting alerts from the telematics system and didn't do anything to correct that driver — wow, just write the check."

Danielle Allsbrook, the senior manager of fleet and delivery strategy for SiteOne Landscape Supply, says many fleet managers don't realize that adding telematics to your vehicles requires adjusting the fleet policy. "The winners are going to be fleets that leverage technology for tracking and coaching," said Allsbrook. "The technology identifies risks, but we are looking for platforms that guide us through what actions we need to take."

Written by **NAFA Fleet Management Association**

## 5 Essential Tips for Conquering Driver Fatigue

Driver fatigue impairs judgment and increases erratic driving behavior, which may affect the driver's health and well-being, cause crashes, and endanger other road users.

**D**river fatigue is dangerous and costly. Way before you fall asleep at the wheel, even with eyes wide open, you will make mistakes when you're tired. Some mistakes are monetary, like extending the route by missing an exit; others may cost your career, your liberty, or your or someone else's life. That is why it is so important to know how to manage fatigue. The North American Fatigue Management Program offers the following five recommendations:

### 1. Don't just prioritize alertness and wellness — make them your values

When in a rush, you may skip breakfast and exercise before work, even if both are your priorities. However, you would never go out the door naked. Why? Because dressing is a value to you. Likewise, you should never go out the door without proper sleep and never drive when you're tired, because you know the value of proper, restorative sleep. Your alertness depends on your sleep hygiene, mindfulness, positive relationships, nutrition, and exercise.

### 2. Align schedules and routes with circadian rhythm and sleep pressure

Whenever possible, align your schedule with your natural sleep-wake cycles. Plan routes to avoid driving during peak fatigue hours, which are typically 2-6 a.m. Plan where to park so you may rest or nap before your sleep pressure builds up.

Caffeine blocks the sleep pressure and stays in your body for about eight hours. Stop taking caffeine in the eight hours before sleep so it will not interfere when you need that pressure.

### 3. Recognize objective signs of fatigue

Do not rely on your opinion to determine whether you are alert enough to drive. Instead, recognize objective signs of fatigue, such as eyelid drop, yawning, wandering thoughts, swaying or jerking head movements, reduced field of vision, fidgeting, adjusting the HVAC, crossing the rumble strip, drift and jerk steering, delayed or incorrect responses, and — the worst sign — microsleeps. If you start to experience any of these signs of fatigue, stop driving as soon as possible and nap for up to 20 minutes (before deep sleep) or 90 minutes (through an entire sleep cycle) to avoid sleep inertia and grogginess upon awakening.

### 4. Get screened for sleep apnea

Being sleep-deprived or suffering from a sleep disorder will make you susceptible to fatigue. Obstructive sleep apnea is the most common sleep disorder and greatly deteriorates your alertness and health. Compliant treatment will allow you to continue driving successfully. Get regular screenings and seek medical assistance if you experience excessive daytime sleepiness even after several nights of sufficient sleep.

### 5. Use fatigue-detection technologies as the last line of defense

Utilize in-cab monitoring systems that track your driving behavior, such as lane-departure warnings, forward-collision warnings, and eye-tracking technology. However, do not depend solely on these technologies; address the underlying causes of fatigue mentioned earlier.

Written by **Rodolfo Giacoman, Fatigue Management Specialist, Commercial Vehicle Safety Alliance**

# Truck Drivers Keep America Moving — Stress Is Driving Them Out

Pressure is mounting behind the wheel. Driver stress is at an all-time high, pushing America's truckers to the brink.

Each day, truck drivers move America forward. They haul the goods that fill our shelves, the supplies that keep hospitals stocked, the freight that fuels our industries. But behind the wheel, stress is taking its toll. The kind that keeps them up at night. The kind that makes each mile they drive more difficult. The kind that pushes good drivers out of the industry altogether.

It's not only long hours. It's relentless pressure, tight deadlines, unpredictable weather, and highways packed with distracted drivers. And yet, 68% of drivers say stress is making them worse at their jobs, according to research by Endeavor Business Intelligence and Geotab. They're exhausted, distracted, and, in too many cases, on the verge of walking away.

## The cost of ignoring driver stress

Fleet safety depends on people. Stressed drivers take more risks. They speed to make deliveries on time. They push themselves past exhaustion. They make split-second decisions that impact safety on the road.

The numbers reveal the scope of the problem:

- 26% admit to breaking speed limits regularly just to stay on schedule.
- 86% of industry experts say accidents are getting worse.
- \$3.6 million is the cost of a single fatal truck collision.

And the impact of stress doesn't stop when the truck is parked. It follows drivers home. It strains relationships, disrupts sleep, and takes

a toll on mental and physical health. Many drivers report feeling isolated, with limited time to spend with their families. Over time, the weight of stress can lead to burnout, forcing even the most experienced professionals out of the industry.

But the industry is not powerless. "Our research shows a direct and critical link between driver well-being and the overall performance of the transportation industry," said Vik Sridhar, product leader at Geotab. Fleets that take steps to reduce stress see safer roads, better retention, and stronger performance. Drivers who feel supported stay in the job longer, and when they stay, experience and training pay off. Our research shows 68% support new technology that will help with their driving performance.

## A future built on support

It's a tough job, but drivers don't have to face it alone. Better resources and tools can ease pressure and improve focus and well-being.

- **Better scheduling systems** ensure drivers have realistic timelines, reducing the need for dangerous shortcuts.
- **Navigation tools that adapt in real time** help avoid high-traffic zones, construction delays, and hazardous conditions.
- **Driver wellness apps** offer mental health support, fatigue alerts, and personalized coaching to keep drivers sharp and steady.
- **Advanced safety features** like lane departure warnings, collision avoidance, and automatic braking act as backup when reaction time is short.

- **Dashcams and telematics** help protect drivers from false claims while also providing insights that help managers coach to improve safety and performance.
- **Immersive training, including VR simulations**, allows drivers to prepare for worst-case scenarios in a safe environment to sharpen their skills.

Stress is part of the job, but it shouldn't define it. When drivers have the right support, they can focus on making better decisions, avoiding burnout, and staying with their job longer. And that's good for everyone.

## It's time to put drivers first

The industry can't afford to lose more drivers. And America can't afford to ignore the human cost of an overworked, overstressed trucking workforce. If we want safer roads, stronger businesses and a trucking industry that doesn't burn out its best, we have to act now.

Get the full picture. See the data. Learn how technology can ease driver stress and make the roads safer for everyone.

Written by **Deana Beltsis, Content Marketing Manager, Geotab**



Scan to download the e-book  
**"Behind the Wheel: The Economic and Safety Impact of Driver Stress and Wellbeing"**



**GEOTAB**





Craig Morgan | Photo by Nate Griffin

## Craig Morgan's New Music Honors America's Truckers and Life on the Road

The country artist discusses how life on the road inspired his latest album.

### How did your collaboration with Truck Center Companies come about?

I met the owner, Trey Mytty, and I loved what he was doing and his desire to hire veterans. His employees and customers are the backbone of America.

### You have a new album, "American Soundtrack." How do you think the themes of this album will connect with folks in the trucking industry?

I think if anyone can relate to this project, it will be those people who live on the road, listening to the radio. It is through that radio, and the songs that they've heard, that they recall various times in their lives. That's what this "American Soundtrack" project is about.

### How do you think the trucking community will relate to the music you're sharing on tour?

I think the biggest thing is the connection. We live very similar lifestyles, traveling from town to town and spending our nights in a small sleeping space, but what I do on stage is sing and attempt to entertain folks in a way that they can relate to. Music has the ability to take you to places you've been.

# Fair Truck Driver Pay: Why It Matters

Once well-paid, truck drivers now struggle to receive fair wages and respect for their essential work.

**R**emember when truck drivers were among the highest-paid blue-collar workers in America? Back in the 1970s, the average Teamster driver earned wages that placed them in the upper-middle-class wage-earning category — around \$85,000.

Fast forward to today: Many drivers struggle to reach that figure despite longer hours and more demanding conditions. The issue of fair compensation for truck drivers, however, is about more than just dollars and cents; it's about respect for the critical role they play and ensuring they're paid for all the work they do — not just the miles they drive.

### The hidden labor drivers aren't paid for

Truck drivers perform many tasks that go unpaid: on-the-road resets, waiting for hours at shippers and receivers, and even handling on-the-road repairs. These are hours spent working, yet they don't translate into pay, creating frustration, financial strain, and a feeling of disrespect.

The current mileage-based pay system has significant flaws. Heavy traffic, unexpected delays at loading docks, and congested urban areas eat up drivers' time, yet they aren't paid for the time lost. Essentially, drivers bear the cost of inefficiencies that are beyond their control. This system not only undervalues truck drivers but also contributes to burnout and job dissatisfaction.

### A demanding job with personal costs

Driving a truck isn't just another job. It's a dangerous profession that requires skill, sound judgment, and

constant focus. Drivers spend long weeks away from home, missing family events and incurring personal expenses on the road. Despite these sacrifices, their pay often doesn't reflect the difficulty or the risks involved.

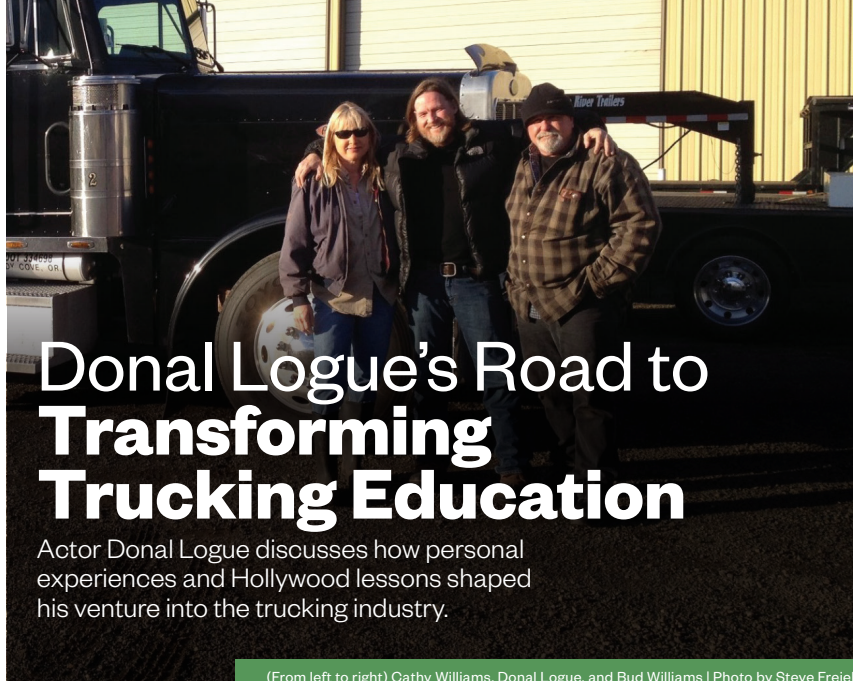
Fair pay isn't just about money; it's about respect. Inadequate compensation sends our drivers the message that the essential work they do isn't valued. On the other hand, when companies pay drivers fairly for all their work — not just driving time — it signals respect for their professionalism and dedication.

### Barriers to change

Many believe deregulation, which came about in the '80s, was a good thing for trucking. Lower costs were enjoyed by all. As a result, however, driver wages have lagged behind and not kept up with cost-of-living increases. Additionally, there's been a myth of a driver shortage floating around for a number of years. However, there has never really been a shortage of qualified drivers; rather, there's been a shortage of drivers willing to work for the inadequate wages being offered for jobs with less-than-favorable working conditions.

To truly value truck drivers, this industry needs to improve upon its current payscale. Trucking companies that recognize the value of skilled drivers and compensate them accordingly will not only retain their drivers but also set themselves up for long-term success. Drivers are the backbone of our trade and commerce, so fair pay isn't just a necessity — it's a statement of respect and an investment in the future of this nation.

Written by **Catherine MacMillan, Web Publisher, Smart Trucking**



# Donal Logue's Road to Transforming Trucking Education

Actor Donal Logue discusses how personal experiences and Hollywood lessons shaped his venture into the trucking industry.

(From left to right) Cathy Williams, Donal Logue, and Bud Williams | Photo by Steve Frejek

## What inspired you to start Aisling Truck Academy?

When I received my CDL, I became incredibly close to my instructors, Bud and Cathy Williams. I was impressed with how much care and individualized attention they gave each student. Knowing Bud and Cathy wanted to go into business for themselves, we started Aisling Trucking with one truck with a million miles on her, a couple of Dodge Ram pickups with Cummins engines for hotshot loads, and it grew from there. Now, Aisling Trucking and Truck Academy has three campuses in White City, Goshen, and Klamath Falls, Oregon.

## Can you share some of the unique programs or methods that set your academy apart from others in the trucking industry?

First and foremost is the curriculum Bud and Cathy have developed and perfected — methods I got to experience when I was their student and that have become even more precise and refined since. Every hour of the four weeks of class is planned and plotted, including classroom work on logbooks, working on a shifting range, yard work, backing, coupling, uncoupling, highway miles, in-town driving, taking trucks through DOT weigh stations, and chaining tires in real-life scenarios that people will face.

Bud and Cathy have a great approach

for taking a student from the shallow end of the pool to the deep water without putting them in situations beyond their grasp or that they haven't been trained for. I'm amazed when I talk to others in trucking about how there had been no set curriculum when they trained for a CDL, how much felt like it was winged, or how disinterested some of their instructors were. It's such a critical and potentially dangerous profession; it requires careful and highly involved instruction.

## With the trucking industry facing many challenges, what do you believe are the most important changes that need to be made to ensure the industry's future success?

Training. I have heard of drivers who come out of school, go through a quick orientation, and then find themselves across the country, far from home, a couple of weeks later.

In trucking, the journey from not knowing how to drive a manual transmission car to being a licensed trucker with full endorsements can take only a month. After that, some people are thrown into the deep end of a pool and learn through the trial and error of being over the road. It seems that if more care was taken with the earlier phases of training, the possibility of companies retaining drivers would increase immensely.

## Young Drivers Find High Earning Potential in Trucking

For young adults exploring career opportunities, trucking offers an exciting and lucrative path that doesn't require a college degree.

**W**ith high earning potential, entrepreneurial freedom, and relatively low startup costs, trucking can provide a stable and rewarding career.

Trucking is one of the rare industries where entry-level workers can start earning \$50,000 to \$70,000 annually right away. With experience, specialized skills, or owner-operator status, annual earnings can exceed six figures. This earning power provides young drivers with the opportunity to build financial stability early, making it easier to support a family or invest in their future.

In addition to strong pay, trucking provides long-term job stability. The industry is vital to the economy as it is responsible for transporting goods across the country. As e-commerce continues to grow, the demand for skilled truck drivers remains high, ensuring plenty of job opportunities for years to come.

Trucking is more than just a job; it's a career that allows young drivers to build a life. With competitive pay, a clear path to advancement, and flexibility, many professional drivers find they can support a family, save for the future, and even enjoy a work-life balance that fits their needs.

Written by **The Expedite Association of North America**

# Creating a Clearer Path for Young People **Toward a Rewarding Trucking Career**

The trucking industry needs clearer career pathways to attract the next generation of skilled drivers.

**T**he American Trucking Association estimates that the industry will need to hire roughly 1.2 million new drivers in the next decade to keep pace with growing demand and to replace an aging workforce.

Information is power, and right now, information about trucking careers tends to be hard to find. By investing time and resources to make career information easy to navigate, we can empower young people with a roadmap to a rewarding career in the trucking industry.

The U.S. Department of Labor's Occupational Outlook Handbook lists over 500 careers for today's job seekers, including professions that didn't exist just a decade ago — social media manager, app developer, professional influencer. Meanwhile, the profession that literally delivers American commerce sometimes feels stuck in the slow lane of career education.

Many potential drivers know they need a CDL, but then what? How can we show the next generation how to gain experience and what to expect at each career stage? We don't need a superhighway for everyone — trucking isn't for all drivers any more than engineering is for all problem-solvers. However, for those who might find their calling behind the wheel, we owe them well-marked exits and clear directions.

Better information and well-defined career paths can help us attract talented young people who may have never seen themselves in this profession before.

Written by **Shannon Newton, President, Arkansas Trucking Association**

## Career Opportunities Abound for Women in Trucking

There are diverse opportunities for women in trucking, with roles that cater to a wide variety of skills.

Keelie Boyer puts her technical skills to work as a truck technician for Wilson Logistics. She is among only 4% of truck technicians who are women. | Photo courtesy of Women in Trucking Association

**T**he gross revenue of the commercial freight trucking industry was over \$940 billion in 2023, and trucking is responsible for nearly 73% of the nation's overland freight movement. With 3.55 million jobs, there are many career choices for skilled, qualified women in this unique industry.

### Leadership roles

More capable female leaders can bring diversity in experience and critical thinking. Companies with a higher representation of women on their boards can outperform their competition.

There are now more female leaders than ever in this industry. According to the 2024-25 WIT Index (the trucking industry's barometer to regularly benchmark and measure the percentage of women who make up critical roles), an average of 28% of executives in the C-suite are women. The WIT Index is conducted by the Women In Trucking Association (WIT) every other year.

### Keeping roads & operations safe

Safety professionals work to prevent occupational injury and illness in their workforce, with an emphasis on drivers and workers in their facilities. According to the WIT Index, an average of 38.5% of safety professionals are women.

### Technicians keep trucks rolling

Freight cannot be delivered when trucks are in the shop or broken down on the side of the

road. Skilled truck maintenance technicians help keep freight moving. The WIT Index shows an average of only 4% of technicians are female.

Keelie Boyer, just in her early 20s, works as a truck technician for Wilson Logistics. She knew she wanted to go into mechanics as a young kid working on cars, trucks, and tractors with her dad and grandfather. "We help to keep our drivers excited about their jobs from the time they open the door and see that everything is clean, shiny, and working perfectly," Boyer said.

### Dispatchers

As managers of driver schedules to ensure timely pickups and deliveries, dispatchers play a critical role — and they're in high demand. Successful dispatchers require analytical, technological, communication, and interpersonal skills. According to the WIT Index, an average of 38.5% of truck dispatchers are women.

### Professional truck drivers

Skilled women can be quality, reliable, efficient, and safe professional truck drivers. They're less likely to take risks, and tend to be safer and more reliable drivers. They also tend to have strong multitasking and organizational skills, patience, and focus. The WIT Index shows an average of 9.5% of truck drivers with CDLs are women.

Written by **Brian S. Everett, ABC, Women in Trucking Association (WIT)**





## Mack Trucks Celebrates an Oversized Milestone: 125 Years in Business

Since 1900, the Mack brand has been part of American culture, helping build some of the country's most significant landmarks.

**T**he iconic American brand Mack Trucks is celebrating its 125th anniversary this year.

In 1900, brothers Jack and Gus Mack made their first motorized vehicle, a bus, in Brooklyn, New York. Now, 125 years later, the company is celebrating a milestone that few companies achieve.

"Since our founding in 1900, we've gone from building motorized carriages and buses to pioneering heavy-duty trucks that move America forward," Stephen Roy, global president of Mack Trucks and member of Volvo Group's executive board, said. "But one thing that hasn't changed is our commitment to building the toughest, hardest-working trucks on the road."

This year, the company is celebrating its storied history and looking toward the future.

### Mack has been at the forefront of American history

While the company began in 1900, it wasn't until World War I that the brand really made a name for itself. In 1917, the British government bought the company's Mack AC model to place on the battlefield.

"It was there that British soldiers gave us the Bulldog moniker because our trucks were tough like bulldogs," Roy said.

The company joined the war effort again during World War II, offering critical transport and logistics vehicles.

The trucks also played a vital part in building the American landscape. The company provided trucks that helped build the interstate highway system across the country.

Mack Trucks also helped build the Brooklyn Bridge, the Empire State Building, and the Hoover Dam.

### Prioritizing drivers

Throughout its 125-year history, the company also has developed durable engines and an unmatched driver experience. Mack has focused on comfort and safety for all its drivers by making ergonomically designed cabs.

"At Mack, everything we do is built around one simple truth: truck drivers are the backbone of our industry and are true heroes for the work they do," Roy said.

Mack also offers round-the-clock support so drivers always have access to the manufacturer — allowing the smaller

companies that rely on Mack to stay in business.

"For 125 years, Mack has been more than just a truck manufacturer," Roy said. "We've been a trusted partner to the men and women behind the wheel. We respect the sacrifice, skill, and dedication it takes to be a truck driver, and we build every Mack truck to honor that commitment."

### Looking toward the future

Mack intends to remain No. 1 in the industry for customer satisfaction based on an independent survey of its customers, while also providing the best trucks for drivers all over the country. The company is also looking forward to developing more technologies that make jobs easier — just as it has done for over a century.

"Our legacy is 125 years strong, but we're just getting started," Roy said. "The next decade will be about leading the industry into the future while staying true to what made Mack an icon in the first place — unmatched toughness and reliability."

Written by **Frank James**



INTERVIEW WITH  
**Stephen Roy**  
Global President,  
Mack Trucks

**i** To learn more, visit **macktrucks.com**





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