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# Truckers Against Trafficking Driving Change

## As seen on our Facebook page, when we asked the question why do you stand up and act against human trafficking?

### Stacey Mae Rudge

"I am for TAT because as a survivor, I recognize TAT is saving lives and making a difference out there."

### Tony Williams

"Because I can help save someone's daughter, and I would hope someone would do the same for mine ... all three of them."

### Peter James Kolasch

"These girls need people to fight for their lives. You or I may be the only hope some of them have. What a shame it would be if we turned and looked away because we felt it was a hopeless battle. Even if one life is saved it would be worth it."

### Rodney B.

"Being the victim of sexual and physical abuse as a kid, I wouldn't wish anyone female, male, young or old to be victimized by the type of people who do these horrific atrocities on other humans. I'm proud to be a part of TAT, and glad such a group exists."

### Tim Coon

Driver Tim Coon made a YouTube video calling on his fellow drivers to become a TAT — [https://www.youtube.com/watch?v=23rSFy5WISY&feature=youtu\\_ube\\_gdata\\_player](https://www.youtube.com/watch?v=23rSFy5WISY&feature=youtu_ube_gdata_player). He then went to his company, DSW Enterprises, and asked them to train all their drivers on TAT materials, and they agreed to do it. This is the power of the individual trucker who takes the next step in being a TAT!

The Internet art says it best: When it comes to every kind of item in our country, if a trucker didn't bring it, you probably don't have it.

The trucking industry is a driving force in America for the safe, reliable and economic transportation of every conceivable type of material and commodity. Our nation depends on trucking. But, in 2013, those members of the trucking industry who also identify as truckers against trafficking were drivers, not just of commodities, but of a powerful dynamic — **CHANGE**. And we'd like to share some of the fruit of their labors.

## Call Increase

Before TAT existed, only sporadic calls were coming into the National Human Trafficking Resource Center (NHTRC) from members of the trucking industry, but, by September 2013, members of the trucking industry had made 712 calls into the hotline. Seventy-five percent of these calls have come in 2012-2013. These tips are allowing law enforcement to focus their efforts along our nation's highways and follow up on leads they wouldn't have otherwise received, and, as a result, lives are being saved.

This year, Polaris Project, which runs the National Human Trafficking Hotline Center, published a comprehensive report called *Human Trafficking Trends in the United States ... National Human Trafficking Hotline Center 2008-2012*. In that report, they reviewed the more than 71,000 interactions they've had in those five years, analyzed the data, broke down the calls and their response to them. Members of the trucking industry and Truckers Against Trafficking were highlighted four times in the report.

Here are the excerpts:

### P. 30

57% of tips reported by truckers involved minor victims.

*As a trucker I've been approached by young girls at truck stops across the country. Every time, I call NHTRC. And every time, NHTRC is quick to respond. I'm thankful they're here to help these young women find hope.*

— Keyes B.

### P. 36

*Larry was a truck driver who stopped for the night at a busy truck stop. Before going to bed, Larry saw two females he believed to be minors knocking on the cab doors of various trucks parked around him. Larry had learned about human trafficking happening at truck stops from Truckers Against Trafficking and knew he needed to call the NHTRC. The NHTRC immediately responded by calling local police dispatch and filing a report with the human trafficking task force in that city. Law enforcement found both females that night and took them into protective custody.*

*A few months later, a second truck driver reported that he had also seen minors soliciting commercial sex at the same truck stop and was able to provide more detailed information about the potential controllers. The NHTRC sent this report to the same human trafficking task force who used this information as part of an ongoing investigation at this location. (Names, locations, and other identifying information have been changed and/or omitted to preserve the confidentiality of the individuals we serve.)*

### P. 38

*2009 Truckers Against Trafficking launches a campaign to educate truck drivers on human trafficking. Since then, more than 160 cases of potential sex trafficking at truck stops have been reported to the NHTRC by truck drivers.*

### P. 40 – Quote from Kendis Paris, Executive Director of Truckers Against Trafficking

*Beyond clearly assessing the situation with the anonymous caller, activating their ever-widening response protocol through tips, and tracking the information, the NHTRC also provides victim services to those who need it most. There is no better hotline when it comes to addressing the multi-faceted components of reporting and assessing human trafficking cases in the U.S.*

### Changedriver Profile:

#### Andy Anastasio, Chairperson of the Board of Directors for Motor Transport Association of Connecticut

Andy started his family's trucking business – Anastasio and Sons Trucking – in 1977. Three years later he joined MTAC. He states, "I became aware of TAT through an article in a trade publication. When I read about the victimization occurring nationwide on a daily basis, it became important to me to become involved in the effort to create positive change. Beyond that, becoming a part of spreading TAT's message is beneficial to our niche in the transportation industry in the sense that it helps to promote a positive image for the trucking industry and foster a professional image for truck drivers, which is something that I grew up with and would like to strengthen in the present day. I am also collaborating with the Connecticut Human Trafficking Task Force. In July, I was appointed by Representative Larry Cafero to the Trafficking in Persons Council as part of the Permanent Commission on the Status of Women, one of our state's most important



**Andy Anastasio**  
Chairperson,  
Motor Transport Association  
of Connecticut

*mechanisms to investigate the extent of trafficking here and develop ways to combat it. I was asked to join the team's Office of Victim Services to help develop policies that can result in the provision of a healthy and safe environment for trafficking victims – one in which they can receive services to help them recover from the traumatic experience and find ways to move forward in rebuilding their lives.*

*At MTAC, we continuously work to find new ways to train people in the effective use of TAT materials. In January, when I introduced and incorporated TAT into our work at MTAC, the Board unanimously endorsed the initiative and committed to disseminating the information to the organization's more than 800 member companies. The launch of TAT as part of MTAC's agenda will include the mass mailing of a letter urging our membership to become aware and involved. I have actively sought to spread TAT's message in the media, including promoting the initiative on radio shows and through other speaking venues. Although we sent out numerous press releases, none of the major media outlets picked them up – reinforcing my understanding of the extent of work that remains to be done in bringing this important topic to the forefront. There are many aspects of TAT's mission and activities that I admire.*

## Awards and Recognition

The United Nation's recognized TAT, and therefore, the trucking industry, as one of the best 100 anti-human trafficking practices in the world.

Members of Congress recognized TAT twice during congressional sessions this year as noteworthy grassroots efforts which are resulting in the rescue of victims and the apprehension of traffickers.

Within the trucking industry, the Motor Transport Association of Connecticut gave their highest award, the Good Buddy Award, to Truckers Against Trafficking in appreciation for all our good work and as encouragement for continued success in this honorable endeavor. This is the first time this award has ever been given to anyone outside the state of Connecticut.

The American Trucking Associations singled out two state associations as Mike Russell "Good Stuff" Image Award winners – the Colorado Motor Carriers Association and the Nevada Trucking Association – and part of the reason given for their selection was their work with Truckers Against Trafficking.

TAT named its first annual Harriet Tubman Award winner – Tracy Mullins – a general manager of the Petro Stopping Center® in Spokane, Washington, for her actions which helped prevent a possible human trafficking situation from taking place. The award carries with it a \$500 check.

## Educational Certification

The Truckload Carriers Association, through its Truckload Academy On-Demand, has created a test that all interested parties (not just truck drivers) can take to obtain the designation Certified Trucker Against Trafficking, or CTAT. The questions are based on the TAT video that outlines the scope of the human trafficking problem and what to do when someone encounters it.

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**Changedriver Profile:**

**Tracy Mullins, General Manager of the Petro Stopping Center® in Spokane, WA**

*Tracy is a Spokane resident and a 14-year veteran of the transportation industry. She loves her career choice and the daily challenges and the satisfaction that come from knowing many drivers feel her station is their home away from home.*

*She credits the TAT training required of all employees/managers of TravelCenters of America LLC or TA, with playing a pivotal role in her awareness of "something that could be wrong." She related, "The TAT training was very beneficial to me. I am proud to be a part of an organization that recognizes the need for training on issues like trafficking. This program not only benefits our company, but our community as well."*

*In relating the incident which earned her the award, Tracy recounted that she noticed two young girls sitting with an older man at a restaurant near her travel plaza. "Not that the situation was odd," she said, "but the man looked as if something could be wrong. I positioned myself close enough to the table to hear the young girls ask for a ride to Seattle. At this point, the images of all the young girls from the training video were going through my mind. I approached the table and asked the girls if everything was okay. One of the girls told me the man was her uncle. The man seemed very uncomfortable and removed himself from the situation. The young girls then asked other drivers for a ride."*

*Mullins realized there was a problem and notified law enforcement. The girls turned out to be runaways from a neighboring state with only \$5 between them.*

*Mullins stated, "This is a very special award for me, because, as a mother, I know we helped two young girls not become a statistic that day."*



**Tracy Mullins**  
General Manager,  
Petro Stopping Center®  
of Spokane, WA

**Changedriver Profile:**

**Mike Poirier, Director of the Aggregates & Construction Group, Bridgestone Commercial Sales**

*With more than 30 years of tire industry experience – 24 of those with Bridgestone, Mike manages the field sales group responsible for their largest Off the Road (OTR) national account customers as well as directs, on a North American basis, the development of new business opportunities and creates a local sales interface with marketing and engineering to bridge product and program concept into effective sales execution.*



**Mike Poirier**  
Director,  
Aggregates & Construction  
Group, Bridgestone Commercial  
Sales

*He shared, "We were made aware of TAT through one of our strategic customers, Ryder. Scott Perry at Ryder is very passionate about TAT and a great advocate. As a result, I, and our Bridgestone Leadership group, have all learned much more about the terrible social issue involved, and everyone has mentioned that since meeting with Kendis Paris, TAT's executive director, we have become much more aware and cognizant of the news reports on human trafficking."*

*Bridgestone has chosen TAT as a focal point for support and has committed a 3-year (\$25,000 annual) level of financial contribution. They have also started communicating the TAT story with large customers and contacts to encourage them to get involved and are sharing TAT at the various tradeshow and expo events at which they exhibit across North America.*

## Partnership Expansion

TAT welcomed several new key partners in 2013. Among them were the Truckload Carrier's Association, Love's Travel Stops, North American Truck Stop Network, the National Association of Truck Stop Operators Foundation, Hotels4Truckers, Bridgestone, the state trucking associations in IA, ND, SD, CT, MA and more.

## Leadership

Members of the trucking industry are beginning to have and or create opportunities to educate the general public about human trafficking as a result of being truckers against trafficking. Specifically, the prototype member of our TAT Team, OTR driver Bill Brady, a Lodestar employee, made several presentations about human trafficking this year, including one at a Minnesota high school, and another at Columbia University. Others, like Rick Youngquist, have helped to spread the word about human trafficking and TAT in their communities via awareness events at churches and local libraries.

Iowa DOT's Office of Motor Vehicle Enforcement, working with TAT, created a comprehensive anti-human trafficking training and awareness model, using TAT materials, which can be used by other MVE/ DOT offices across the nation and can be paid for with a state's asset forfeiture funds. (This can be read in full at the end of this report.) TAT co-presented this model, in conjunction with its creator, Chief David Lorenzen, at the Commercial Vehicle Safety Alliance, as well as through other channels, and now multiple states, including AZ, CO, CT, ID and MN, are using it either in part or completely.

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## Changedriver Profile:

### Bill Brady, OTR for Lodestar Transport

Bill Brady began his career as an OTR truck driver in 1997. He became passionate and began supporting Truckers Against Trafficking (TAT) on the same day as the tragic Connecticut shootings. When a Minnesota abolitionist group contacted TAT looking for a truck driver who could speak to students about human trafficking,

Lodestar recommended Bill as an excellent advocate and strong supporter. After speaking to a service learning high school class about human trafficking, Bill discovered he really liked public speaking about the need to end human trafficking. Since May, he has spoken in other Minnesota public schools, at William Woods University and participated on a men's panel at Columbia University in New York City. Most recently Bill was named to the board of Destination Freedom Inc., a Minnesota abolitionist organization.

"I strongly feel the trucking industry has the opportunity to play a pivotal role in the fight against human trafficking in the sense that we're not only the eyes and ears of the highway, byway and every back road in middle America, but we have the means of communicating with one another from half way around the world. We are what keeps the world turning, and as a united front, we could bring serious awareness to human trafficking," Bill commented. "My plan is to keep moving forward in the direction I'm heading with getting the word out to our up-and-coming youth through these presentations, setting up workshops for truck drivers and teachers, getting our TAT information out there to the public. If I can reach one person ... save one life ... it was worth every minute of my time and every mile on the road."

He continued, "Truckers Against Trafficking is the perfect way for me to bring together two of my favorite things: driving truck and helping people. It's been such a blessing to have the opportunities I have had to spread the message of TAT, and to be able to use my profession to do so is just a bonus."



**Bill Brady**  
OTR,  
Lodestar Transport

## Changedriver Profile:

### Dave Lorenzen, Chief of the Motor Vehicle Enforcement for Iowa DOT

Chief Lorenzen has been in law enforcement 35 years, serving all but five of those years in the Iowa DOT Office of Motor Vehicle Enforcement. He became aware of TAT at a meeting his division had this year with the Iowa attorney general's office.

Members of the AG staff shared TAT materials and indicated Chief Lorenzen's staff, which conducts approximately 50,000 commercial motor vehicle inspections annually, could be a valuable asset with the increased emphasis the AG wanted on fighting human trafficking.

"This TAT material is well done," Chief Lorenzen commented. "It doesn't take a lot of time to train staff, and the information is well put together." From training their 112 sworn law enforcement officers on the issue of human trafficking with the TAT materials, Chief Lorenzen and his staff expanded their efforts to include outreach to the other Iowa DOT office staffs, the 12 weigh stations, 41 interstate rest areas and major truck stops along the interstate highway system in their state.



**Dave Lorenzen**  
Chief,  
Motor Vehicle Enforcement  
for Iowa DOT

They're distributing the wallet cards with all newly issued or renewed commercial driver's licenses and giving them to drivers each time a CMV inspection is conducted. Their MVE training officer, who conducts approximately 140-180 presentations around the state annually, has incorporated the TAT video in all his presentations and supplies attendees with wallet cards. The Iowa DOT office of motor carrier services also has the materials available at their counters for people to take when they come in to renew their credentials. Recently, Chief Lorenzen received a call from the Iowa Law Enforcement Academy, and they're interested in implementing the TAT materials in the human trafficking course they instruct.

Chief Lorenzen said response to the Iowa DOT model and the training with TAT materials has been great. "We've received comments from carriers who embrace this program. One Iowa carrier had a driver in Florida a few months ago, and he saw some suspicious activity at a truck stop," he related. "The driver remembered the TAT card he'd picked up at an Iowa rest area and called the national hotline number."

Chief Lorenzen recognizes that it will be crucial to keep the enthusiasm going. "Everyone is always full of energy for a new program," he explained. "The key is to continue the efforts at a high-level pace. An effort such as this isn't a 50-yard dash. To make a long-term effect, we need to change and affect behavior. We need to continue to push until the national hotline number becomes as well known as 911, and people are continually reminded that if they see something, they say something."





## Strategic Trainings & Cross-Sector Partnerships

Through half-day conferences around the country, TAT strives to build loose coalitions between local and state law enforcement (including such groups as federal and state prosecutors' offices, state attorney general's offices, the FBI and state commercial vehicle enforcement), state anti-trafficking groups and the general managers of travel plazas and truck stops, for the purpose of mobilizing a local response that will close loopholes to traffickers who seek to exploit industry businesses for criminal gain. In 2013, TAT built coalitions in Denver, CO, Las Cruces, NM (in conjunction with El Paso authorities and management), as well as New Brunswick, NJ, as a part of their state's anti-trafficking preparation for the Superbowl.

Tom Liutkus, vice president of marketing and public relations for TravelCenters of America, described the coalitions this way, "The coalitions bring real local trafficking criminal activity information to the focus of the general managers of all local truck stop operators. Moreover, it allows those same general managers a more direct line of communication with the right law enforcement agencies if they spot trafficking activity. Becoming part of a local connected network of watchdogs and enforcers adds a layer of enhanced monitoring that could greatly dissuade the criminal element from even considering entering our properties."



# 2013 Statistics in Summary as of Dec. 31, 2013



**Call Increase** – Between 2007-2013, 712 calls have come into the NHTRC from truckers, 75 percent of which were made in 2012–2013.

**Key 2013 Partnerships** – TCA, Love’s Truck Stops, NATSN, NATSO Foundation, Bridgestone, Hotels4Truckers, the state trucking associations for IA, ND, SD, CT, MA

**Strategic Trainings and Cross-Sector Partnerships** – 3, held in Denver, CO, Las Cruces, NM and New Brunswick, NJ

**Education** – Creation of CTAT by Truckload Carriers Association

**Facebook Followers** – 23,316

**Twitter Followers** – 27,224

**Trainings and Presentations** – 40

## The Iowa DOT Model



- Train MVE employees with TAT materials.
- Stock weigh stations and rest areas with TAT materials.
- Visit truck stops and trucking companies with TAT materials, urging them to train employees and distribute.
- Spread awareness about TAT via multiple channels -- website, Iowa Truck Information Guide, state fair, etc.
- Use influence to spread the word about TAT to trucking (and other) agencies (i.e. DIAP, CVSA, motor coach industry, driver services staff, etc.).
- Incorporate TAT training DVD and wallet cards into all programs that MVE builds (law enforcement, service clubs, motor carrier industry).
- Use asset forfeiture funds to pay for TAT materials.
- Ensure that every CDL issued (or renewed) is accompanied with a TAT wallet card.





**Make the Call, Save Lives.**



1-888-3737-888 (US) · 1-800-222-TIPS (Canada) · [truckersagainsttrafficking.org](http://truckersagainsttrafficking.org)