



Volume 13 | Issue 12  
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## Human trafficking in the news

### 60% of student transporters observed at least one human trafficking indicator

"School bus drivers and other school transportation staff are education leaders who play an important role in the lives of children, especially when it comes to keeping them safe. I am always inspired by the way the industry, even while already managing very full plates and negotiating many challenges, welcomes our training with open arms because they recognize that it is an important topic when it comes to student safety," commented Lexi Higgins BOTL's deputy director.

### Sex trafficking survivor shares her story

"Trafficking is the mother who can't afford to pay rent and gives her 12-year-old daughter to the landlord to have sex with, or kids who are having trouble at home who really don't get love and affection," said Emily Waters, a survivor of trafficking.

### US Attorney: 4 men used online advertisement to arrange to have sex with young girls in Mass.

Four men are facing trafficking charges after federal investigators say they used online advertisements to arrange to have sex with a pair of young girls. Each defendant physically met up with the individual purporting to sell the 12 and 14-year-old girls for sex and committed to paying to sexually abuse one or both of the children.

[Click here to read these articles on our website](#)

## Inland Kenworth Named 2022 TAT Champion Award Winner at the American Trucking Associations (ATA) Management Conference and Exhibition

Inland Kenworth has been named the winner of the 2022 TAT Champion Award in the Organization Category. Esther Goetsch, executive director of Truckers Against Trafficking (TAT), presented the award to Don Blake, Inland Kenworth's new sales manager, at the American Trucking Associations (ATA) Management Conference and Exhibition (MCE) on October 23, 2022, in San Diego, California.

Beginning in 2019, TAT's prestigious TAT Champion Award recognizes and honors the outstanding, creative, innovative, generous and dedicated efforts of specific partners whose actions have significantly helped to engage more members of the industries that TAT works with.

"One of the greatest joys of this work is seeing individuals become touched by TAT's message and motivated to action, and one such individual is Don Blake," remarked Esther Goetsch, TAT executive director.

Blake heard the TAT message in 2016 and, since that time, has used his creativity, passion and innovation to bring in some of the most significant donations to TAT in 2017, 2019 and 2021. Blake has made TAT history and set an example for others to follow through his vision of creating a special themed truck, built and auctioned off as a fundraiser for TAT.

With the support of Inland Kenworth and Kenworth Truck Company, Blake began talking to corporate sponsors and, through his leadership, engaged a host of additional people in these fundraising projects to build three "Everyday Heroes Trucks."

"Not only has the sale of these trucks brought in hundreds of thousands of dollars to further TAT's critical work and engaged hundreds of companies at auction, but they have also served to bring greater awareness about the important role the trucking industry can play in fighting human trafficking in our country," remarked Goetsch.

Over the years, the Everyday Heroes Trucks have brought significant media exposure, been featured at the Mid-America Trucking Show (MATS), and the 2019 truck was formally unveiled at the National Mall in Washington, DC. These efforts have brought significant awareness to the issue of human trafficking in our country. Blake has served on the TAT board of directors since 2017, and

Inland Kenworth has put TAT wallet cards in all their new trucks for the past two years, reaching over 60 thousand drivers. Don Blake and Inland Kenworth serve as excellent examples of how network leadership can affect social change.

"Truckers Against Trafficking is a tremendous organization that's helping save countless lives through its educational programs that have trained more than 1.3 million truck drivers and others in our industry how to identify and report possible human trafficking cases," said Blake. "It's truly an honor to receive the TAT Champion Award, and I look forward to continuing to work with TAT to raise awareness of human trafficking in our industry."



*Don Blake sharing a few words after receiving the TAT Champion Award in the Organization Category to Inland Kenworth.*

In addition to presenting the TAT Champion Award during the luncheon, TAT's Freedom Drivers Project was also on display at this year's ATA MCE. Over 100 attendees toured the trailer and TAT engaged with new and existing partners to explore 2023 training and partnership opportunities.





*TAT board members Don Blake (left) of Inland Kenworth and Antoine Sadler (right) of Walmart pose in front of the FDP with TAT staff, Brandy Belton and Esther Goetsch at the 2022 ATA MCE*

## It's Bigger than a Dress

In 2009, Blythe Hill started a quirky style challenge she called Dresember. The challenge is simple: commit to wearing a dress or tie for 31 days in December and fundraise for anti-trafficking programs around the world. What started as a fun challenge has grown into a major campaign to create awareness about human trafficking and disrupt the over \$150 billion global industry. During the last 10 years, more than 35,000 advocates from around the world have participated in Dresember. Together, they have raised \$16 million and counting.



In addition to drawing attention to human trafficking through the annual Dresember campaign itself, the Dresember Foundation uses the funds that it raises to support TAT and 19 other anti-trafficking organizations focused on prevention, intervention, advocacy and survivor empowerment. Together, the Dresember Network is working toward dismantling trafficking holistically and in a way that prioritizes survivor needs and voices.

To learn more about this global campaign to end human trafficking, [watch](#) the Dresember Documentary.

Sign up for the Dresember 2022 Style Challenge at <https://dresember2022.funraise.org/>.

## Get Ready for National Human Trafficking Awareness Month!



### January is National Human Trafficking Awareness Month (NHTAM).

While TAT and its partners know that the fight to end human trafficking requires year-round attention, January is a great time for us all to ratchet up our efforts to both educate ourselves and spread awareness through our personal and professional networks. If you haven't yet made your plans for NHTAM, there's still time! TAT has a series of recommendations and resources to support your efforts.

- Download TAT's Social Media Toolkit and use TAT's graphics and suggested posts to spread awareness. To request TAT's social media toolkit, please email [info@truckersagainsttrafficking.org](mailto:info@truckersagainsttrafficking.org).
- Include information about NHTAM in your company or association newsletter or other communications with staff and colleagues.
- Hang up TAT's [victim-centered posters](#) for the bus/transit industry at bus stations, transit centers, bus shelters, on the interior of buses, etc.
- Train your employees with TAT's industry-specific [training resources](#) (or do refresh training).
- Reach out to TAT about cohosting a webinar or presenting at an event that you are hosting.
- Pay attention to TAT's January calendar and join a webinar or other event that TAT is hosting.
- Donate to TAT during its end-of-year [fundraising campaign](#).

Please keep TAT updated on your NHTAM plans by reaching out to your TAT contact directly or emailing us at [info@truckersagainsttrafficking.org](mailto:info@truckersagainsttrafficking.org).

## TAT and the Freedom Drivers Project Connect with Supporters and Industry Leaders at the 2022 WIT Association's Accelerate! Conference

Momentum was in the air at the 2022 Accelerate! Conference & Expo hosted by Women in Trucking (WIT). Over 1,700 attendees, a majority of them female drivers, managers, executives and other leaders in the industry, descended on Dallas for three days of learning, networking, professional development and industry promotion.

An early supporter and longtime partner of TAT, WIT invited the Freedom Drivers Project (FDP) to be part of the Truck & Technology Tour and also donated a booth to TAT inside the expo hall. Laura Cyrus, TAT senior director of industry training and outreach, also spoke at the event to help attendees understand human trafficking and its intersections with trucking. A multitude of TAT partners and leaders in the industry were present and new relationships were forged.



At the TAT booth, Cyrus passed out TAT materials and a button donated by Zonar that said "I support TAT." Outside at the FDP, Brandy Belton, FDP director, saw 187 people walk through the exhibit and snapped photos with representatives from current TAT partners, as well as connected



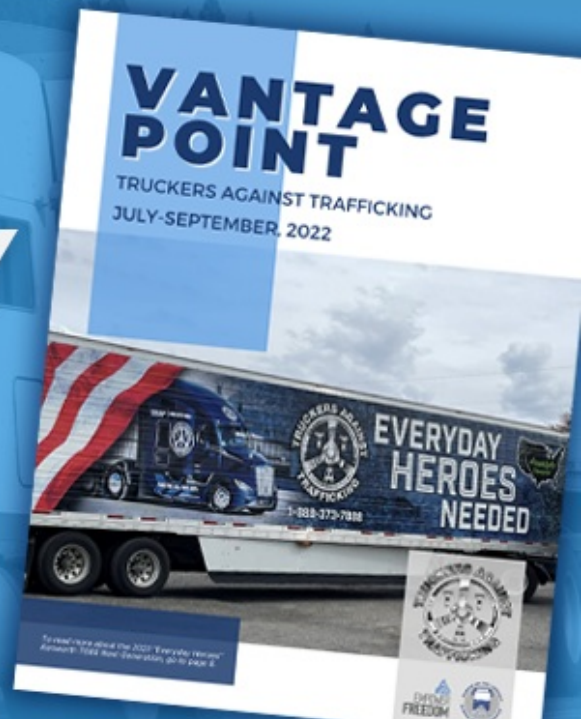
with companies that were new to TAT and eager to implement training.

"I am beyond grateful and truly honored to have been invited to join such an amazing organization that uplifts, encourages and empowers women," offered Belton. "The WIT Accelerate Conference was both a fabulous experience and a great opportunity to connect with women in the trucking industry. Attending this conference, which brings together women from all over the globe, allowed me to speak with some incredible women, get to know them on a more personal level, and understand why they do what they do within this industry. WIT is a huge TAT supporter and recognizes that we need to partner together to continue to spread TAT's message to combat human trafficking. It was heartwarming to see the faces of attendees light up as they showed their heartfelt pride and support for TAT, while picking up window decals and wallet cards to add to their new trucks and take back to their companies."

"Attending Accelerate! was a great way to engage new partners, ignite new fires within current supporters and connect with so many influential women (and men) within the industry that can help propel the efforts of TAT forward in meaningful ways in 2023," said Cyrus. "A big thank you to Women in Trucking for inviting us to be a part of this exciting event."

# CHECK OUT OUR QUARTERLY REPORT

JUL - SEPT  
2022



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### Zonar Offers eTAT App Integration for In-Cab Tablets

In July 2022, TAT debuted eTAT, an ELD-friendly version of the regular TAT app that helps drivers identify and report labor and sex trafficking while on their regular routes. Drivers can view human trafficking red flags and examples, as well as scan QR codes with their personal mobile devices to access training videos, podcast episodes and more. The app uses no cellular data and has information for over-the-road drivers, local drivers, van line operators and in-home delivery professionals.

In late October 2022, Zonar, a leader in smart mobility solutions and TAT supporter since 2019, announced



that the eTAT app will be available free for download on all Samsung in-cab tablets, potentially reaching more than 10,000 drivers before the end of the year.

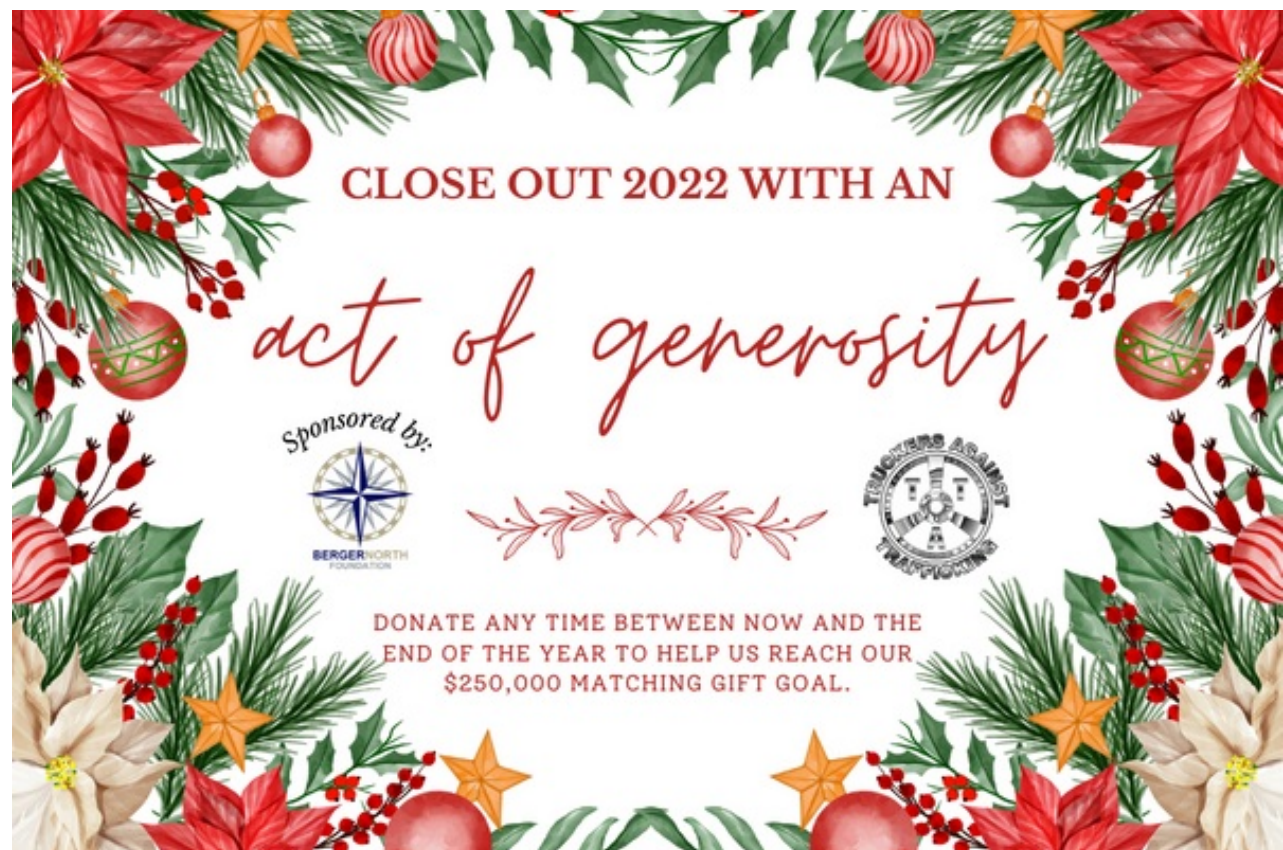
*Jill Snyder, right, of Zonar poses with Laura Cyrus at the TAT booth at the 2022 Women in Trucking Accelerate Conference.*

In addition to making the eTAT available on its system, Zonar also plans to use targeted communication channels to encourage fleets to download the app and will provide ongoing support to TAT as part of its overall philanthropic efforts.

“It is imperative that truckers understand the proactive steps they can take to recognize and report suspicious activity,” said Jill Snyder, Compliance and Safety Director at Zonar. “From local government up to the federal level, law enforcement and advocacy groups are stepping up to lead anti-trafficking efforts. At Zonar, we’re working to be part of the solution too.”

“It’s evident that Zonar believes that heightened awareness is the cornerstone to ending human trafficking,” said Laura Cyrus, TAT senior director of industry training and outreach. “We are grateful for their collaboration and creativity in seeing the eTAT app find its way to those out on the front lines. Many thanks to the Zonar team for their enthusiasm behind this effort. Together, we can continue to empower the transportation industry to be leaders in the fight against human trafficking.”

**In addition to now being available on the Zonar platform, eTAT is currently available for download to any ELD device. [Click here](#) to learn more.**





**Dec. 1** - Colorado Department of Revenue Fall All Managers Meeting, Denver, CO, Louie Greek, Coalition Build specialist, presenting

**Dec. 5** - TAT Canada Committee Quarterly Virtual Meeting, Dylan Wecht, Public Sector Engagement specialist presenting, Kylla Lanier, TAT deputy director and Liz Williamson, TAT training specialist, attending

**Dec. 6-8** - North Carolina Mixed Agency Law Enforcement and Industry Presentations, Raleigh, Greensboro and Charlotte, NC, Kylla Lanier, TAT deputy director and Kelley Alsobrook, TAT field trainer, presenting

**Dec. 7** - Transportation Intermediaries Association Board Meeting, virtual, Esther Goetsch, TAT executive director, presenting

**Dec. 9** - McKesson Leadership webinar, Molly Griffiths, Corporate Engagement manager, presenting



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