

### Letter from Esther

#### Dear TAT Friends,

President Harry Truman once said, "It's amazing what you can accomplish when you do not care who gets the credit." He often presented ideas to other people in a way they thought it had been their idea in the first place, and when they completed the task or project, Truman had essentially gotten the results he wanted, even though the other person took the credit.

One of the hallmarks of many of the people and companies TAT spotlights is that same lack of interest in who gets the credit. They're aware that fighting human trafficking is a global job in need of a global army. It doesn't matter who gets credit for doing what, the results are what matter ... fewer victims and fewer traffickers.

In this issue of Vantage Point, we turn the spotlight on people and companies who do a great deal of the work fighting human trafficking behind the scenes. But the actions they take pushing for greater awareness, talking to others, leveraging their contacts to provide TAT introductions to other companies and people who can also spread the word, helping our Freedom Drivers Project travel to various events in Canada and the U.S., all contribute to fighting the crime of trafficking and ending a life of slavery and exploitation for all victims.



From our vantage point, that's commendable, and though they didn't ask for credit, we don't mind them getting it on the following pages.

Additionally, we'd like to share some of TAT's activities and results for the third quarter of 2023.

Tefter John

### **Everyday Heroes Needed**

TAT Canada Committee Co-Chairs: Heather Mewhinney, Human Resources Director for Kriska Transportation Group (KTG), and Laura Dickinson, Vice President of Safety and Compliance for Day & Ross

Starting new work in a different nation, especially one the size of Canada, is difficult at best, especially when you're physically located south of their border. So, after a few meetings, presentations and trainings at various Canadian locations from 2018-2020, TAT sought the help of Canadians by pulling together a group of transportation leaders from across the country to form the TAT Canada Committee (TCC) at the beginning of 2021. The goal was for this select group to become force multipliers to grow awareness of human trafficking, TAT's mission and resources and the critical role transportation professionals could play in fighting this crime. Heather Mewhinney and Laura Dickinson from two of Canada's leading transportation organizations were selected to co-chair the committee.



Heather Mewhinny

Mewhinney has worked in transportation her entire career, and for KTG for nine years, believing "the transportation industry is vital to our economy, and I enjoy working as part of the supply chain that keeps the economy moving. I'm motivated by helping people, solving problems and developing future leaders in our industry."

After first learning about TAT and the problem of human trafficking in 2019 upon hearing a presentation by TAT Training Specialist and Survivor-Advocate Liz Williamson, she didn't hesitate to join the TCC when she was asked. "When we formed the committee, many of the people we asked to join were not familiar with TAT or the gravity of the human trafficking issue," she stated.

Dickinson, who has been with Day & Ross for 14 years, said, "No two days are ever the same; I absolutely love working at Day & Ross and the culture we have here. We operate with a 'people first' belief, and this aligns with me as a person. I'm motivated by the positive impact we can have on drivers and the public as a whole, making the roads safer, reducing accidents and ensuring our owner-operators, drivers and employees go home safely to their families every day."

Her introduction to human trafficking came at a presentation she heard at a conference hosted by the Maine Motor Transport Association and the American Public Transportation Association in Maine a number of years ago. Dickinson said it was incredibly moving and stuck with her. She was asked to join the TCC as the representative for Day & Ross, a TAT Freedom Driver Level sponsor for over three years.



When the Freedom Drivers Project traveled to the Day & Ross facility in Moncton, New Brunswick, Day & Ross employees (L to R) Laura Dickinson, Shari Melanson, Driver Safety specialist, and Heidi Wheeler, executive assistant, were ready to tour.

Mewhinney described her participation on the TCC as a learning experience. "There is so much to learn, and every quarterly meeting, Coalition Build and conversation with someone at TAT, I'm learning more .... how widespread the problem is ... how so many are trafficked by someone they know and trust ... the age and vulnerability of those trafficked ... that trafficking is happening everywhere."

But she commented that she's also learned how easy it is for people to make a difference, especially through TAT. "Training our drivers is easy, getting support from our management team, spreading awareness and getting people involved," she enthused. "Companies and individuals shouldn't be intimidated about getting started or looking for a way to become involved and make a difference; TAT is an amazing partner to work with."

In the three years of their leadership, the TCC's work in Canada has resulted in:

- The training of over 22,432 transportation professionals and drivers in Canada on how to recognize and report human trafficking
- Partnerships with over 42 Canadian companies and organizations to raise awareness, train employees, adopt policies and practices that fight demand and mobilize resources to fight this crime
- TAT's Freedom Drivers Project traveling over 3,539 miles in Canada, exposing the realities of human trafficking and survivors' stories to over 1,643 people
- The hosting of four Coalition Builds in three provinces, with another one planned this year, connecting industry stakeholders from the trucking, bus and energy industries with law enforcement, provincial, municipal and tribal entities
- The training of 270 law enforcement officers and seeing TAT's Canadian Commercial Vehicle Enforcement model move from zero implementation in 2021 to six provinces now having adopted it in part and one in entirety
- The distribution of over 143,499 TAT materials to individuals, companies, associations, border enforcement, law enforcement and provincial agencies throughout the country

- The opportunity to exhibit, present or be hosted at 42 industry events, including conferences, shows, corporate events, webinars, FDP events, human trafficking conferences and more
- And the raising of over half a million dollars to further TAT's mission

Dickinson shared, "I think we've been able to accomplish quite a bit. We've been able to participate in panels at conferences, put on Coalition Builds in several areas of the country, speak at events and continue to educate people about human trafficking and the amazing work TAT is doing to put a stop to it. I've also spoken about TAT at local events, on Sirius XM and at Coalition Builds. And we were able to bring the TAT mobile exhibit to Canada and have it at a few of our terminals and take it to local communities. Day & Ross has branded several of our 53-foot trailers to help raise awareness of TAT and human trafficking while we're on the road. Day & Ross fully supports this cause, and we continue to educate and train all employees, owner-operators and their drivers. I am so happy to be able to be part of a company which supports this work and strives to help those in need."

Mewhinney asserted that at the Kriska Transportation Group, "we continue to provide training to all new drivers and refresher training to our existing fleet. With eight trucking companies and three logistics companies under the KTG brand, we have spread this awareness to our 1250 associates. In April 2022, we sponsored the Ontario Coalition Build in Mississauga, and during the holidays we made donations to TAT in our customers' names to support TAT and raise awareness."

In addition to continuing to share their experience with TAT resources and training, make introductions to the TAT team, post about human trafficking and TAT on their social media sites and speak at conferences, according to Mewhinney, KTG is currently in the process of having a trailer wrapped to help spread awareness on the road.

"We also promoted TAT as part of our driver appreciation events," she continued, "and we're working to spread awareness to our customers and our logistics partners and will again be making holiday donations to TAT in the names of our customers rather than sending gifts. This is an easy way to give back and spread awareness to customers, and it has generated a lot of positive response and good conversation about TAT and human trafficking."

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Heather Mewhinny



#### Chris Weaver, Senior Director Operations Southeast, Quality Carriers

Chris Weaver hadn't really intended to make his career in transportation. But with both his parents working in the trucking industry throughout his high school and college years, by the time he finished flight school and training in the Air Force Reserves and started thinking about a job to earn additional money, you could say trucking was moving him down the road, and it was no surprise he applied and was hired for a position in the industry. That was almost 30 years ago.

After working for a number of companies, in 2001, he took a job with Quality Carriers (QC), a subsidiary of CSX, a premier transportation company, advancing in his career from dispatcher to terminal manager, regional terminal manager and Operations director to his current position.



Chris Weaver

"Quality Carriers is a fantastic company with amazing people," Weaver said. "While we're the nation's largest chemical bulk provider, we're a close-knit family. Communication throughout our terminal network is great, as is our corporate structure. The level of support and guidance from the top down through the organization is refreshing. I'm extremely proud to be part of the QC family."

Weaver gives the long-standing relationships and collaboration with law enforcement that QC Corporate Security has, along with a desire to help fight human trafficking, as the reasons QC began partnering with TAT in 2014 by training its employees with TAT materials.

"When QC rolled out the TAT training, it was heartbreaking and eye opening to say the least," he shared. "The sheer impact and rampant issue of human slavery/trafficking in our country is gut wrenching. The training of what to look out for and behaviors of others has been very helpful, as well as learning to question things that don't look or sound right and having the willingness to make a call and report it. The issue really struck home for me and has spurred many conversations with others. I've also had discussions with my family about the issue, both what signs to look for and what things to avoid that could put them at risk." Once QC began partnering with TAT, the organization has continued growing its commitment to fight human trafficking. All new hires complete the 27-minute TAT training video, in addition to QC's proprietary human trafficking training, provided by a QC master trainer. To date, this has resulted in almost 3,000 incumbent drivers trained and, by the end of the fourth quarter 2023, all QC field operations staff (non-drivers) will complete the TAT training on the QC LMS platform.

In 2015 QC donated a tractor to be outfitted for "sting" operations in conjunction with an annual coordinated effort of national, state and local law enforcement, human trafficking task forces and social service agencies to recover victims of human trafficking and arrest perpetrators.

The following year, QC conducted a human trafficking presentation for DOW's annual core carrier conference at which Dow then challenged all carriers to "reach the bar" set by QC, and get their drivers TAT Trained. That year, QC also partnered with TAT on a human trafficking research program with Creighton University and made its first haul of TAT's Freedom Drivers Project (FDP). Including that first haul, QC has now transported the FDP for TAT 13 times for more than 14,000 miles, with this year's hauls totaling 8,068 miles to six TAT events.

"I've been in the FDP trailer," Weaver said, "and I think it's a great tool with a lot of visual aspects and information for people to see and to increase curiosity and build awareness. "

Over the years, Weaver's involvement with the QC/TAT partnership has also grown, as he has volunteered to take on additional duties. He now joins Bruce Gacsal, QC's Security director, as the organization's primary champions for the TAT partnership, and, in this new capacity, he hopes to increase his knowledge and participate in some of the human trafficking presentations and trainings for his teams. Additionally, after having done some of the scheduling work on FDP hauls in the past, he is now the QC point person for FDP "The training of what to look out for and behaviors of others has been very helpful, as well as learning to question things that don't look or sound right and having the willingness to make a call and report it."

Chris Weaver

transport scheduling. He considers it an honor to transport the exhibit, and he's even shared a spreadsheet tip with FDP staff, which they have adopted, that will streamline scheduling multiple trips in a short time with one company.

Over the years, TAT staff have provided advanced human trafficking training at QC Corporate, and QC has sent its Corporate Security to TAT Coalition Builds, as well as other trainings on human trafficking and commercial sexual exploitation. The organization has conducted internal human trafficking awareness campaigns and raised awareness of human trafficking at key customer conferences.

Weaver says his career motivations have changed over the years and now, he wants to become "a mentor ... teaching, guiding and empowering others, as well as learning to be more flexible. I'm still finding ways of improving, and I'm trying to create a good culture while having fun doing it."

#### Adam Hall, Industry Relations and Sales Lead, Bridgestone Fleet Care

There are moments in each of our lives where the unexplained happens. You didn't plan for this, but, you went with the flow, and, in the end, everything turned out for the best. That's how Adam Hall feels about his career. He'd been working in printing and promotional products, when a former customer invited him to apply for a job with REI in Omaha, Nebraska, a major supplier of A/V and surveillance for the motorcoach industry. He did and got the job.

In 2019, he left that company to work for Bridgestone, and soon after he was hired, Bridgestone leveraged his motorcoach industry connections across the country and made him Field Sales manager for motorcoach. Due primarily to organizational and product changes, Hall eventually assumed his current title.

"The industry and the people and businesses in it are the things that have kept me in," he expounded. "I can't imagine moving to a different industry, where I don't get to work with my colleagues, customers and friends like I do right now. I love helping customers, other vendors or industry associations toward a goal, and I'm motivated by the passion and camaraderie that I've found in the motorcoach industry and how everything is built on relationships and working together."

Hall first encountered Busing on the Lookout (BOTL) while working for REI. "I met Annie Sovcik (TAT's former BOTL director and currently senior director of Programs and Strategic Initiatives) at the Bridgestone booth at one of the tradeshows I regularly attend," he explained. "She spoke during one of



Adam Hall (right) discusses a Bridgestone product with Geoffrey Lynch (left) from Hampton Jitney at the International Motorcoach Group-Stategic Alliance Meetings in Wisconsin.

the education sessions, and I was very moved by TAT, BOTL and their goals. I didn't realize how widespread human trafficking was and that so much of it is done in broad daylight in full view of everyone. The victims are so frightened and believe they have no way out. Annie and I started talking, and I began working on ways to help expand the reach of BOTL to more people and companies in the industry and looking at ways REI might be able to help as well."

Described by Sovcik as a "genuine champion of BOTL," Hall brought REI on as one of BOTL's first bus industry sponsors and was continually looking for creative ways the company could both open doors for BOTL within the bus industry as well as help spread human trafficking awareness.



His move to Bridgestone provides Hall great support for this endeavor of combating human trafficking, as Bridgestone is one of TAT's earliest partners, and has been instrumental in opening doors for BOTL, almost since the program began. "It was Warren Dickinson, the head of the Bridgestone sales team for the motorcoach industry (now retired), who secured me a speaking slot at the American Bus Association's (ABA) Board of Directors meeting and the Trailways Annual Conference in the first two months of 2018," recalled Sovcik, "and they provided BOTL space at their trade show booths at both. I met many of BOTL's major partners through those events and Bridgestone's direct introductions, and the invitations started rolling in from there."

"I believe Bridgestone helps expand BOTL's message by providing these invitations to events and shows that BOTL may not normally attend or even know about," stated Hall. "I also think we can work to make the TAT and BOTL training mandatory for all employees across all our networks and even into other countries."

He continued, "I think since I've been exposed to the truth of human trafficking, I'm a lot more vigilant in my travels to watch for the warning signs; but I also share the information with those around me and encourage them to visit the TAT and BOTL website. In the organizations I belong to, I've pushed to include the training in online and in-person meetings and shows. Currently with Bridgestone, I continue to push forward TAT and BOTL's messaging and am looking for ways we can get more employees and team members involved."

Hall's passion for the motorcoach industry, even though it's a career he feels he "fell into," is a plus for BOTL in the fight against human trafficking.

"I continue to push forward TAT and BOTL's messaging and am looking for ways we can get more employees and team members involved."

Adam Hall



TAT Champion Award in the State Agency Category - Colorado State Patrol Carrier Safety Section



Receiving the award for the Colorado State Patrol from Lanier (second from left) are (L to R) Trooper Lew Thomas, Captain John Hahn, ITD Program Manager Helena Shea, Sergeant J.R. Greninger, FMCSA Systems Coordinator Erin Chilvers and Master Sergeant Dave Evridge.

The Colorado State Patrol (CSP) Motor Carrier Safety Section has received the 2023 TAT Champion Award in the State Agency Category. Kylla Lanier, TAT deputy director and senior director of Public Sector Engagement, presented the award at the fall conference of the Commercial Vehicle Safety Alliance (CVSA).

Recognizing that for the fight against human trafficking to be successful, many warriors must be engaged, TAT has turned to the members of the trucking, bus and energy industries, as well as to law enforcement, grantors, funders and other like-minded organizations and associations to empower and mobilize what are critical populations in this fight.

From among its partners each year, TAT selects "champions" in three separate categories to recognize and honor for their creative, innovative and generous actions, which have significantly furthered TAT's work in the fight to end this crime, recover more victims and prosecute more perpetrators.

In presenting the award, Lanier cited CSP's firm commitment to TAT's mission, consistent training of their own officers and "willingness to jump at any opportunity" to further their outreach to raise awareness about this crime and how industry members can be trained to make a difference. Examples of their actions include:

- Working systematically to implement the elements of the Iowa MVE Model, and achieving full adoption very quickly
- Sharing TAT's school transportation training materials quickly with their Department of Education, as well as school districts around the state, encouraging them to train
- Coordinating outreach with the oil and gas companies in the state to have them begin using TAT's energy resources
- Visiting casinos in the state, when they became aware of TAT's casino resources, to put the training into the hands of management
- Supporting legislation requiring TAT's training video be a part of CDL curriculum in the state of Colorado
- Co-hosting and participating in a number of TAT Coalition Builds around their state with the goal being to bring private industry members into the same room with law enforcement and other state and local agencies to network and strategize ways to close loopholes to traffickers at the local level
- Participating both years of the Commercial Vehicle Safety Alliance's Human Trafficking Awareness Initiative, visiting truck stops, bus, truck and energy companies with awareness materials
- Adding TAT messaging to their inspection reports, so that both the driver and company's safety director learn about human trafficking
- Sending information about TAT truck and bus trainings in their safety audits through their education and technical assistance to commercial vehicle companies throughout the state

"CSP Motor Carrier Safety has asked for and received TAT's law enforcement training more than any other state or agency in the U.S.," Lanier related, "insisting that their troopers and officers know common indicators of human trafficking and how to respond to a potential victim. This resulted in one of CSP's Port of Entry officers, Jeanay Angel, identifying a sexual predator at an inspection stop and then alerting authorities in Colorado and Wyoming, which led to his arrest by Wyoming Highway Patrol and extradition back to Oklahoma to stand trial. She also employed a victim-centered approach with the 19-year-old victim he was with and who he was in the process of grooming."

Lanier also singled out LaDonna Rogers of CSP as "a major force behind CSP's incredible anti-trafficking efforts."



### COLORADO State Patrol

Department of Public Safety

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# Additional Highlights

### Appointment to USDOT Advisory Committee on Human Trafficking (ACHT)

TAT Executive Director Esther Goetsch has been appointed vice chair of the newly reconvened USDOT Advisory Committee on Human Trafficking (ACHT), which began meeting this month in Washington, D.C.

This committee was originally established and met for the first time in 2018. ACHT was re-chartered last year in order to prepare and submit to the Secretary of Transportation a triennial counter-trafficking report with recommendations for countering human trafficking, an assessment of best practices by transportation stakeholders and human trafficking violations involving commercial motor vehicles.



Each ACHT is comprised of 15 members appointed by the Secretary of Transportation to serve for the life of the committee. Members include a cross-section of stakeholders from both industry and labor, including representatives from the aviation, bus, law enforcement, maritime, port, rail and trucking sectors.

#### **Industry Training and Outreach**

- Centerline rolled out TAT Training on their mobile app for their drivers, and now offers TAT and Centerline co-branded materials for their employees. Additionally, they held a pledge campaign in September for their annual Respect the Drive Month, asking drivers, Centerline customers and internal team members to sign a pledge committing to combat human trafficking. Centerline plans to give a donation to TAT based on the number of pledges on Giving Tuesday this coming November.
- TAT Public Engagement Sector Specialist Dylan Wecht presented to more than 400 attendees at the national gathering of the National Star Route Mail Contractors Association (NSRMCA) in Washington, DC. NSRMCA had committed to coming on as a Gold-Level sponsor earlier in the year and used the national meeting as the platform to officially announce their partnership with and support of TAT. From this event, TAT has begun talks with at least one large mail contractor and another new prospective partner in the travel plaza industry. NSRMCA has also invited TAT to participate in their January event in Las Vegas and their 2024 August meeting in Orlando. TAT will be providing a webinar to members ahead of the Las Vegas meeting, and leadership at NSRMCA will be working on ways to encourage all members to engage with TAT.



## Additional Highlights

### Freedom Drivers Project (FDP)

- The Freedom Drivers Project (FDP) participated in 13 events this quarter (with three more on the books), and had 3,153 participants tour the trailer.
- Some 305 drivers and family members toured the trailer at the National Truck Driving Championships in Ohio.
- Sapp Bros. hosted two FDP events for customer appreciation week, with a total of 80 people touring the trailer at two locations: Peru, Illinois and Council Bluffs, Iowa. They also raised over \$50,000 for TAT in a round-up campaign in July.

#### **Public Sector Engagement**



Antoine Sadler (center), TAT Board of Directors member and professional driver, chatted with participants at the TAT booth during the National Truck Driving Championships.

- This quarter, Public Sector Engagement staff provided 12 law enforcement trainings/briefings in eight states and one province.
- Staff created resources for State Driver's Licensing Agencies (SDLA) and the American Association
  of Motor Vehicle Administrators (AAMVA) conference in September, detailing all the ways SDLAs can
  work with TAT to combat human trafficking. Additionally, they hosted two peer-to-peer tables at
  AAMVA's Annual International Conference (AIC) in September to distribute the resources for SDLA
  administrators and talk with them about human trafficking and TAT.



#### **Coalition Builds**



Survivor-Advocate and TAT Public Sector Engagement Specialist Kelley Alsobrook (left), chats with attendees at the Nashville Coalition Build.



In Q3, TAT co-hosted one Coalition Build (CB) in Nashville, Tennessee with Bridgestone, the Tennessee Bureau of Investigations and Pilot. A breakdown of the 60 CB attendees showed law enforcement (15%), NGOs (12%), government (6%), trucking/truck stops (55%), bus/transit (2%) and other (10%).

Highlights from the event include:

- 93% of respondents said their knowledge about human trafficking increased, and they were better prepared to identify human trafficking.
- Averitt, the leading provider of freight transportation and supply chain management, became a TAT Bronze Level corporate sponsor.
- TAT's partnership with Bridgestone and the Nashville Coalition Build were featured nationally on the Dave Nemo show and locally on Fox News.

#### Updated and New Resources for Truck Stop Employees

If you're a member of the truck stop industry, take a look at TAT's updated truck stop brochure and its new Safety Briefing Facilitation Guide. Contact <u>info@truckersagainsttrafficking.org</u> to order either of these free resources.

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#### Busing on the Lookout (BOTL)

- BOTL presented at six events, reaching over 2,300 industry stakeholders during this quarter. Ten new partners have committed to BOTL train, and new and existing partners have registered over 3,000 individuals as BOTL Trained.
- BOTL presented a webinar alongside the Florida Department of Transportation's Statewide Transit Training and Technical Assistance Program and the Florida Transit Safety and Operations Network to release the new <u>Human Trafficking Response</u> <u>Procedure Template</u> for transit agencies. Following release of the protocol, the American Public Transportation Association



invited BOTL to participate in a Learning Zone session about the tool at their upcoming conference in October. The template was added to BOTL's website and Transit Toolkit.

 BOTL is working alongside the Pupil Transportation Safety Institute (PTSI) to imbed human trafficking training into various training channels for school transportation employees across the state of New York. Plans include providing full BOTL training for the 1500+ school bus driver instructors (SBDIs) in the state, as well as including information about human trafficking into mandated training for school bus drivers across the state. BOTL and PTSI will also work together to distribute BOTL information at the National Association for Pupil Transportation Conference in October.

#### **Empower Freedom**



- Three Empower Freedom partners (Sandbox/US Silica, Slb and Allied Universal) reported a total of 1,757 drivers and security professionals as TAT-Trained.
- EOG Resources designated TAT as one of its major social sustainability initiatives. It also became the first Diamond Level corporate sponsor from the energy industry and has made a multi-year commitment.



### TAT Sponsors

While TAT is extremely thankful to all of our supporters, we want to give special recognition to our Driving Force, North Star, Freedom Driver, Diamond, Platinum and Gold sponsors.







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