



VANTAGE POINT

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LETTER FROM ESTHER

*Dear
TAT
Friends,*

With sports and teams an important focus in my family, I'm aware that the Summer Olympics in Paris are just a few months away. From the diversity of sports, countries and athletes, as well as the inspiring stories of challenges overcome and the time, focus, dedication and effort invested to make the team and have the opportunity to compete, the Olympics are a mesmerizing display of champions in action.

For us at TAT, no less mesmerizing are the champions we have the opportunity to work with, who are diverse, work in different industries, organizations and agencies and have invested their hearts, minds, time and energy into fighting human trafficking and, by exerting their influence, engaging and strengthening others to become involved with them in this battle against exploitation and abuse.

In this issue of Vantage Point, we highlight two of these TAT champions as well as provide you a look at some of the work we've been involved in or accomplished this first quarter of 2024.



Handwritten signature of Esther.



IN THE SPOTLIGHT

Sgt. Kyle Baker
Pittsburg Police Department, California



Sgt. Kyle Baker, right, discussed the truth and realities of human trafficking in communities with Ironsights Podcast host Scott Howell.

The girls were young teenagers, only 14 and 15, in his first trafficking case. They'd been taken to a hotel, drugged, photographed in lingerie and then the photos were posted online for the girls to be sold for sex. Kyle Baker was a narcotics detective in 2016 when he was asked to work the case.

“After working this case, I realized the devastating effects of human trafficking, the realness of the victims and the challenge that comes along trying to help them,” he reminisced. “I began focusing on commercial sex and human trafficking cases and never would have thought that would be the beginning to the journey I’m on now.

Baker, who points to the time he spent growing up in the police department as the son of a police officer as a contributing factor to having law enforcement in his DNA, says he knew he wanted to be a police officer from the time he was five years old ... and this, despite his dad trying to shift him into a firefighting career early on. “He came around,” Baker said, “and has been extremely supportive and proud, and still is today.”

After graduating from the police academy in 2010, Baker’s law enforcement career has taken him through working a patrol beat, training new officers in a variety of training capacities and contexts, working on street level enforcement teams, the Special Investigations Unit and SWAT. He says it’s all been filled with opportunity, growth and fulfillment.

Since that first human trafficking case in 2016, he has investigated hundreds of commercial sex crimes, testified as a court expert on human trafficking and planned, participated and/or led dozens of proactive operations. He’s also completed approximately a hundred hours of advanced human trafficking training and was a member of the Contra Costa County Task Force for five years, where he held leadership positions and worked with a team to revamp the way the task force conducts major operations.

But he continues to be surprised that “many folks, law enforcement or not, still don’t truly grasp what human trafficking is.” Baker says many of the common myths, such as smuggling versus

trafficking and victims wanting to sell themselves, are still seen as realities to some.

He first encountered TAT at a 2021 human trafficking conference in California, where he listened to TAT Deputy Director and Senior Director of Public Sector Engagement Kylla Lanier speak. “She was responsible for kicking off the conference,” he said, “and, boy, did she deliver. I was incredibly impressed with TAT’s mission, ability to relate to law enforcement and focus on helping victims.”

In the years following the conference, Baker kept in contact with Lanier, and, last year, approached her with the idea of being a volunteer law enforcement advisor for TAT. It was a perfect match; Baker wanted to give his time and perspective “to an organization doing real and meaningful work,” and TAT had an ongoing list of projects where his input would significantly contribute. These included, to date, the recently released law enforcement modules, his participation as a panelist at a Youth on Transportation Coalition Build in Northern California and some critical communications with law enforcement nationwide.

“I find a number of things about TAT to be unique,” Baker explained. “TAT’s history is centered around the trucking and transportation industry, and with over 1.7 million drivers and transportation workers trained, that’s amazing. But TAT isn’t just one-lane faceted. A quick look at their annual reports, website and social media shows they’ve immersed themselves in multiple focus areas, with law enforcement being a major one. I’ve found their training to be top notch, and I personally recommend it at any speaking or teaching engagement I partake in.”

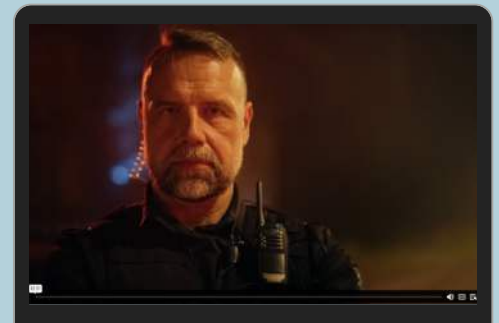
He concluded, “What’s even more important is TAT’s forward and open thinking when it comes to bringing cross-sectional partners to the table, and always seeking law enforcement as one of those voices.”

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-Sgt. Kyle Baker, Pittsburg Police Department

Program Highlight: Law Enforcement Modules

Released in January, TAT’s five-part law enforcement training modules are being promoted nationwide and have received certification by the International Association of Directors of Law Enforcement Standards and Training (IADLEST), making it a nationally certified law enforcement course. So far, 1,088 law enforcement officers have signed up for the modules, including the Kansas Highway Patrol training over 450 officers. A number of agencies are reviewing the modules for their officers, including AMTRAK Police Department, the California Highway Patrol and a number of fusion centers.



To watch the law enforcement modules trailer, go to www.tatnonprofit.org/law-enforcement

IN THE SPOTLIGHT

Becky Miller

*Executive Director of the Arizona
Transit Association*



Becky Miller enjoyed time with board members on their way to the Arizona Statewide Transit Conference.

BECKY MILLER

Becky Miller credits her love for travel and her desire to help people for creating a natural pathway into a career with transit. When she traveled in foreign countries – and even on the East Coast of the United States -- she delighted in the access robust transit systems provided her to go wherever she wanted. That appreciation for transit, combined with what she learned working as a victim advocate for five years in Colorado, where she provided support to crime victims and helped promote safety, healing and a voice for them, resulted in her applying for and receiving her first position with the Arizona Transit Association (AzTA) in 2005. She's now completing her 19th year.

"The best part of working in transit," Miller explained, "is, of course, the people and the impact transit has on each of us. Transit allows each person access to a better quality of life, whether you're getting to medical appointments, job/school or making memories in your personal life."

She continued, "During Covid, transit employees were deemed 'essential/front-line workers.' We were so proud of that recognition, because it came from the federal level."

Miller connected with TAT through a Coalition Build (CB) in West Phoenix in late 2018. As she sat in the audience, learning about TAT's resources and training for the various sectors of the bus industry, she remembers thinking how important she believed partnering with state transit associations was going to be for the success of this endeavor. After the event, she connected with TAT's transit leaders and began partnering to fight human trafficking.

"My personal mission is to bring cutting-edge education and essential training to all parts of Arizona," Miller said. When she learned the key role transit plays in "moving" victims of human trafficking, the unique role Arizona has as a "border" state and heard the "eye-opening" victim-impact testimonial at the CB, she was convinced this fit her mission.

Lexi Higgins, TAT's director of Industry Engagement for Transit/Motorcoach/School Transportation, described the power of Miller's influence by saying, "She has done lots of great work sharing information with her members about the role transit can play combating human trafficking, including hosting us at AzTA conferences, co-presenting with me at the American Public Transportation Association state partnerships conference, and always distributing information and new resources to her membership. Throughout TAT's years working with the bus industry, we have learned what an important role transit associations play as conduits to agencies in their states. Our partnership with Becky and AzTA is a prime example of the impact these associations can have when it comes to combating human trafficking."

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**-Lexi Higgins, TAT Director of Industry Engagement
for Transit/Motorcoach/
School Transportation**

Miller characterizes one of her proudest moments for providing cutting-edge education as taking place at the 2019 Arizona Annual Statewide Transit Conference. “The general session included a panel with TAT, a human trafficking survivor and Phoenix police officers,” she shared. “TAT’s Freedom Drivers Project was there as well. The audience of 400 included national, international and tribal transit providers, who committed to train their drivers and employees in human trafficking awareness. TAT made it so easy with free training materials.”

In upcoming months, TAT’s Coalition Build Specialist Louie Greek will be presenting at the AzTA conference in April and AzTA will co-host a CB, alongside the Arizona Department of Public Safety, in Tucson in May.



NEW TAT-TRAINED TOTAL:

1,786,315

- The total number trained increased by 41,327 people since Dec. 31, 2023.
- The total trained in Canada is 29,981.



Posters

Social media assets



Videos



Program Highlight: Bus Industry

The TAT team presented at four bus industry events reaching over 350 stakeholders, with virtual recordings being distributed to countless others after the fact. Partners registered over 1,300 new individuals as TAT-trained, with 15 new partners (seven transit/motorcoach, eight school transportation) pledged to implement training.

TAT held two Youth on Transportation Coalition Builds and launched a set of [Youth on Transportation Awareness materials](#) this quarter. Creation of the materials was based on feedback from a youth consultation process in 2023, alongside survivor and industry input. TAT’s goal is for at least five transit agencies to commit to displaying these materials where youth will see them in 2024.

Peterbilt Motors Company and Rush Truck Centers donate \$750,000 to TAT

In a special presentation on March 21 at the Mid-America Trucking Show in Louisville, Kentucky, Peterbilt Motors Company and Rush Truck Centers presented a total of \$1.5 million in donations, split evenly between TAT and Wreaths Across America (WAA). Representatives from both organizations received the donations from Jason Skoog, Peterbilt general manager and PACCAR vice president and Rusty Rush, CEO Rush Truck Centers.



Last-ever produced Peterbilt Model 389

Rush Truck Center's contribution of \$625,000 for each organization resulted from a closely held auction for the last-ever produced Model 389, which took place at the Peterbilt Dealer Meeting in February 2023. Peterbilt then contributed an additional \$125,000 for each group.

"It's very fitting that the proceeds from the last Model 389 will support these two worthy organizations," said Jason Skoog, Peterbilt general manager and PACCAR vice president. "We thoughtfully selected TAT and WAA as the recipients of this donation to help fund their efforts in supporting our trucking community, specifically combating human trafficking and honoring our fallen soldiers. We are proud to stand with them and look forward to seeing all the great work they will accomplish in the years ahead."

"Rush Enterprises is proud to join Peterbilt Motors Company in supporting Truckers Against Trafficking and Wreaths Across America," said W.M. "Rusty" Rush, chairman, chief executive officer and president of Rush Enterprises, Inc.

"We all can take part in protecting the more vulnerable members of our society, and Truckers Against Trafficking's efforts to aid law enforcement in the recovery of victims of human trafficking is truly life-saving work. Further, the mission of Wreaths Across America, to honor those who serve, especially those who have made the ultimate sacrifice for our country, while inspiring the next generation to value our freedoms, is important to me personally, as well as to countless Rush Enterprises employees who have served in the armed forces or who come from military families," he added.

TAT Executive Director Esther Goetsch shared, "We were blown away by the generosity of Peterbilt and Rush Truck Centers. This gift will allow us to make significant strides this year to further our mission, including creating more meaningful, creative and inspiring new training resources for our industry partners, improving the systems for front-line workers in reporting human trafficking, enhancing our efforts to track data related to this crime and growing and scaling sustainably to arm thousands more with the education and inspiration to get involved in one of the greatest human rights violations of our time."

Doug Estrada named new chairman for TAT Advisory Committee (TAC)

Doug Estrada, Transportation group director for Walmart Stores, Inc. and an inaugural member of TAT's Advisory Committee, has assumed leadership of the committee. TAT launched TAC in 2021 to help achieve the vision of affecting targeted systems change by creating the largest mobile army of transportation professionals dedicated to discovering and disrupting human trafficking networks.



“TAT plays a vital role with educating and bringing an awareness in preventing and eliminating human trafficking,” Estrada commented. “It’s an honor to be able to support the work this organization’s team does day in and day out. I’m looking forward to becoming a closer resource for the TAT’s leadership team.”

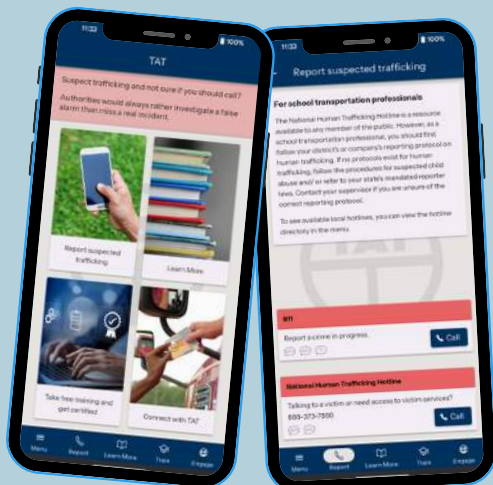
A graduate of Doane University, Estrada has 30-plus years’ experience in supply chain, with the last 21 years supporting Walmart Stores, Inc. Most recently Walmart’s senior director II of Supply Chain and Transportation, Estrada has held various supply chain roles within

the Walmart private fleet, including a brief international role supporting Central America. In his current position, Estrada leads domestic transportation for the West Coast Region for Walmart Stores Inc. This includes overseeing 16 transportation distribution centers with more than 2600 Walmart private fleet drivers, who deliver over 20,000 loads and run more than four million miles weekly.

In community endeavors, in addition to his work on TAT’s Advisory Committee, Estrada is a long-time board member of the Washington D.C. Metro Police Foundation.

What is the TAT Advisory Committee (TAC)?

The TAT Advisory Committee is comprised of members who come from diverse backgrounds, professional spheres, and experiences in fighting human trafficking. They provide thought leadership, lived experience expertise, business leadership, resource activation and consultation to TAT’s leadership and team.



Download at bit.ly/TATApp

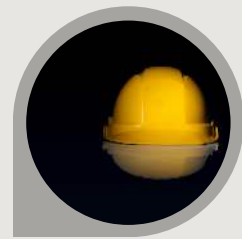
Updated TAT app

In partnership with Bridgestone, TAT launched its updated app at the Bridgestone booth at the January Consumer Electronics Show in Las Vegas. In 2023, the app had 12,760 new users; but so far in 2024, it has acquired 3,500 new users. There have been 70 clicks to report human trafficking -- the majority to 911, then the National Human Trafficking Hotline and a couple to the TAT-vetted, state-based hotlines available on the app. Seven people have completed the survey on the app indicating they did make a call to report human trafficking.

ADDITIONAL PROGRAM HIGHLIGHTS

Energy

In this first quarter, TAT presented at 10 energy industry-related events, reaching an audience of 2,234 industry employees and contractors. TAT registered an additional 2,342 energy industry employees as trained with TAT materials, bringing the total to 26,194 from 41 different companies.



Canada

As part of the Commercial Vehicle Safety Alliance's (CVSA) Human Trafficking Awareness Initiative (HTAI) in Canada from Feb. 19-23, the New Brunswick Department of Justice and Public Safety, specifically the New Brunswick Highway Safety Enforcement, traveled throughout the entire province distributing TAT posters, wallet cards and window decals at truck stops, gas stations, hotels, motels, train stations, bus stations, and all of their weigh scales. They received extremely positive feedback from all venues and were able to talk to management staff about training their employees and discussing the reality of human trafficking in their province. They also made TAT's Law Enforcement Modules mandatory, resulting in over 100 officers being trained. They participated in three "Human Trafficking Information Blitzes" at weigh scales, resulting in speaking to and passing out materials to over 200 truckers. Every

scale is now displaying TAT posters as well. Lastly, their department participated in 32 public events, distributed 220 window decals, 100 posters and 403 wallet cards. New Brunswick has completed two additional steps of the Canadian CVE model this year, bringing them to four out of five steps implemented.

Model Replication in Mexico

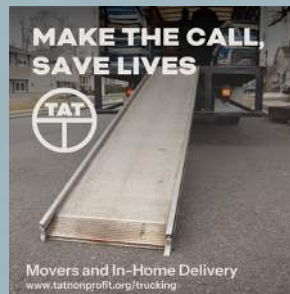
UPS Mexico piloted the Guardianes del Asfalto (GdelA) training for their drivers throughout the country followed by a survey. UPS Mexico chose to show the nine-minute training video that TAT, El Pozo de Vida and Consejo Ciudadano created in 2021. All 417 UPS drivers received training this quarter, and 91% said the training was straightforward and helped them understand indicators of human trafficking. Eighty percent said they'd be able to identify human trafficking as a result of the training. The survey also revealed that the majority of the population indicated having observed possible cases of trafficking, mainly in the forms of child exploitation (47.2%) and labor exploitation (32.6%). Almost 15% reported observations of forced prostitution.



OPPORTUNITIES

TAT has created new wallet cards for local drivers, available in our Training Library. These wallet cards are just one of several resources available for local drivers. In TAT's reorganized website, there is a suite of training materials available for each of the various industry segments, associations and organizations with which TAT works. Please check it out.

Local Drivers wallet card and TAT's suite of training videos



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+, Diamond, Platinum, Gold+, Gold and Silver+ sponsors.

Driving Force



North Star



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Diamond



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C.H. ROBINSON



Platinum



Gold+



Gold



Silver+





SPECIAL THANK YOU TO ANTOINE SADLER!

Photo: Antoine Sadler, a member of TAT's Board of Directors, stands in front of his truck, which he used to haul the Freedom Drivers Project (FDP) to and from the Mid-America Trucking Show (MATS) in Louisville, Kentucky in March. Antoine accompanied TAT staff at MATS, sparked discussions with MATS attendees about TAT at the FDP booth and coordinated Walmart employees to volunteer at TAT's inside and outside booths.