

VANTAGE POINT

ISSUE NO. 13



**EDUCATE
EQUIP
EMPOWER
MOBILIZE**

**JANUARY - MARCH 2025
ISSUE NO. 13**

WWW.TATNONPROFIT.ORG

LETTER FROM ESTHER

Dear TAT Friends,

Do you ever find some commonality with the saying: Two steps forward and one step back? This quarter has been busy, invigorating, satisfying ... but also exhausting and frustrating. We've had great successes and highs, like the overwhelmingly positive reaction to our newly released corporate video, the participation of all 50 states in the Commercial Vehicle Safety Alliance's (CVSA) Human Trafficking Awareness Initiative (HTAI) in January, the many activities and presentations we've been involved in with National Human Trafficking Prevention Month

and the delight of having a long-time partner step up to give us a huge boost on one of the projects we currently have underway. But, there have also been some things not moving as quickly as we'd have liked this quarter or being fraught with challenges we hadn't anticipated.

I chalk it up to that two-word lyric in one of Frank Sinatra's songs: that's life! If everything went smoothly all the time, we'd never learn how to navigate challenges and potholes, nor would we as deeply appreciate the beauty and joy of things that go really well or the exciting serendipities we encounter. We need the balance of both, the mountaintops and the valleys, to gain perspective, hone our skills and increase our confidence and determination to continue moving forward, even if it takes getting out of our comfort zone, tackling something we hadn't foreseen and reassessing the action steps we need to take.

From our vantage point, there's often greater joy in seeing something that tested us through to a successful conclusion. In this issue of Vantage Point, we hope you'll enjoy the amazing partners and TAT advocates we've spotlighted, who have accomplished a great deal in a short time to spread the TAT message, to engage not only their own co-workers but others in the industry in the fight against human trafficking and to find that this endeavor has become a personal passion as well as a corporate issue. We also hope you'll be delighted with the TAT highlights from this first quarter 2025.





VANESSA GAUCI

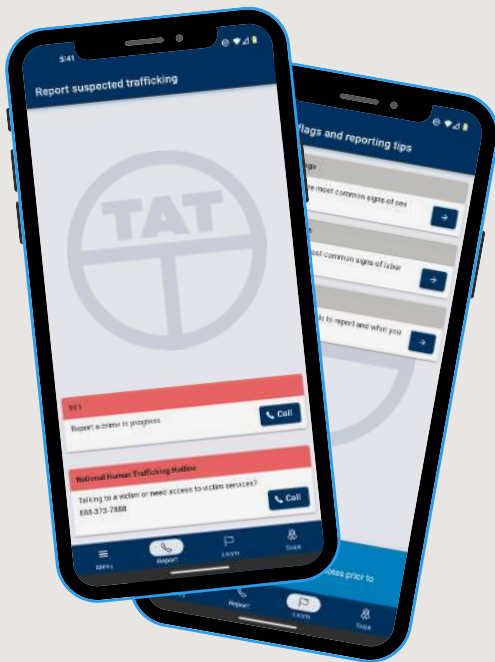
Senior Regional Transportation Manager at PepsiCo Foods North America

Last year, an ordinary trip to a California community park for Vanessa Gauci and her family turned into a lesson in the way human trafficking can intersect with our daily lives.

While at the park, she noticed three blacked-out SUVs pull up. Approximately seven children exited and ran to the playground. The children were barefoot, dirty and disheveled, with red stains visible on the back of their clothing. Several clean-cut, well-dressed men stood near the SUVs, appearing to supervise the children, and no women or mothers were present. The scene made Gauci and her husband uncomfortable, prompting them to leave the park. Gauci immediately submitted a report using the TAT (Truckers Against Trafficking) app.

(continued on next page)

“The prompt from the National Hotline advised calling 911 if the situation seemed active, so I did,” she recalled. “I provided the dispatcher with the park’s location, a description of what I had observed and the license plate number of one of the SUVs. Shortly thereafter, I saw local news articles about a human trafficking bust that I believe my tip likely helped to uncover.”



Gauci began her career with Frito-Lay in 2009 and is part of PepsiCo’s Transportation Center of Excellence Team. She first encountered TAT in 2019 during a live training session at a Frito-Lay site. Later, she attended another TAT session at the Women in Trucking (WIT) conference, which reignited her commitment to the cause. Motivated by what she learned, she spearheaded efforts to expand TAT’s reach from a local level to a national initiative across PepsiCo North America with the support of Mari Roberts, her executive sponsor, the PepsiCo communications team and other TAT supporters across the organization. Additionally, she ensured her family, including her husband, received the training.

Gauci believes, “This experience in the park reinforced the importance of staying alert, trusting your instincts and using the resources available to make a difference. It also highlighted one of the biggest misconceptions people have about human trafficking, which is that perpetrators are obvious or that victims will appear visibly unhappy. The reality, however, is that traffickers can blend in seamlessly, and victims may not show outward signs of distress.”



**Download the
TAT app!**

In the partnership with TAT, Gauci and PepsiCo have accomplished the following:

- Execution of three National Human Trafficking Awareness Campaigns (2023–2025)
 - The 2024 campaign involved 240 employees participating in human trafficking awareness webinars, the distribution of 4,700 TAT wallet cards and 2,000 TAT decals and co-branded banners displayed at the entrances of over 60 traffic centers. In 2025, the company released pre-campaign publicity with presence at PepsiCo headquarters featuring webinar sessions attended by 161 participants. The company also distributed 6,619 wallet cards, 176 posters and 854 decals to Transportation and Fleet associates.

(continued on next page)

- In June 2024, the Freedom Drivers Project (FDP) participated in a human trafficking awareness event held at PepsiCo headquarters in Plano, Texas, with 130 people touring the trailer. A corporate event at the Purchase, New York office is planned with the FDP for the end of July 2025.
- Both PepsiCo and Frito-Lay have become TAT Gold-level sponsors.
- So far, PepsiCo has trained over 4,200 associates and created an internal video called *Help Our Drivers Fight Human Trafficking* to encourage TAT training completion. The video received over 500,000 impressions in 2025, which is a 61% increase in engagement from 2024.
- Frito-Lay Canada has introduced TAT to its associates and plans to roll out in-person trainings by end of year.

Helping and educating others is a driving force in Gauci's life. She finds fulfillment in witnessing the growth and success of those she mentors – both in the workplace and through her community. As a volunteer with her high school's alumni program, she organizes events and mentors seniors preparing to enter the job market. "For me, leadership is akin to parenting; there is nothing more rewarding than watching someone spread their wings and soar," she said.

Throughout her career, Frito-Lay has afforded her the opportunity to lead and support incredible teams. "I resonate strongly with the PepsiCo Way, which aligns closely with my personal values and upbringing," she explained. "To me, the PepsiCo Way is not just a set of principles; it's a foundation for how I approach my work and life. I appreciate how the company genuinely cares for its people and fosters a supportive environment."



TAT's FDP, hauled by Frito-Lay, arrives at the PepsiCo awareness event in Plano, Texas.

Gauci believes awareness and education are critical in combating human trafficking. She urges people to undergo training, stay vigilant and use TAT's resources to report anything suspicious. She emphasizes that it's far better to report what you encounter than remain silent and miss an opportunity to help someone in need.



FIRST-QUARTER HIGHLIGHT

CORPORATE VIDEO RELEASE

You've Seen Us Before

TAT started the year with the release of its highly anticipated training video for corporate employees titled *You've Seen Us Before*. This approximately 20-minute video features a dual storyline, showcasing re-enactments of human interactions and trafficking situations, including both labor and sex trafficking. Narration is provided by a TAT representative, a corporate representative and three diverse survivors sharing their insights throughout. The video clearly illustrates how anyone can get involved in fighting human trafficking. As of the end of March, 63 companies committed to implementing the training for their employees, and the video had reached a cumulative audience of 2,264 people.



*Click the video cover
above to watch the trailer!*

NEW TAT-TRAINED TOTAL!

2,220,150

The total number trained increased by 154,299 people since Dec. 31, 2024. The total trained in Canada is 37,074.



CHRIS TINKLER

Safety and Compliance Manager, Canadian National Railway/Canadian National Transportation Limited (CN/CNTL)

Born and reared in Ontario, Canada, it's no surprise Chris Tinkler loves adventure, the open road and the breathtaking beauty of his nation. An avid motorcyclist, he says there's never a shortage of things to do and see in Canada, and he enjoys taking them all in.

Growing up with a love for vehicles, Tinkler said getting his CDL in 2001 was a natural step for him, and he descriptively relates, "A small locally based trucking company, NESEL Fast Freight Inc., allowed me to cut my teeth in trucking, mentored by Kathy McWilliams. Believing I was destined for more, she invested in me, with extensive training in 2007–2008, which set me on the road to driver training/safety and compliance, and from there a whole new career was born."

(continued on next page)

He continued, “Joining CN/CNTL in 2012 was the best decision career-wise I have ever made. CN invests in, supports and allows its employees to grow in a challenging and inclusive work environment. There’s just something about working at a company with its rich and historical history -- being North America’s Railroad and in the top five biggest trucking companies in Canada -- and knowing over 23,000 employees are valued individually for what we bring to the table and are given the support, mentorship and ability to grow in our careers, innovate and change the world one mile at a time.”

While Tinkler loves his work, he says his greatest motivation in life is his family. He and his partner Meave have four sons, and he loves coaching the football teams for two of them. And while Harley-Davidson, football and helping people will always hold their places in his heart, since 2024, an additional passion -- fighting human trafficking -- has joined them.

In reflection, Tinkler said he heard very little about human trafficking, “almost like it was a taboo topic,” but early last year he attended a week-long training course with the Commercial Vehicle Safety Alliance (CVSA) hosted by Northbridge Insurance. Closing out the course at the end of the week, facilitator Kerri Wirachowsky, CVSA director of Inspection Programs, presented a segment on TAT. At the conclusion of the presentation, he knew he had to get involved.



And involved he’s been. In less than a year, Tinkler has led the effort at CN to accomplish the following with TAT:

- Implemented local driver training with almost 1,000 CNTL drivers. This was so successful that discussions are underway to expand the audience scope to include other cross-functional business units with CN.
- Co-hosted a TAT Coalition Build (CB), along with Atlantic Provinces Trucking Association, (which he recruited to co-host) in Dartmouth, Nova Scotia and sponsored the venue and lunch, an event which resulted in Bridgestone Canada and the Manitoba Trucking Association deciding to co-host a CB in Manitoba.

(continued on next page)

- Made a key introduction for TAT to John White, a Nova Scotia House of Assembly M.L.A.
- Arranged hauls for each leg of the Freedom Drivers Project's Canadian tour this summer.
- A Diamond-level sponsorship of TAT by CN last April.
- In April at an annual general meeting for select CN managers, discussions on human trafficking are on the agenda, with a plan to collaborate with local law enforcement task forces to bring a boots-on-the-ground perspective of the epidemic and fight.
- CN/CNTL will be participating in the third annual anti-human trafficking conference in the York Region, where Tinkler will help with public engagement from the CN/CNTL/TAT booth.



When he first talks to anyone about human trafficking, Tinkler described the reaction he gets as shock, “as until very recently, it seems that incidents of human trafficking don’t really make national news here in Canada, and, when they do, it’s very few and far between. This seems to be one of those subjects that makes people uncomfortable, or they don’t know how to navigate the conversations, usually backed by disbelief that it happens in their community.”

But he forges on, inspired by survivor stories, imagining the impact of this crime happening to his family or anyone he knows and dedicated to doing his part in keep that from happening.

He concluded, “I love working with TAT, its people and mission. Esther, Heather, Dylan, Micah, Brandy and the whole gang are amazing! They always seem to be available to help, answer questions, provide resources and help my passion grow for the movement.”



**EDUCATE
EQUIP
EMPOWER
MOBILIZE**

FIRST-QUARTER HIGHLIGHT

YOUTH ON TRANSPORTATION

YOT Safety Month



Social media graphics available for use

Planning continues for TAT's inaugural Youth on Transportation Safety Month in May, with two state trucking associations, eight transit agencies and one service provider already committed to participating, and many more potential partners in the pipeline. TAT is also coordinating a panel for the National Safe Place Network's Focus 2025 Conference this July in Orlando, Florida, to highlight how the transportation industry can be a key partner in protecting youth from trafficking and exploitation.

NEW RESOURCE: LABOR TRAFFICKING GUIDE

Using case studies and showing industry intersections with labor trafficking, TAT's new labor trafficking guide – *Rooting Out Labor Trafficking, an introductory guide for the trucking, bus and energy industries* – provides industry-specific frameworks for evaluating the risks of labor trafficking and developing plans to prevent, detect and respond to it. If you need an industry-specific primer to teach you how to identify and root out labor trafficking in your industry, this is the guide for you.





ADDITIONAL Q1 HIGHLIGHTS

TAT participation in National Human Trafficking Prevention Month

TAT's activities during
NATIONAL HUMAN TRAFFICKING PREVENTION MONTH

45

total events

171

mentions in articles

6

podcasts, radio and TV spots

The Trucker's Network fundraiser/ TAT app download campaign

This quarter, TAT initiated a fundraising campaign with The Trucker's Network (TTN) that has elevated their sponsorship from Platinum to Diamond and will boost downloads of TAT's app. For each new download of the TAT app during the months of March and April, TAT will receive \$10, up to \$25,000. In addition to vigorously marketing the campaign through partners and on social media, TAT and TTN also collaborated on a prize giveaway at MATS, which included a co-branded Yeti cooler, a die-cast model of the Freedom Drivers Project, and plenty of TAT and TTN merchandise. By March 31, there have been 975 app downloads.



TTN/TAT app campaign poster at MATS



TAT energy program continues growth

To mark the fifth anniversary of the release of its industry-specific, energy training video and the official launch of its energy program, TAT released a five-year impact report. During the quarter, TAT also onboarded a new director of industry engagement for the energy program, Lindsey Mattson, and presented at 11 industry-related events, reaching an audience of 318.



OPPORTUNITIES

You've Seen Us Before

TAT's goal for the year is for this corporate video to reach 50,000 people! Please help us achieve that goal by implementing the video at your companies and reporting the numbers back to us.

TAT energy impact report

This five-year report provides some historical data on the program, as well as shows the growth in the program and those companies already invested in fighting human trafficking in partnership with TAT.

TAT app

Have you downloaded the TAT app yet? If not, please download it before the end of April and help TAT reach its goal of 2,500 new app downloads and a maximum of \$25,000 from The Trucker's Network (TTN). The TAT app teaches you to identify human trafficking specific to your industry and helps you report the crime right from your device. It also helps you access TAT's free training courses and learn more about what you can do to fight this crime.



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



Freedom Driver



C.H. ROBINSON

Diamond+



Diamond



Rental | Leasing | Logistics



Platinum



Gold+

RIHM / FAMILY COMPANIES

Gold



Silver+



More ways to hear from TAT



SIGN UP FOR OUR NEWSLETTER

Click here



FOLLOW US ON SOCIAL MEDIA



@tatnonprofit



www.tatnonprofit.org



info@tatnonprofit.org



American Bus Association (ABA) Chair Terry Fischer and ABA President/CEO Fred Ferguson stopped by the TAT booth at the ABA marketplace to visit with TAT Training Specialist Louie Greek and Director of Industry Engagement for Transit, Motorcoach and School Transportation Lexi Higgins. (L to R) Greek, Higgins, Fischer and Ferguson

(Photo credit: American Bus Association)