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VANTAGE POINT

ISSUE NO. 8



Letter from Esther

Dear TAT Friends,

Motivation has been called the fuel that keeps the human engine running. And from the time we begin developing personality, people are quick to notice whether we're self-motivated or need an outside push to get us going. Motivation determines how quickly we talk and walk, feed ourselves, learn new things, solve problems, develop skills and competencies, change our behaviors, set goals and make plans, develop friendships and relationships ... basically, motivation moves us along in life, whatever direction we choose to go. Without motivation, we simply exist, lacking the impetus to develop potential, live life, become, engage with the world in which we live.

But what triggers motivation? One business consulting firm called Amplifire lists motivational triggers as things like curiosity, seeking, rewards, uncertainty and risk, confidence, anticipation, goals, intentions, flow, progress and optimism. And by the same token, there are things that trigger loss of motivation like boredom, stress, burnout, feeling overwhelmed or having unclear goals. There are myriad books and speakers to help jumpstart, develop or clarify your motivation, so, clearly, it's a topic to ponder, for it plays such a critical part in our lives and how we live them.

In this issue of Vantage Point, we turn the spotlight on people and organizations with overarching motivations that drive them to directly act on the behalf of others or help others in their areas of influence gain a greater understanding and clearer perspective of how they can make a difference in this life for the greater good of us all and the specific good of those who've suffered horrors at the hands of human traffickers. From our vantage point, their motivation is inspiring and provides us with fuel to keep working for freedom for all.



Handwritten signature of Esther.

A road stretching into the distance under a cloudy sky.

Motivation

in the fight against human trafficking

In the Spotlight

Joe Aguayo, a WinCo Foods driver, is the 2023 honoree of the TAT Harriet Tubman Award presented by Protective Insurance. Aguayo received the award at the "Protective500" event/Harriet Tubman presentation celebration weekend hosted by Protective Insurance in Indianapolis, Indiana May 26-28.

The Harriet Tubman Award presented by Protective Insurance, which carries with it a \$2500 check, is named in honor of famed abolitionist Harriet Tubman, whose courageous personal actions resulted in the transportation of 300 slaves to freedom through the Underground Railroad and whose overall role in the freedom movement was instrumental in the freeing of thousands more. Born into slavery in 1820, Miss Tubman was the first African American woman buried with full military honors and the first to have the inaugural Liberty ship named after her – the SS Harriet Tubman – by the US Maritime Commission. The award was created to honor a member of the transportation industry each year, whose direct actions help save or improve the lives of those exploited or prevent human trafficking from taking place.

In mid-September 2022, Aguayo was driving in an *area of the country known for its hot springs and no cellphone service. As he rounded a curve, he saw a woman standing near the fog line of the road staring at the mountains. She had a shaved head and was wearing nothing but a beach towel. It was evening time; there were no cars or other people around; and Aguayo had a sinking feeling something was off.

“Honestly, I had no idea what the situation was,” he offered. “I just knew in my gut something was super wrong. My first instinct was to call authorities and get them there as fast as they could.”

Obedying an explicit company policy prohibiting unapproved riders in the truck, Aguayo continued on his way, fully intending to help the woman. On this extremely remote stretch of road, he drove an additional

**Joe Aguayo, Harriet
Tubman Award winner**



(L to R) Jeffrey Silvey, senior vice president of Protective Insurance, Aguayo, Laura Cyrus, TAT senior director of Industry Training and Outreach

(Continued on next page.)

10 minutes or so, until he came upon the next police call box, placed every so many miles along the roadside to compensate for the lack of cell service. Pulling his truck over, he alerted authorities to the woman, described her and her location and then continued on his way, confident he had done what he could to help.

A few months later, driving near that same stretch of road, Aguayo had a weather-related accident and asked the trooper helping him if he knew what happened to the woman found near the hot springs a few months prior. To his surprise, this trooper had also assisted the woman and was amazed to be reunited with the person who had placed the call for help.

The trooper related that when the woman was recovered, she was in very rough shape, identified as a 27-year-old victim of human trafficking and exhibited behavior consistent with having been drugged. She mentioned she was from an area nearly three hours away. The trooper transported her to the hospital, where she was kept for several days before being released and issued a case worker.

Aguayo also learned that the same day he made the call, an earlier call had come in reporting a naked woman wandering around the hot springs. But when law enforcement responded to the scene at that time, they were unable to locate the woman.

Law enforcement reported this to be the second Indigenous human trafficking victim found naked in this area. The first one was reported two years earlier in the same month in the same circumstances, and law enforcement believe the remote location, coupled with limited access to cell service, has made the area a dumping ground for perpetrators. The investigation is ongoing. The trooper told Aguayo that he likely saved the woman's life. Had he waited until his own cellphone had service again -- and not used the roadside call box -- her story likely would have ended differently.

WinCo Foods began rolling out TAT information and materials in the summer of 2022. Having now connected the dots between his experience, the issue of trafficking and the fact that the area has been identified by law enforcement as a dumping ground, Aguayo wonders how many other cases have been missed over the years.

**As this is still an ongoing investigation, many identifying elements have been removed.*



1,594,652

Individuals registered as TAT trained

The total number trained increased by 61,210 people since April 1, 2023. In Quarter Two, nearly twice as many people were reported as trained as in Quarter One.

In the Spotlight

People ... whether it's family, employees, the Indigenous population, potential victims, even the motivations/strategies of traffickers ... are what drive and motivate Brent Theis and Angela Nordman to fight human trafficking through bringing awareness and training to others.

Theis and Nordman each joined TC Energy, a Canadian energy company working throughout North America, four years ago. Theis had learned about human trafficking through Truckers Against Trafficking (TAT) in 2017 when he attended a TAT Coalition Build in South Texas while working for Noble Energy. When he learned how traffickers target the energy industry's predominately male population for the sale of their victims, he "instantly became an advocate to raise awareness and educate others" and brought his advocacy to continue fighting this crime when he joined TC Energy.

"As a former field production operator, I have first-hand experience with the hazards our field face throughout their work day, the mental and physical stressors they face, and how one small mistake can have catastrophic results," he emphasized. "I'm committed to doing what I can to ensure each one goes home to their family safely."

And for him, that includes knowing about human trafficking. "Through TAT's training and other resources, I've seen the impacts human trafficking has on the victims and perpetrators of this crime, and it breaks my heart," he explained. "I think about the victims and the torment they must go through every day. I think about the perpetrators and how little they value human life and well-being, and wonder how they got to that point. Through my job, I'm able to reach hundreds, if not thousands, of people with TAT's training in hopes of changing the hearts and minds of people at TC Energy. Once they hear the message, my hope is that it will change their perspective and then motivate them to share the message with others in their circle of influence and actively seek out opportunities to make a difference."

Nordman is one of the people Theis impacted. "I first learned about TAT from my colleague Brent Theis, when I started work at TC Energy," she said. Theis was hosting a TAT training for staff, and Nordman attended to see what information he'd share. After the training, she contacted Theis to introduce herself and that began "a common bond that we share around advocacy on this issue that's still going strong today."

Brent Theis, U.S. Natural Gas
Safety Manager, TC Energy



(Far right) Brent Theis shares the TAT wallet card with fellow employees at TC Energy.

As an Anishinaabe woman and citizen of the Leech Lake Band of Ojibwe (Gaa-zagaskwaajimekaag) in Minnesota, Nordman feels “a deep responsibility and commitment to Indigenous advocacy,” and believes championing anti-trafficking initiatives within her job is a natural part of that role.

“Prior to working for TC Energy, I worked for my Tribe’s Police Department,” she said. “It was my experience there that truly opened my eyes to the issue of human trafficking happening right in my community. Human trafficking affects indigenous communities disproportionately more so than any other, as they can often be the perfect mix of complex jurisdictional challenges and disproportional



(Left) Angela Nordman and others listened to speakers at the Bemidji Coalition Build.

disparities and vulnerabilities. Human traffickers, particularly non-Native traffickers, know this and specifically exploit reservations and tribal lands to their advantage.”

She continued, “Today, many Tribes have dedicated human trafficking officers within their Tribal Police force. There are also Indigenous task forces dedicated to combating this issue. That’s how significant the problem can be. Human trafficking is not just an ‘Indian Country’ problem. Whether we like it or not, the energy industry can feed this problem by injecting money into rural areas of the country where our projects occur. I believe we should empower our workforce to help

take action. We live and work all across the U.S., Canada and into Mexico. We can be those eyes and ears to help rescue those at risk and report activity if something doesn’t look right. Law enforcement would rather have someone report their suspicions and have it turn out to be nothing, than miss an opportunity to save a victim from a horrible situation.”

Through TAT training, materials, the Freedom Drivers Project and Coalition Builds, Theis and Nordman have learned about the ability of traffickers to reach into local communities, regardless of the country; the intersections human trafficking has with the energy industry, both with labor and sex trafficking; the toll it takes on lives; and steps they and the energy industry can take to combat it. Nordman found the survivor testimony at a Coalition Build incredibly impactful, and “the testimony shared from seasoned officers” staggering and gut-wrenching.

In the last six months, through their combined advocacy and efforts at TC Energy:

- TC Energy became a TAT Platinum Level corporate sponsor.
- U.S. Natural Gas and the Indigenous Relations Divisions hosted TAT for a webinar on National Human Trafficking Awareness Day in January that was attended by 1,288 TC Energy employees.
- Theis presented an Empower Freedom Safety Moment at a Contractor Safety and Quality Meeting.
- Five TC Energy managers attended TAT's Houston Energy Coalition Build.
- The Indigenous Relations Division hosted TAT for a Red Dress Day Lunch N Learn on human trafficking and Missing and Murdered Indigenous Women and Girls (MMIWG), and TC Energy designated TAT as their featured U.S. cause for an employee fundraiser.

Nordman stated, “The Tribes I work with are asking us to help them by training our workforce. Our families and communities can only benefit from sharing this information and bringing a broader awareness to this horrible issue. Sunlight is indeed the best disinfectant!”

In the Spotlight

Being a “changemaker” and creating opportunities for others motivates Gareth Aiken. “I love being involved in enterprise-wide change initiatives that will ultimately create more opportunities for our people,” he enthused. “And I’m fortunate enough to lead team members who are passionate and committed to what they do each and every day.”

Aiken immigrated to the States as a teenager from a small town in Northern Ireland when he received a soccer scholarship to Judson University. Just a few months after graduating with a business management degree in 2004, he joined FedEx, and has been with them ever since.

“I didn’t know an awful lot about FedEx at the time, and, in my wildest dreams, never thought it would lead

to a career I thoroughly enjoy,” he said, “but it has.” Aiken started off in Field Operations in a number of roles, was involved in implementing and managing a new department at FedEx Ground dealing with Customer Experience and Pickup Dispatch, transferred into Safety, Fleet Maintenance and Sustainability, and was promoted to vice president of Safety before assuming his current position.

While he and his wife had been involved with the global anti-trafficking organization A21 in their private lives, he first heard of Truckers Against Trafficking at an American Trucking Associations event and “distinctly remembers being so excited to know there was a fight against human trafficking in the industry that I worked in,” he recalled. “It’s heartbreaking to realize just how close to home this crime is. My wife and I have two small boys. And, literally, there are people being trafficked in the neighborhoods where we work, live and play.”

Aiken believes there are still too many people in the U.S. and Canada who don’t realize the reach and breadth of this crime, so after receiving his promotion into his current position, he sent a letter out to all his employees introducing himself and expressing how personally passionate he is about fighting human trafficking and partnering with TAT.

He explained, “I want to ‘model the way’ as a leader within our organization, working with team members to incorporate/infiltrate strategies through our DNA and what we stand for – both top down and bottom



Gareth Aiken with his wife Leigh and sons Asher (with Gareth) and Jesse

Gareth Aiken, Vice President of Business Development Solutions, FedEx Ground

(Continued on next page.)

up -- that will enable us to win small victories, all ultimately working towards winning the war against human trafficking.”

Aiken was quickly joined by other passionate team members and service providers in working to achieve this goal of growing involvement by FedEx in their partnership with TAT. Some of the highlights to further imbed anti-trafficking into FedEx’s DNA from the last couple years include:

- Providing a resource, created by TAT, through their Qualified Driving Safety Training Program, which will be made available to around 100,000 drivers.
- Delivering human trafficking awareness training to more than 38,607 FedEx employees across the U.S. and Canada.
- Hosting TAT twice this year at Top Tier service provider events -- in Pittsburgh, Pennsylvania and Louisville, Kentucky. These events, which reached a combined 500+ service providers, representing thousands of drivers, gave TAT the opportunity to speak about the realities of human trafficking and point to tangible action steps members of the trucking industry can take. The feedback Aiken and his peers received was “so positive, including everything ranging from ‘thank you so much for sharing how we can respond; I plan to share in my very next meeting with my team’ to ‘I thought I was doing enough; I’m not; I need to do more!’”
- Scheduling TAT’s Freedom Drivers Project for a FedEx conference in Orlando this summer, making the mobile exhibit available to an estimated 2,000 of their service providers.
- Increasing FedEx’s financial support of TAT from a Gold to Diamond Level corporate sponsorship.
- Adding human trafficking information and questions to their service provider ethics survey.
- Sending anti-human trafficking messages, including red flag indicators, encouragement by leadership to take TAT training and recognition of human trafficking awareness day in Canada and the U.S. through various FedEx communications channels, keeping the issue top-of-mind.
- Implementing a robust anti-trafficking policy.

“Once we’ve increased awareness in the company,” he concluded, “I want to ensure that those who are aware know they can be part of the solution by taking some very easy steps. This is a battle where truly ‘many hands make light work,’ and the more we have rallying around this the better.”



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Gareth Aiken

In the Spotlight

Forty-five jurisdictions took part in this year's Commercial Vehicle Safety Alliance (CVSA) Human Trafficking Awareness Initiative (HTAI), with participation from 3,020 individual law enforcement officers/troopers/inspectors. During the initiative's five-day event, held in conjunction with existing national human trafficking awareness days in the three participating nations of Canada, Mexico and the United States, 218 human trafficking awareness and prevention events were held and 219 presentations delivered. In the U.S., the event took place Jan. 9-13, while in Canada and Mexico, the dates were Feb. 20-24 and March 13-17, respectively.



CVSA, in collaboration with Truckers Against Trafficking (TAT), holds the event to educate commercial motor vehicle drivers, motor carriers, law enforcement officers and the general public about human trafficking. Participating jurisdictions provide human trafficking identification and prevention training and reference materials to the motor carrier industry and law enforcement, and this year, 45,972 wallet cards and 21,763 window decals were distributed during the event.

In 2022, HTAI's inaugural year, 35 jurisdictions participated, and the event in each country was held for only three days. As a result of the positive feedback received after last year's event, the HTAI was extended to five days this year.

Next year's HTAI dates are Jan. 8-12, 2024 in the U.S.; Feb. 19-23, 2024 in Canada; and March 11-15, 2024 in Mexico.

Kylla Lanier, TAT deputy director and senior director of Public Sector Engagement, emphasized, "Knowing that 45 jurisdictions across three nations participated in CVSA's HTAI, only deepens my firm belief that the commercial vehicle enforcement community is a true ally in the fight against human trafficking! While many people say the right things about tackling this crime, our CVE partners do the right things. It's their daily actions and passion to make our roads and world safer that inspire me each day!"

2023 CVSA Human Trafficking Awareness Initiative increased in participation and length



Additional Highlights

Industry Training and Outreach

- The Industry Training and Outreach team presented to a total of 1,604+ people over five in-person and nine virtual presentations.
- American Trucking Associations (ATA) Road Team Captain and TAT Ambassador Teddy Butler made a virtual presentation to a group of refugees from Afghanistan living in Florida. They are pursuing CDLs, and their Refugee Services coordinator contacted TAT to see if we could provide an overview of trafficking and also have a driver share about the reality of life as a CDL holder. Sylvia A., senior director of Refugee and Employment Services, Gulf Coast Jewish Family and Community Services, stated, "Thank you so much for coordinating Teddy to speak with our group about trucking and anti-trafficking awareness. Our audience was engaged in learning about trucking life, the rewards and challenges and how to look out for trafficking victims. Teddy also shared about his experience in the military in Afghanistan, which was well received by the clients who are all from Afghanistan and served alongside the U.S. military. It was truly amazing!"
- Fox News ran a positive national story featuring the story of ATA Captain and TAT Ambassador Bob Bramwell and his help in recovering a woman being trafficked in his local area.

Freedom Drivers Project (FDP)



More than 550 Walmart shareholders toured the FDP at the Walmart Shareholders Celebration.

The FDP participated in 16 events this quarter, with 1,828 participants touring the trailer. A few of those included:

- UPS Employee Event in Montreal, Quebec, Canada, with 276 management, employees and drivers touring the FDP.
- Day & Ross Employee Event in Heartland, New Brunswick, Canada, with 82 guests touring the FDP. "This (the FDP) really brought it (human trafficking) into perspective. For me, it was really impactful, and it just made it real. I will be talking to my family and friends," commented Graham Shave, Day & Ross HR director.
- Walmart Shareholders Celebration in Fayetteville, Arkansas, with 558 Walmart and Sam's Club drivers, associates, Walmart Foundation and management touring the FDP over a three-day period.

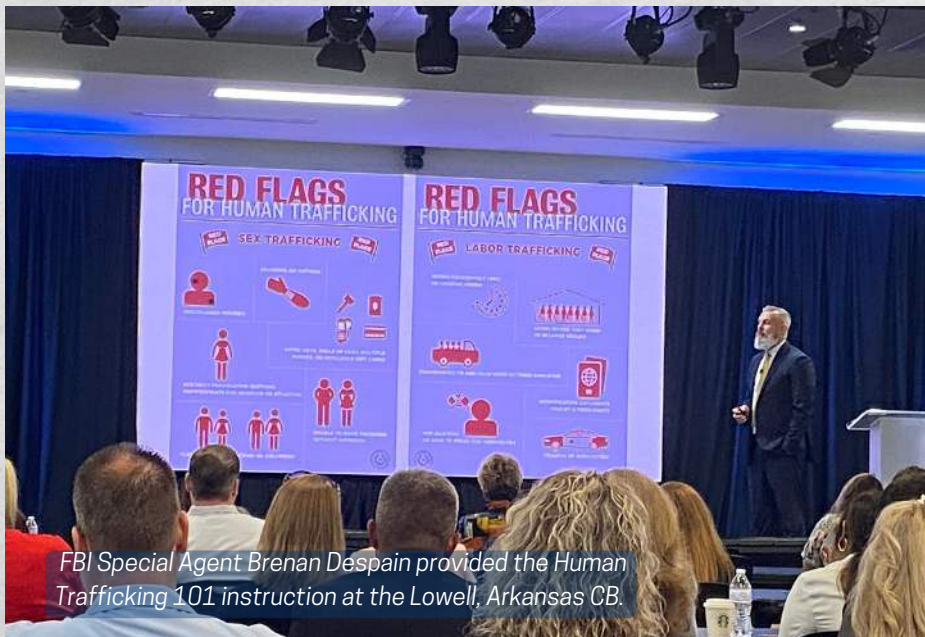
Canada

- The total number of reported TAT-trained professionals in Canada is 19,458.
- TAT co-hosted a Coalition Build (CB) in New Brunswick where the Freedom Drivers Project (FDP) attended. Close to 100 attendees participated, with 75 touring the FDP. As a result of the CB, additional opportunities for law enforcement trainings are being pursued. In addition, the Canadian Border Services Agency has requested materials and will be stocking two ports of entry. The New Brunswick Justice and Public Safety also requested materials and are giving a small internal presentation to all of their officers on TAT and the CB.
- BOTL presented at the Canadian Urban Transit Association's (CUTA) Spring Summit on May 9 to approximately 25 Canadian transit representatives and provided a webinar as part of the Ontario-based NGO Heritage Skills Development Centre's webinar series on human trafficking.
- Maritime Bus in New Brunswick will be training 200 motorcoach operators and 45 school bus drivers.



At the CUTA event, TAT's Annie Sovcik presented on the role transit can play in fighting human trafficking. She's seen here along with fellow panel members (from left): Charli Champagne from NFI Group; Sovcik; Eesha Patel from KPMG; and Oriana Vacarino, also from KPMG.

Coalition Builds



FBI Special Agent Brenan Despain provided the Human Trafficking 101 instruction at the Lowell, Arkansas CB.

The Lowell, Arkansas Coalition Build (CB) held at J.B. Hunt Headquarters was attended by over 120 people from law enforcement and the trucking, truck stop and bus industries. Arkansas Attorney General Tim Griffin was among the 163 guests who toured the FDP. Survey results indicated that 98% of those surveyed said the CB increased their knowledge of human trafficking, and 96% believed they were now better prepared to respond to

human trafficking. J.B. Hunt indicated they now plan on including TAT's "Be a Changemaker" video in their quarterly drivers' training. And Arkansas State Representative Denise Garner stated, "Great presentation. The issue was brought home by the information regarding cases in three communities in my district."

Law Enforcement Training

TAT Deputy Director Kylla Lanier and TAT Field Trainer Kelley Alsobrook conducted four law enforcement training sessions in Blythewood, South Carolina for 156 officers from the South Carolina Transport Police (SCTP) and Highway Patrol (SCHP). As a result of these trainings, SCTP and SCHP have committed to visiting members of the commercial vehicle industries in their state with TAT and BOTL materials, and TAT has a contact with an officer who works with all student transportation in the state to introduce BOTL's school bus curriculum.



TAT Deputy Director Kylla Lanier held the attention of the officers in South Carolina during the four law enforcement training sessions held there.

Truck Stops

TAT presented to 75 attendees at the North Carolina Petroleum and Convenience Marketers Association, which has since invited TAT to return for future conferences. TAT contacted 40 petroleum and convenience marketers' associations around the country and has initiated discussion with five who are interested in sharing TAT resources with their members, hosting TAT to speak and manage booths at conferences in 2023/2024, and/or are facilitating introductions to other state associations.

Empower Freedom

- During this quarter, TAT's energy partners registered 2,683 employees as trained with either the TAT or Empower Freedom video.
- TAT presented to 60 energy industry representatives at the Distribution Contractors Association Safety Congress.
- Phillips66 registered 1825 employees as trained.
- RXO included TAT and human trafficking awareness in its Oil & Gas Carrier Safety Summit.



Busing on the Lookout(BOTL)

BOTL in Action/Partner Highlight: Sunset Empire Transportation District

Early one morning, an employee at Sunset Empire Transportation District (SETD)'s transit center in Seaside, Oregon, received calls from both a concerned father and the Seaside Police Department, who were looking for two runaway girls. The girls were each 14, and the father had reason to believe they were headed to Portland to meet an "Internet friend."

Working with law enforcement, the SETD team moved quickly to review video surveillance tapes from that morning, and they saw that the two girls had boarded a bus from Seaside to Astoria, and then boarded another bus already enroute to Portland. The Driver Supervisor immediately called the bus driver on the route, who was able to confirm that the two girls were on the bus. From there, the driver, SETD staff and law enforcement were able to coordinate holding the bus at a scheduled layover in Rainier. The driver, a former school bus driver, engaged the girls in conversation until police arrived and were able to escort the two young girls safely home to Clatsop County. The girls were recovered in less than 45 minutes from the time of the first call to SETD.

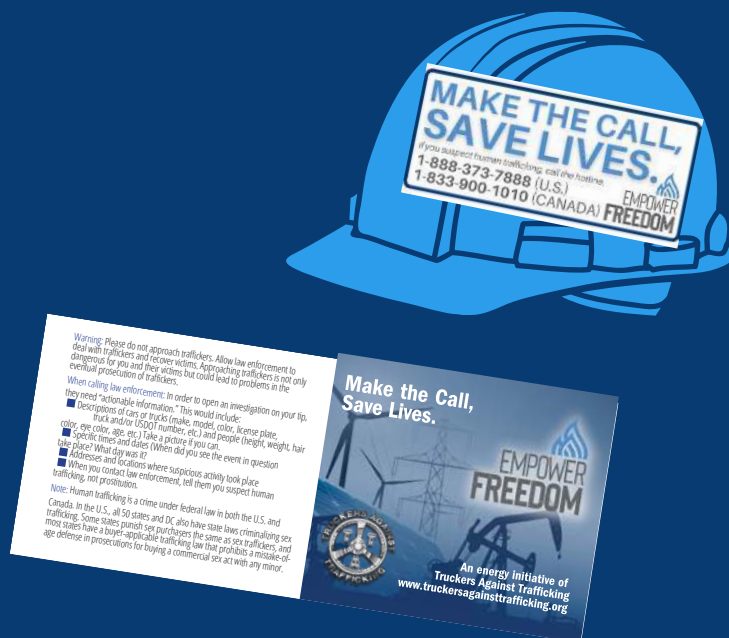
When recounting the story, SETD's Chief Operation Officer Jennifer Geisler credited the agency's swift response to the fact that they have been providing training on an annual basis for over four years to all SETD employees on how to respond to exactly these situations. Every employee involved in the recovery of the two girls didn't have to think twice about how to respond; they already knew the steps to take in order to ensure the girls' safety. "That's just what we do every day," said Geisler. "We take care of our riders, and especially our kids."



New Empower Freedom resources available!

TAT has released a new Empower Freedom wallet card as well as a sticker for hard hats. Each item carries the national human trafficking hotline numbers for both the U.S. and Canada.

Contact info@truckersagainstrafficking.org to order either of these free resources.



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.

Driving Force



Freedom Driver



North Star



Diamond



Platinum



Gold

