

VANTAGE POINT

TRUCKERS AGAINST TRAFFICKING

JULY-SEPTEMBER, 2022



To read more about the 2021 "Everyday Heroes" Kenworth T680 Next Generation, go to page 8.



LETTER FROM ESTHER

Dear TAT Friends,

In his famous “Man in the Arena” speech, Theodore Roosevelt celebrated the unsung heroes who are trying to make the world a better place.

As he poetically called out the cynics who sit on the sidelines and criticize, Roosevelt emphasized that “credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause.”

I am honored to share the stories of those in the arena: The TAT heroes who are not deterred by the gravity of the cause and bravely get in the ring to forge new paths to fight human trafficking. Their direct actions have helped TAT create new education programs and secure record-breaking donations that we are using to close loopholes to traffickers.

In this issue, we describe the efforts of Scott Koch and the Yellowstone County Area Human Trafficking Task Force to reach out to truck stops with TAT materials and advance policy changes intended to prevent trafficking and protect survivors from prosecution in the state of Montana.

We celebrate how Don Blake was so inspired by TAT he developed a unique fundraising initiative that resulted in the most significant one-time donation we had ever received when Freestyle purchased the 2017 and 2021 Everyday Heroes Trucks.

Finally, we spotlight Lt. Colonel Mike Krumm, who used his position of power to make lasting change within his division of the Michigan State Police. His early adoption of TAT's Iowa MVE Model and his innovations serve as an example to other states of how to successfully combat human trafficking through their agencies.

From my vantage point, TAT's work continues to both broaden and deepen as individuals, companies, law enforcement, government agencies and nonprofits across North America open their eyes to the many ways we can all make a difference in combating human trafficking.

Thank you for partnering with us in this work!



How was the past quarter for your team? We would love to know! Share your highlights from Q3 with our TAT Team!



SHINING A SPOTLIGHT

Scott Koch,
Whitewood Transport, Yellowstone County Area Human Trafficking Task Force

Scott Koch was aware of human trafficking but had no idea of the magnitude of it until he heard a presentation in 2017 by TAT's Executive Director, Esther Goetsch, at a Montana Trucking Association safety meeting.

Koch recalls, "After that event, I knew I wanted to help our community and industry in whatever way my wife and I could."

Koch and his wife exemplify how, when provided with the right tools, each individual can foster meaningful social change in their communities.

"I immediately started holding meetings with our safety department and drivers, having them watch the Truckers Against Trafficking video and encouraging them to get certified. We then implemented the TAT material and video into our orientation program. When the TA truck stops had TAT swag available, we purchased all we could find and handed it out to drivers and employees," Koch says proudly.



Scott Koch with his daughter, Kinzey.

Wanting to take action beyond his company, Koch began researching groups working to combat trafficking in his community and discovered the Yellowstone County Area Human Trafficking Task Force (YCAHTTF). YCAHTTF was formed in 2016 to help coordinate the efforts of organizations and individuals working to end sex and labor trafficking, including law enforcement, service providers, community groups and volunteers.

YCAHTTF successfully advocated for legislation that protected survivors from prosecution and created a multi-agency Montana Human Trafficking Task Force. Koch is especially proud of the work YCAHTTF has done to help prevent human trafficking.

"Working with other cities that successfully eliminated illicit massage businesses (IMBs), our task force was able to educate our city leaders on how these businesses contribute to human and sex trafficking and we were able to eliminate 70% of IMBs in Billings," says Koch.

As a TAT champion, Koch bridges his role as the general manager of Whitewood Transport, Inc. with his role on the task force, helping to increase the partnerships and coordination between the trucking industry and law enforcement in Montana. At Whitewood Transport, he organized an educational presentation from YCAHTFF for his annual drivers' meeting. He has also spearheaded the task force's efforts to reach out to truck stops around Billings. "Montana is a large state geographically, yet we have volunteers willing to travel up to 150 miles to attend meetings. Our task force volunteers follow up with the truck stops and ensure TAT supplies are displayed and utilized," says Koch.

Koch now serves as a board member, treasurer and co-chair of YCAHTFF's Prevention and Community Awareness Committee. The committee supports other non-profits working in anti-trafficking, including the launch of Project Hope an initiative to provide survivors with a backpack filled with unisex clothing, personal hygiene items, food, a gift card for bus tickets or airfare and a cell phone. Law enforcement distributes these backpacks to victims as needed.

Koch recognizes that rural areas are highly vulnerable to trafficking. In Montana, only three law enforcement officers are assigned to trafficking and are responsible for covering the entire 147,040 square mile state. Koch explains, "Local task forces gain support and knowledge when partnering with TAT in an outreach program. The truck stops liked knowing they had local support whenever they needed supplies or had questions. Some truck stop managers have become volunteers to their local task forces."

It is committed supporters, like Scott Koch, who remind us all that we can do so much within our own communities to help spread awareness and equip more eyes and ears to recognize and report human trafficking. Scott embraced TAT's mission as his own and found ways to use his scope of influence to save more lives.

TAT WANTS TO KNOW!

HAVE YOUR DRIVERS MADE THE CALL?

Ask your employees/drivers every quarter if any of them has made a call on behalf of a victim of human trafficking.

- **If yes ...**
 - **Let TAT know about their good work or potentially nominate them for our Harriet Tubman Award.**
 - **Provide a certificate of recognition or employee-of-the-month award in honor of their efforts.**



SHINING A SPOTLIGHT

***Lt. Colonel Mike Krumm,
Professional Development Bureau Commander, Michigan State Police***



Lt. Colonel Mike Krumm and TAT 's Senior Director of Industry Training & Outreach, Laura Cyrus, at the Lansing Coalition Build in May 2019.

The son of an FBI agent with 31 years in the field, Lt. Colonel Mike Krumm believed law enforcement work would be a natural fit for him. So at Michigan State University, he chose criminal justice for his undergraduate degree and public administration for his master's. He also graduated from the 239th session of the FBI National Academy.

"I joined the Michigan State Police in 1995 as a member of the 112th Trooper Recruit School," he shared. "I chose law enforcement because of the influence my dad had on me and a strong desire to be part of a team and help others. Previously, I worked in the insurance industry, and I didn't feel I was having the impact or helping others to the degree I wanted."

While his 27-year law enforcement career is a testament to his leadership abilities, with continual promotions and additional responsibilities, as well as the impact he's made on the lives of the people, it was his decision to partner with Truckers Against Trafficking (TAT) that made him and the division he led at that time an exemplary model for other agencies and states to follow.

In the spring of 2014, Krumm attended a Pre-Pass (an intelligent transportation system that electronically verifies the safety, credentials and weight of commercial vehicles at participating state highway weigh stations) board meeting, and saw a short presentation by Chief Dave Lorenzen from Iowa on human trafficking and TAT.

Immediately impacted by the presentation, it forced him to start questioning his own staff's involvement in fighting this crime. While previous training and presentations had given them an awareness of human trafficking with specific cases

(CONTINUED ON NEXT PAGE)

or incidents, none of it had given them an overview of the crime or how they could connect to it as commercial vehicle enforcement officers. "As a captain of the division, I was in a position to influence this work, so I wanted to look into it," he said. "Unfortunately, none of my officers knew anything about TAT or human trafficking ... I knew I needed to take action."

After attending a Motor Vehicle Criminal Interdiction (MVCI) conference with 500 other law enforcement officers a short while later, Krumm relayed, "TAT began their presentation by showing a video of two girls who were taken and trafficked for six months before finally being rescued at a truck stop in Dexter, Michigan. When I heard this story, I couldn't believe it was happening so close to where I was working as the post commander in Jackson. It was five miles outside of my post area, and I knew nothing about it. I then thought about the impact on these young girls' lives and what a horrific crime this was. I am a father of four with two daughters, and I personalized this to ensure we would help any of these girls avoid this and do whatever we could to rescue them from it."

Upon hearing further human trafficking statistics at the meeting, Krumm was ready to act. He explained, "Later in the presentation, TAT showed a national map of states engaged with their cause, and Michigan was not one of them. I was embarrassed and thought this had to change, and I was in a position to change it! Right then and there, I pledged to TAT that Michigan would become a leader in this program."

Under Krumm's leadership, the Michigan State Police began TAT training on human trafficking, adopted TAT's Iowa MVE model ([see model for context](#)), and has become a leader in victim recovery and victim-centered undercover investigations. In 2020, Krumm and his Commercial Vehicle Enforcement Division of the Michigan State Police received the TAT Champion Award in the State Agency Category. In presenting that award, TAT Deputy Director Kylla Lanier relayed that Krumm and his officers consistently visit trucking companies and other organizations/agencies with the TAT message, and in 2016, "they even presented to the Office of the Michigan Secretary of State, which led that office to display TAT posters, raising further awareness about human trafficking." Under his leadership, and in conjunction with the Indiana State Police, the Ohio State Highway Patrol and the Illinois State Police, Krumm launched what became known as the quad-state human trafficking initiative, where during a week in January, officers from these four states blanket the commercial vehicle industry in their states with presentations, TAT awareness materials and outreach.



"Right then and there, I pledged to TAT that Michigan would become a leader in this program."

Over the years, Krumm has successfully leveraged his position of power to bring human trafficking awareness not only to his own agency but then, through his agency to other state agencies throughout the United States. He has led his team, creating a roadmap for how others can follow his lead in their agencies to create change for the greater good.

Order our free resources on our website here.



SHINING A SPOTLIGHT

Don Blake,
New Truck Sales Manager, Inland Kenworth -- Phoenix

When Don Blake of Inland Kenworth, along with leading companies and organizations in the trucking industry, came together for a cause they believed in, they generated the largest donation in Truckers Against Trafficking's (TAT) history. It started back in 2016 when Don Blake learned about human trafficking for the first time.

"After learning how easily a person can become a victim of human trafficking, I knew I wanted to help, but I didn't know how. I promised myself I would do something," Blake said.

Inspired by the old tv show A-Team, where a group of war heroes help those in trouble, Blake had an idea to build "heroes' trucks" to raise money for TAT. These state-of-the-art trucks would display TAT branding and the National Human Trafficking Hotline number.

Blake positioned the effort as a way for companies to invest in the work TAT does, while raising awareness and educating about human trafficking.

He and his team sought sponsorships from the trucking industry to build the first Everyday Heroes Truck and to tour the truck nationwide, raising awareness about the problem of human trafficking. The goal was to auction off the truck and donate the proceeds to TAT. Blake connected with Jack Vander Geissen at Meritor to seek his counsel on the idea, which turned out to be the launching point for the campaign. Geissen flew his boss to Phoenix, brought him into Blake's office and told Blake to pitch him the idea. After a couple of minutes, Geissen's boss asked, "How much do you need?" Blake received \$5,000 that day, which propelled him forward.



Don Blake with the
"Everyday Heroes" Kenworth T680



***"I knew I wanted
to help, but I
didn't know how.
I promised
myself I would
do something."***

Standing in front of the Freestyle Transports wrapped trailer (L to R) Lance Little, President of Freestyle Transport, Brandy Belton, TAT Freedom Drivers Project Director, Don Blake, Manager, Inland Kenworth, and Serg Kodryanu, CEO of Freestyle Transport.

Blake's energy and passion for TAT are contagious, and he has a talent for inspiring others to support TAT's mission. After that first donation, he shared, "My next call was to Bill Currie, president of Inland Kenworth. Bill permitted me to run with the idea and donated \$10,000. At that point, I hadn't even spoken to anyone at TAT, so I thought I better call them and make sure that what I wanted to do was ok with them. I'll always remember Kendis, TAT's former executive director, politely responding, "That sounds good," and "Let me know how that goes."

A few months later, Blake reached out to Paris again and asked if he could use the logo for the truck design. She agreed, and at that point realized Blake was the real deal. From there, it took Blake about a year to finish raising funds to build, tour and sell the first Everyday Heroes Truck in 2017.

There have been three Everyday Heroes Trucks built and auctioned in support of TAT – the one in 2017 and two more, in 2019 and 2021. Some of the most supportive companies wanted to make a difference in the industry, and they bought these Heroes' Trucks to show they were committed. "All three trucks are out there on the roads today, and their drivers have received additional TAT training, so they can teach their fellow drivers and others about the issue and how the industry is combating it," said Blake.



One company that has rallied behind Don's efforts with the Everyday Heroes Trucks in a significant way is Freestyle Transport, a Washington-based company led by Serg Kodryanu, CEO, and Lance Little, President, through their purchase of two Everyday Heroes Trucks in 2021.

When Kodryanu and Little learned about the new 2021 Everyday Heroes Truck through an advertisement on Ritchie Bros auction website, they knew they had to get involved. Little recalled, "After reaching out about TAT and its cause, we felt so strongly about the great things TAT is doing and we said at that point we are going to purchase this truck to help and support TAT." Shortly after purchasing the truck, they received a call that J&L Transport, the company that bought the first Everyday Heroes Truck back in 2017, was selling their truck and donating the proceeds back to TAT. Little said, "Again, we wanted to support J&L and help give back to TAT even more!"

"We are proud to have been named as the single largest donation for TAT."



TAT's Freedom Drivers Project alongside Freestyle Transport's new TAT wrapped trailer at an event at their headquarters earlier this year.

Freestyle Transport now owns two of the Everyday Heroes trucks. Through their purchase price, J&L Transports donation and the additional funds raised by Blake and Inland Kenworth, TAT received over \$502,793 in 2022. In addition to these two trucks, Freestyle Transport recently wrapped one of its trailers with the TAT logo, the US National Human Trafficking Hotline and a picture of the 2021 Everyday Heroes Truck. "We are proud to have been named as the single largest donation for TAT. But we are even more proud of all the great work TAT is doing to help victims of human trafficking by training everyday heroes for this cause," Kodryanu said.

Blake turned a promise to himself into a project that resulted in more companies and individuals learning about the reality of human trafficking and committing themselves to getting involved.

"We want to help show support and increase awareness across the country about this issue. We feel this is the least we can do to show our gratitude to TAT and support a cause we feel so strongly about," Little said.

Blake shared three things that keep him going. "The first reason I wish I figured out earlier in life, and it is: The more I give of myself, the happier I am. The second reason I do this is for my daughters and their friends. I want to make the world a better, safer place for them. And the final motivator for me is the encouragement given to me by my wife, my company and the sponsors."

A TAT board member since 2018, Blake is the recipient of the 2022 TAT Champion Award in the Organization Category for his extraordinary and innovative fundraising/awareness campaigns to help fight human trafficking.

TAT saw an increase of 37,310+ to the total TAT trained number this quarter.

1,378,429

REGISTERED AS TAT TRAINED



ADDITIONAL HIGHLIGHTS

Public Sector Engagement:

TAT attended the Commercial Vehicle Safety Alliance's (CVSA) fall conference in Rapid City, South Dakota in September. TAT presented the TAT Champion Award in the Association category to the CVSA for their outstanding efforts in combating human trafficking and their support and promotion of TAT's mission and goals. TAT also participated in the CVSA's Human Trafficking Prevention Program (HTPP), where TAT Deputy Director/Senior Director of Public Sector Engagement, Kylla Lanier, serves as secretary.

In the fall HTPP meeting, different outreach options such as TAT wallet card information being added to paper log books, TAT messaging on new entrant safety audit forms and anti-trafficking banners being added to inspection reports were shared. Lt. Col. Krumm of Michigan State Police made an impassioned and inspiring plea to all 115 attendees in the HTPP meeting to be the one in their states to make a difference in a victim's life and to build out a dedicated anti-trafficking program within their agencies.



Jake Elovirta, director of enforcement programs, CVSA, accepting the award for CVSA from Kylla Lanier, TAT deputy director.



TAT Deputy Director/Senior Director of Public Sector Engagement, Kylla Lanier praised the achievements of the CVSA to over 700 attendees at the CVSA Awards Luncheon.

"This conference and last HTPP meeting feel significant," Lanier noted, "While we have always had great opportunities to network with our public sector partners at the CVSA events and make great strides to embed our message and mission with outreach efforts within their agencies, the best way to describe the feeling from this last event was like the wave had crested. The desire to combat trafficking and the innovative ways our public sector partners are seeking to do it, has been monumental."

The meeting was attended by close to 800 members of law enforcement, government agencies and industry members from the US and Canada.

Mexico:

TAT participated in strategic meetings to help progress its model replication in Mexico through the program Guardianes del Asfalto. In July, TAT attended meetings with Mexican stakeholders, including with executives from all the national transportation associations. In September, TAT presented on Guardianes del Asfalto at the CANACAR (national trucking association) annual conference where an accord was signed between the SICT, CANACAR, Mexican NGOs El Pozo de Vida, Consejo Ciudadano and TAT to promote the Guardianes del Asfalto training through the Mexican trucking industry. Hundreds of wallet cards and DVDs were distributed to companies in attendance.



Officials from CANACAR, El Pozo de Vida, Consejo Ciudadano and TAT participated in a press conference at the National CANACAR Convention in Cancun, Mexico.

Busing on the Lookout (BOTL):

This summer, as kids prepared to go back to school, the BOTL team went to work training school bus drivers all across the country. BOTL presented at seven school transportation conferences/in-services and began surveying the school bus drivers it was training to learn more about what they are seeing and hearing as they transport students to and from school daily.



Annie Soycek, TAT's senior director of programs & strategic initiatives, talks with Keith Chrans, transportation director at the Campbell County School District, at the Wyoming Pupil Transportation Association Conference in Casper, WY.



Bus drivers watch the BOTL School Transportation training video at the Southeastern States Pupil Transportation Conference in Hampton, VA.

Of the drivers from Kansas, Colorado, Wyoming and Virginia who completed the survey, **33%** said they had suspected a student on their bus was at high risk of being groomed and/or abused, **25%** indicated they have previously reported an incident of suspected child abuse, grooming or trafficking, and over **60%** observed at least one red flag in a student that could indicate human trafficking."

Task Force Engagement:

TAT works with task forces all across the country, providing ways for them to volunteer and conduct outreach to local truck stops or with their local school transportation districts.

- The Yellowstone County Human Trafficking Task Force conducted truck stop outreach to 11 locations, leading all of them to request more information and resources.
- The San Luis Obispo County Anti-Human Trafficking Task Force conducted outreach to 10 truck stops in their area.
- The Northwest Pennsylvania Human Trafficking Task Force visited 15 schools with BOTL school bus transportation resources.
- TAT conducted virtual presentations to the Tri-State Anti-Human Trafficking Task Force, the North Iowa Human Trafficking Coalition, and the Beaver County Pennsylvania Task Force.



Alissa Yakali, sustainability manager with Honda Development & Manufacturing of America, Laura Cyrus, TAT senior director of industry training and outreach, and Jeremy Brenning, director of account development with Schneider, discuss manufacturer and carrier engagement with TAT at the Honda Supplier Sustainability Symposium.

Shipping Partners Program:

TAT spoke to a group of 182 people representing 86 companies at the Honda Supplier Sustainability Symposium in Dublin, OH. Laura Cyrus, senior director of industry training and outreach, presented on TAT's work and participated in a panel discussion accompanied by Jeremy Brenning, director of account development with Schneider, and Alissa Yakali, sustainability manager with Honda Development & Manufacturing of America.

The panel highlighted Schneider's experience as a carrier partner implementing the TAT training and also the role manufacturers can play in leveraging their carrier networks to reach more drivers with this life-saving information.

TAT SPONSORS

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

NORTH STAR



FREEDOM DRIVER



DIAMOND



PLATINUM



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