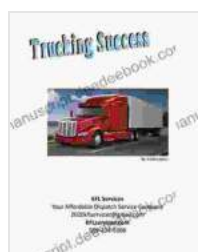


Trucking Success: Vida Sunderman's Journey from Truck Driver to Fleet Owner



Trucking Success by Vida Sunderman

★★★★☆ 4 out of 5

Language : English

File size : 2311 KB

Print length : 34 pages

Lending : Enabled

Screen Reader : Supported

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In the male-dominated trucking industry, Vida Sunderman stands as a beacon of inspiration and success. Her journey from truck driver to fleet owner is a testament to her unwavering determination, passion for trucking, and commitment to excellence.

Early Life and Career

Vida grew up in a farming community in Nebraska. From a young age, she developed a strong work ethic and a love for the open road. After high school, she briefly attended college before deciding to pursue a career in trucking. In 1983, she obtained her commercial driver's license (CDL) and began driving over-the-road (OTR) routes.

As a woman in a traditionally male-dominated industry, Vida faced her fair share of challenges. She often encountered resistance and prejudice from other drivers and shippers. However, she refused to be deterred. She persevered, proving her skills and earning respect through her hard work and dedication.

Building a Successful Trucking Business

In 1991, Vida decided to take the next step in her career and start her own trucking company, V.S. Transportation. With a small fleet of trucks and a team of dedicated drivers, she focused on providing reliable and efficient transportation services to customers throughout the Midwest.

Under Vida's leadership, V.S. Transportation quickly gained a reputation for excellence. The company's commitment to safety, customer satisfaction, and employee well-being became its hallmarks. As the business grew, Vida expanded her fleet and diversified her services, offering a range of transportation solutions to meet the needs of her clients.

Empowering Women in Trucking

Throughout her career, Vida has been passionate about empowering women in the trucking industry. She has mentored and supported countless women who aspire to enter the field. She believes that women bring a unique and valuable perspective to trucking and that they should be given every opportunity to succeed.

In 2018, Vida co-founded the Women in Trucking Association (WIT), a non-profit organization dedicated to promoting the advancement of women in the industry. WIT provides resources, networking opportunities, and advocacy for women truck drivers, fleet owners, and other professionals.

Industry Recognition and Legacy

Vida Sunderman's accomplishments in the trucking industry have been widely recognized. She has received numerous awards and accolades, including:

- Women in Trucking's Athena Award (2019)
- American Trucking Associations' Highway Angel Award (2018)
- Nebraska Trucking Association's Trucker of the Year (2017)

Vida's story continues to inspire and motivate women and men throughout the transportation industry. Her legacy will live on as a symbol of perseverance, determination, and the power of embracing new challenges.

Vida Sunderman's journey from truck driver to fleet owner is a testament to the transformative power of perseverance, passion, and dedication. She has broken down barriers, empowered others, and built a thriving business

in a demanding industry. Her story serves as a reminder that with hard work and determination, anything is possible.

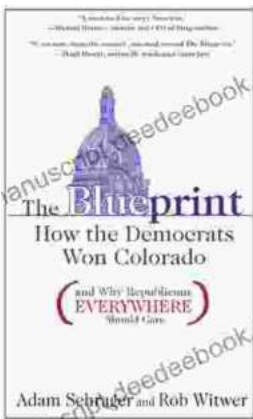
As Vida's legacy continues to inspire future generations of truckers, her unwavering commitment to excellence and her passion for trucking will forever be etched in the annals of the industry.



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