

AFRICAN AMERICAN  
WOMEN TRUCKING  
ASSOCIATION



EDITION 1:  
**2025-2026**

# FREIGHT BROKER CERTIFICATION:

Learn to Connect Freight.  
Move the Industry

A Workforce Readiness & Career Launch Initiative

[www.aawta.org](http://www.aawta.org)

**Format:** Hybrid (In-Person + Virtual Option Available)

**Location:** The Power Hub – Decatur, GA

**Program Duration:** 6-8 Weeks

# Table of Contents

This document shares the mission, vision, and transformative work of the African American Women Trucking Association (AAWTA). Together, through this program, we are redefining opportunities and shaping a stronger future for the trucking, supply chain, and logistics industries.

- **Empowering Pathway: About the Program and AAWTA | 3**
  - Executive Summary:
  - About AAWTA
  - Our Mission
- **Program Overview: | 4**
  - Program Description
  - Learn to Connect Freight. Move the Industry
  - Why Take the 6-Week Freight Broker Certification Program?
  - Program Benefits:
- **6-Week Agenda At-A-Glance | 5**
  - 6-Week Agenda At-A-Glance
  - What Participants Receive:
  - Outcomes & Impact
- **Registration is open Now! | 6**
  - Registration, Payment Plans & Financing
- **Partnership & Support Opportunities | 7**
  - Ways to Partner with Us:
- **For More About AAWTA | 8**
  - Contact Information
  - Social Media
  - Message from President & Cofounder | “AAWTA”





# Empowering Pathway: About the Program and AAWTA"



## EXECUTIVE SUMMARY:

The **Freight Broker Certification Program** is an 6-week training designed to *prepare individuals for successful careers in the freight brokerage and logistics industries*. Developed by the **African American Women Trucking Association (AAWTA)**, this program equips participants with the critical skills needed to **connect carriers with shippers, negotiate freight rates, and manage logistics operations with confidence and professionalism**.

Participants learn the **full freight brokerage process** — from FMCSA compliance and carrier onboarding to load board navigation, rate negotiation, and client relationship building. Through *real-world simulations, business readiness coaching, and one-on-one mentorship opportunities*, students **gain the tools they need to either launch their own brokerage businesses or begin working as licensed freight brokers or broker agents**.

Graduates will earn the Certified Freight Broker Professional (CFBP) credential with "AAWTA" and receive continued support through AAWTA's alumni network, career placement guidance, and business development resources.

This program offers a direct, structured pathway to entrepreneurship, financial independence, and leadership within the growing logistics and supply chain industries.

## ABOUT AAWTA:

The **African American Women Trucking Association (AAWTA)** is committed to empowering individuals from all backgrounds to succeed in the transportation, trucking, and logistics industries..

AAWTA is dedicated to ***advancing career opportunities in transportation and logistics while developing programs that serve youth, returning citizens, and second-chance individuals***. Through mentorship, training, and reentry support, we are building pathways to ***career development and long-term industry impact***.

**"FUELING FUTURES IN  
TRANSPORTATION."**

## OUR MISSION:

The mission of the **African American Women Trucking Association (AAWTA)** is to empower and support **African American women, women of color, men, and our diverse membership community** through workforce development, education, and advocacy.



# Program Overview:



## PROGRAM DESCRIPTION

The **Freight Broker Certification Program** is a fast-paced, **6-week training** designed to prepare individuals for success in the logistics and transportation industries. Participants learn how to secure carrier and shipper relationships, negotiate rates, manage compliance, and operate freight brokerage businesses or work as licensed agents. Through real-world practice and mentorship, students earn Freight Broker Professional credential and gain the skills needed to launch their careers or businesses with confidence.



## AAWTA Freight Broker Certification:

**Learn to Connect Freight.  
Move the Industry**

### Why Take the 6-Week Freight Broker Certification Program?

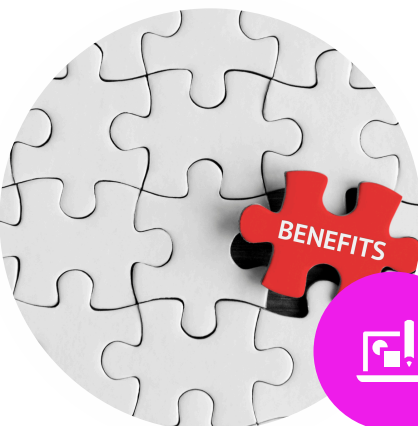
The **Freight Broker Certification Program** offers a direct pathway into one of the fastest-growing sectors of the logistics industry. In just six weeks, you'll gain the knowledge, practical skills, and professional certification needed to launch a rewarding career or start your own brokerage business.

Whether you're seeking financial independence, career flexibility, or the opportunity to lead in supply chain operations, this program gives you the real-world tools to succeed.

***This program is built for real-world success, delivering essential education and practical skills to make you career-ready.***

### Program Benefits:

- ✓ Learn the full freight brokerage process — from legal compliance to rate negotiation
- ✓ Build real-world skills through load board practice, mock negotiations, and client management
- ✓ Gain business startup support if you plan to launch your own brokerage
- ✓ Access one-on-one mentorship through AAWTA's Road Rise Mentorship Program
- ✓ Join a growing alumni network for ongoing career support and professional connections





# 6-Week Agenda At-A-Glance

**Weeks 1-6: Broker Industry Knowledge & Career Skill Building:** *The Freight Broker Certification Program* provides a fast-paced **foundation in brokerage operations, transportation logistics, and supply chain management**. Over **six weeks**, participants build the essential skills needed to become licensed freight brokers or agents, ready to launch independent businesses or secure roles with established firms. Through technical training and real-world practice — including load board navigation, carrier and shipper acquisition, rate negotiation, and business setup — students engage in a career-focused journey supported by professional mentorship. The curriculum is designed around key workforce priorities to ensure graduates are prepared for immediate success and long-term growth in the logistics industry.

**Weeks 7-8: Mentorship, Career Coaching, and Professional Readiness:** After **completing core training**, participants enter the **Road Rise Mentorship Program** for **two weeks of one-on-one coaching and professional development**. This phase focuses on career launch strategies, business startup support, and real-world brokerage troubleshooting. Guided by experienced industry mentors, participants refine their skills, strengthen their career or business plans, and build the confidence needed to succeed as certified freight brokers or agency leaders.

**Format:** Hybrid (In-Person + Virtual Option Available)

**Location:** The Power Hub – Decatur, GA

- 2.5 hours per session
- Frequency: 2 sessions per week
- **Class Times** (Flexible Based on Delivery Format):
  - **Days:** Tuesday & Thursdays
  - Mornings (10:00 am -12:00 am)
  - Evenings (6:00 PM – 8:00 PM) — Ideal for working adults| Virtual | Hybrid option

**Total Hours: 24 -32 hour**

Approx. 6-8 hours per week, including coaching and self-paced assignments.

## 6-WEEK AGENDA AT-A-GLANCE

### Week 1: Introduction to Freight Brokering & Industry Fundamentals

- Understanding the role of a broker vs. dispatcher vs. carrier
- Key industry terminology and supply chain structure
- Career pathways: Agent vs. Owner

### Week 2: Business Readiness, Legal Compliance & Broker Authority Setup

- FMCSA licensing and broker authority process (MC Number, Surety Bond, Process Agent)
- Legal responsibilities: Carrier vetting, contracts, insurance and Risk Management
- Ethics and industry regulations (49 CFR)

### Week 3: Building Carrier and Shipper Relationships

- Finding and onboarding quality carriers
- Shipper acquisition: Cold calling, prospecting, lead generation
- Best practices for building long-term relationships

### Week 4: Load Management, Negotiations & Pricing

- Load posting strategies on load boards (DAT, Truckstop.com, etc.)
- Setting competitive rates and understanding market fluctuations
- Mastering negotiation tactics with carriers and shippers

### Week 5: Back Office Systems and Operations

- Setting up a CRM for broker operations
- Managing contracts, rate confirmations, invoicing, and collections
- Software and load tracking tools overview

### Week 6: Business Growth, Scaling, and Certification Preparation

- Marketing your broker business: Branding, digital presence, partnerships
- Scaling operations: Hiring agents and building teams
- Final Broker Simulation: Prospect → Negotiate → Book a Load → Complete Documentation

### Weeks 7-8 (Optional): Road Rise Mentorship and Business Launch

- One-on-one business coaching sessions
- Career pathway guidance (Independent broker vs. brokerage agency)
- Access to AAWTA's professional network and ongoing alumni support



## WHAT PARTICIPANTS RECEIVE:

- Complete Onboarding & Course Material Binder
  - Student Progress Checklist and Handouts
- Hands-On Broker Training
- Career Roadmap
- Mental Health & Wellness Resources
- Alumni Network Access
- **12 month** AAWTA membership/Renewal +AAWTA Marketplace
- Certificate of Completion
  - Freight Dispatcher Certification
- 🎓 Graduation Ceremony + Class Photo Opportunity

## OUTCOMES & IMPACT

- ✓ Gain real-world experience managing loads, negotiating rates, and building client relationships
- ✓ Learn how to legally establish a freight brokerage business and meet FMCSA licensing requirements
- ✓ Develop a business launch or employment success plan with expert mentorship
- ✓ Build professional networks through AAWTA's community of industry leaders and graduates
- ✓ Position yourself for financial growth, career advancement, and long-term industry success

# Registration is open Now!



## < Join Now >

# 2025

**Jumpstart Your Career!**  
**Enroll Now for our upcoming Sessions.**

**Buy Now Pay later options available.**



[www.aawta.org](http://www.aawta.org)

### REGISTRATION, PAYMENT PLANS & FINANCING

**We're excited to announce that registration is officially open!**

#### ◆ Sessions Available Now!

Getting started is simple and convenient.

#### ◆ You can register in one of two ways:

1. Online: Visit our website at [www.aawta.org](http://www.aawta.org) and complete the registration form.
2. By Phone: Call us directly at 📞 **770.756.6768 | 844.884.9663** to speak with a team member who can walk you through the process.

Once you register, you'll receive a confirmation email with next steps, including orientation information, program materials, and how to choose your training track.

#### ◆ Payment Plans & Financing Options: Now Available!

If you need more time or support to cover tuition costs, we offer financing options through trusted third-party partners. Contact us directly to request financing options.

Take the first step toward your future in transportation, logistics, or business ownership. Flexible payment plans make it easier than ever to invest in your success.

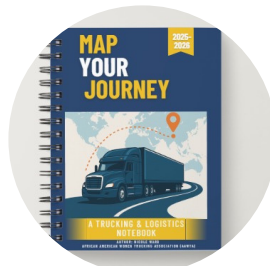
**BONUS:** All registered participants will receive a **FREE Copy of Mapping Your Journey: A Trucking & Logistics Success Notebook**—+ Register at least **30 days** before the course start date and receive an exclusive **Welcome Package with bonus materials and program essentials.**



**Contact us today to register and reserve your spot!**

✉ [Registration@aawta.org](mailto:Registration@aawta.org)

📞 770.756.6768 | 844.884.9663





# Partnership & Support Opportunities



At AAWTA, we believe in ***the power of collaboration to drive meaningful change***. We actively welcome partnerships with universities, *workforce development boards, reentry programs, corporate sponsors, and career services departments* to expand the reach and impact of the **Freight Dispatcher Certification Program**.

Through strategic partnerships, we can build stronger pathways for individuals to access ***career training, certifications, mentorship, and sustainable employment opportunities*** within the *transportation, logistics, and supply chain sectors*

## WAYS TO PARTNER WITH US:

### ◆ Sponsor a Student or Equipment:

Invest directly in the future workforce by sponsoring tuition costs, training materials, or providing industry-specific equipment to support hands-on learning experiences.

### ◆ Co-Host Workshops or Job Fairs:

Collaborate with AAWTA to organize specialized events, employer panels, or career fairs that connect program graduates to trucking industry professional networks.

### ◆ Promote the Program to Eligible Candidates:

Help extend the program's reach by promoting enrollment opportunities to students, clients, community members, or through your organization's communications channels.

### ◆ Offer Mentorship Opportunities:

Become a mentor to program participants by providing guidance, encouragement, and career advice throughout their training journey. Mentorship helps students build confidence, set goals, and navigate their new career paths.

### ◆ Support Internship & Apprenticeship Placement:

Partner with AAWTA to create internships and apprenticeships specifically for students and graduates of the program. These hands-on opportunities give participants real-world experience, making them stronger candidates for full-time employment.

### ◆ Participate in the Employment Pipeline:

Be an active part of AAWTA's employment initiative by offering direct job opportunities to program graduates. Employers can recruit from a pool of certified, career-ready individuals who have completed rigorous training and mentorship, helping to strengthen and diversify their workforce.

**Ready to join us in breaking barriers and driving change?  
Contact us today to explore partnership opportunities!**

✉ Registration@aawta.org | ☎ 770.756.6768 | 844.884.9663

# For More About AAWTA



The **African American Women Trucking Association** (AAWTA) is committed to *creating pathways to success through **education, workforce development, mentorship, and advocacy.*** We proudly support individuals at every stage of their career journey — from training to business ownership and beyond.

If you are **interested in learning more about our programs, partnership opportunities, or how to get involved**, we invite you to reach out.

Together, we are building a stronger, more inclusive future in transportation and logistics.

## PHONE :

☎ 770.756.6768 | 844.884.9663

## ADDRESS :

3300 Memorial Dr  
suite D4  
Decatur GA 30032

## WEBSITE :

[www.aawta.org](http://www.aawta.org)

## EMAIL:

### Program Inquiry:

[Programs@aawta.org](mailto:Programs@aawta.org)

### Membership Services

[membership@aawta.org](mailto:membership@aawta.org)

### Education Department: VP| CEC

[Ladda@aawta.org](mailto:Ladda@aawta.org)

### Mental Health and Wellness VP| Natasha Jones

[Wellness@aawta.org](mailto:Wellness@aawta.org)

### General Question

[Contact@aawta.org](mailto:Contact@aawta.org)

### Program Director: TBA

### President & Cofounder

[Nicole@aawta.org](mailto:Nicole@aawta.org)



## MESSAGE FROM NICOLE WARD

### PRESIDENT & CO-FOUNDER, AAWTA

*At AAWTA, we believe opportunity should have no limits. When we invest in people's skills, dreams, and futures, we create lasting change across industries and communities.*

*Our Program **opens doors in transportation, logistics, and supply chain industries.***

*Through education, mentorship, and partnerships, we're helping individuals build careers, legacies, and a stronger economy.*

~ Nicole C Ward

## FOLLOW US ON SOCIAL MEDIA:



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