

Intro/Outro ([00:05](#)):

It's time for supply chain. Now broadcasting live from the supply chain capital of the country. Atlanta, Georgia heard around the world. Supply chain. Now spotlights the best in all things, supply chain, the people, the technologies, the best practices and the critical issues of the day. And now here are your hosts.

Scott Luton ([00:32](#)):

Hey, good afternoon. Scott Luton, Enrique Alvarez, and Sophia Reavis Herrera with you here on supply chain. Now welcome to today's live stream Enrique, Sophia, how are you both doing, doing green enjoying home-office having Wednesday. How about you Enrique? I'm doing a great job. I mean, I'm doing great. It's been a very exciting week. It's interesting. There's a lot of things going on, especially in supply chain, especially in our country here in the U S and in Latin America. So I'm, I'm just happy and thrilled for this episode. We're going to have an amazing guest. I've had the pleasure of talking to her before, and it just can hardly wait. She's very inspirational. Agreed, agreed. Just like you and Sophia, but Laura is going to be a wonderful guests here today. Really looking forward to her conversation, but to your point, Enrique, what today's show is going to be all about logistics with purpose.

Scott Luton ([01:28](#)):

And we're going to also touch on one of our newest series here, supply chain now in a spaniel. So stay tuned for that, but, but we have a wonderful story from a, an individual and a leader in an organization that's fighting a critical fight, noble mission against trafficking and human slavery. And before we get started, though, it is a very historic day here in the United States. Um, the bod and Harris administration should be, if they're not already in the process, getting sworn in here just momentarily, Kamala Harris will be, is a course breaking ground, historic, you know, first woman, first African-American first South Asian American to serve as us vice president. So, you know, Enrique and Sophia, we hear a lot here at supply chain. Now, as we try to spotlight, you know, women in, in leadership positions breaking through the various barriers that are out there, and we've heard a lot from our community about, you know, see it to be it along those lines beyond how historic this is.

Scott Luton ([02:20](#)):

It's a wonderful day that undoubtedly will be inspiring many, many individuals out there. So, and Mo perhaps that's not important enough, you know, from our team here, we wish the new administration all the best ahead as we, you know, it goes about saying tough times, very divisive country. And, and to some extent world we live in and, and we need, uh, some system stability and some really strong leadership to lead us into better time. So all the best on this historic day from our team here at supply chain now. All right, so Enrique Sophia, we have a wonderful guest set up to join us here today. We've kinda, it's a, it's a bit of a double feature, isn't it? And pre-K yeah, no, I actually think that it's going to be a fun. We're kind of very happy to launch our new series. As you were mentioning before with your amazing accent.

Enrique Alvarez ([03:07](#)):

We are launching supply chain now in Espanol for everyone. That's kind of watching us and listening to our podcast. We believe that the Latin American region is incredibly exciting. It's growing fast is very important in this logistics industry, among many other industries. And so we're, we're just happy to be able to share some of similar stories that you and Greg have been able to share with our audience in the U S on the rest of the world, but now kind of focusing on people in Latin America, we have great

entrepreneurs, great leadership, and of course, very passionate individuals as well. So I, that's very exciting. We'll talk a little more towards the end of, of this show about that, but, uh, of course our guest of honor, that's the main, that's the main dish, right? Agreed. If you just say amazing accent and you say that again, announce our show again, I will, later I will later in the show, that's a badge of honor, but he really quick before we bring on our guests, Sophia, it's great to have you back with us, uh, we have really enjoyed, um, all the thought leadership, digital, and otherwise that you're, you're putting out there.

Scott Luton ([04:16](#)):

If you're not following Sophia, you you've got to it's requirement in the last time you're with us Sophia, we were talking about mirror goods and the, and the surprising supply chain behind marigolds, right?

Sofia Rivas Herrera ([04:27](#)):

Yeah, we did. And yeah, it's basically talking about a supply chains, similar products, such as coffee, or that are subject to, uh, not being very valued and then not very protected. And I think also that links to our topic today with Laura. I think she will have a lot of insight.

Scott Luton ([04:50](#)):

I agree, completely agree. And also, I know that you're speaking at a big coal chain conference coming up right around the corner. We'll see if we can't find that information and drop it in the comments with our friends over at I S C E a I believe. Is that right?

Sofia Rivas Herrera ([05:05](#)):

Yeah, it's right. Just not cold chain is just supply chain for it.

Scott Luton ([05:10](#)):

Oh, so it's a broader, okay. All right. Wonderful, wonderful. Oh, so we'll see if we can't find that and drop that in the comments. All right. So really quick, before we bring on Laura Sarris with truckers against trafficking, let's say hello to a few of the folks that have joined us in the comments here. Of course, clay and Amanda are behind the scenes, making it all happen. Really appreciate that clay. Great to have you Sylvia Judy so much going on. I agree. Sylvia, big day pre teak Shaw is with, uh, Shaw is with us here on LinkedIn. Hey, twinning is winning, uh, your sister who was with us last time. Great to have you back where this, uh, Andrea, uh, cigar is with it's tuned in via LinkedIn and good evening from India. Of course, Peter is getting so all sworn in. Thank you for that update, that play by play Peter wonderful and great to have you back on another live stream because Sepi tune-in via LinkedIn from Italy, Sylvia, the accent, Hey, I'm just trying to fit in folks trying to fit in. Let's see here, David, great to have you from Canada. Hope you and the family are doing well. Andre agrees me. Yes. Follow you've got to Sophia, especially on LinkedIn, which is where I parked connect with Sophia. The most. She has an outstanding eye for breaking things down in the ways that we can all better understand supply chain and, and greater business world. So, all right. With no further ado, let's bring in Laura Sarris director of corporate engagement with, uh, truckers against trafficking. Hey, Hey, Laura, how are you doing?

Laura Cyrus ([06:40](#)):

Hey, good afternoon. I'm doing well. Thank you so much for having me. You guys are so sophisticated with all of your technology. I love it. It's really cool.

Scott Luton ([06:50](#)):

That's the first time anyone has lobbed that accusation at anything I've been involved in Laura. So, but thank you. We'll take that as a compliment to that in this accident. Hey, we're winning the day here. So Thea. All right, so let's get started. So we really enjoyed Enrique and Christy Porter who couldn't make us here today. A wonderful interview that we released, I believe yesterday, which would have deeper into your story. Laura loved your background, loved your journey, but really appreciate what your organization is doing. And Sophia is going to ask you about that momentarily, but let's start with you. Let's start with you. Tell us more about Laura Cyrus, including any connection with the princess broad. Okay.

Laura Cyrus ([07:26](#)):

Okay. Yeah. So I was born and raised in Michigan, lived for a little while in Denver. I'm into, if you've listened to the episode, all things, musical theater and drama acting related. And as it relates to the princess bride, which is one of my favorite movies, if not my favorite movie in high school, I actually played the princess buttercup role in the first ever stage production of that, that movie. Um, so my high school, yes, we did the princess bride and it was, it was very fun. So yeah, that's my connection.

Scott Luton ([08:00](#)):

I didn't bring my autograph book here today, Laura. And so you're gonna have to come back a third time.

Laura Cyrus ([08:06](#)):

I don't know if we, I don't know if you want that, but it was, it was definitely, um, it was definitely a fun experience and you know, obviously one of the greatest movies of all time

Scott Luton ([08:16](#)):

Agreed. And so we're interviewing, we'll be a musical home, we'll be singing Something. And so we're in the midst of royalty princess buttercup, and also joining you here today is Jasper who you can see in the background. We love dogs here and he is clearly, he knows we're in good hands here. He is not worried about this interview. So great. Jesper. Alright, so Sophia, where are we going next?

Laura Cyrus ([08:41](#)):

Well, so first I wanted, just to confirm, you said on the episode you were a drummer. Okay. Yes. So I would not. The answer is yes. Short answer is yes. I would not still consider myself a drummer, but in high school, um, I marched for four years in marching band and played bass and we had a pretty good drum line. We really did. Thanks to some great instructors. So,

Sofia Rivas Herrera ([09:03](#)):

So we can count on your instrument knowledge for our next episode, which will be a musical. Yeah.

Laura Cyrus ([09:10](#)):

Yes, indeed. And I also have experienced playing cello and percussion and lots of, lots of different things. So I think we should definitely make this musical episode happen for sure.

Sofia Rivas Herrera ([09:19](#)):

I noted when you have it. Well, so basically you shared on the episode, an important issue that we need to raise awareness of, which is human trafficking and these modern day slavery. So could you tell us a little bit more about the context of it? How is it still going on and how can we be more aware of it?

Laura Cyrus ([09:45](#)):

Yeah, absolutely. So January is right here in the U S human trafficking awareness month and great timing to be having this discussion. We know globally that there's an estimated 40 million people enslaved across the world today in both sex trafficking and labor trafficking, as well as state sponsored forced labor child soldiers. You know, it's, it's a complex crime. It is estimated to generate \$150 billion a year annually in illicit profits. It is happening. You know, when we think about here in the United States to anybody that you could think of, I mean, it truly knows no racial gender or socioeconomic bounds when it comes to not only it could be the victims, but also the traffickers disproportionately. We do know that, uh, women and girls of color are more often victims. And so we can, uh, can not ignore sort of that racial aspect, but certainly, you know, traffickers at the end of the day, this is about money for them.

Laura Cyrus ([10:43](#)):

This is about profit. That's why they're doing it. And they recognize that there's a demand, unfortunately for what they're selling. There's a demand for commercial sex and they're motivated by the dollar. And so as an organization, we, I don't know if we're going this way, but I'll take us this way, just in terms of the Genesis of, of where we came from, recognize that the trucking industry through their sheer numbers, their extensive travels, the natures of their job could really provide an extra set of eyes and ears for law enforcement in recovering those victims and having traffickers arrested. So we know that one of the places here in the United States and really across North America, that this crime is happening is at truck stops, rest areas, hotels, motels, places of business, basically a lot of places where truck drivers are, are frequently operating. And we just thought, you know, if we can help these men and women identify this crime and know what to do, just imagine how many lives we could change. Wow.

Scott Luton ([11:43](#)):

Hey, really quick. If I could interject Sophia for a minute here, first this from Robert Simpson, uh, he's doing his master's thesis on the human trafficking, focusing on logistics, hubs like air and ports, any info you may all have, would be greatly appreciated. So Robert, we can definitely get you connected with the organization here, truckers against trafficking. I think we've got Laura's LinkedIn in the show notes and a link to the organization and Laura, if you've got any great connections, we'd love to try to connect people, especially with folks that are getting, helping get the word out on just how big this challenge is. Yeah. So, um,

Laura Cyrus ([12:16](#)):

There's actually one thing you could check out, Robert, look, look for the organization called best businesses, ending slavery and trafficking. They, I think just recently released a training specific to ports and those that are operating in ports. So that that's something to look into for sure. A little bit outside of our wheelhouse, but yeah, there's lots of, lots of good work being done

Scott Luton ([12:36](#)):

Well, that's great. Cause I'm sure it takes a wide variety of partners, partners from a wide variety of channels and expertise to, to, to combat such a huge, \$150 billion industry. That is the enslaves people. One of the quick point, I know we've got a video, we were able to upload. We can share whenever I'm

thinking, maybe after Sophia finishes this segment and maybe Enrique before we, uh, you share a couple of key things from the earlier interview, we can drop it, uh, at that point in time. So Sophia, what, what's your instant takeaway from what Laura is sharing here?

Sofia Rivas Herrera ([13:08](#)):

I think these, uh, I think you mentioned it as our mobile army of truckers. So I think it is very clever to spot these, uh, link between trackers and how they can become like night watches for, for this crime. Right. And how to get them onboard on fighting against it. So at the end, well, it is interesting how people at their core have these values of caring for another human being. So if you can target that and trigger it to action, I think that's something very, very valuable.

Laura Cyrus ([13:46](#)):

Yeah. Yep. We recognize that as well. I mean, just, I've met thousands of truck drivers, which no previous experience in logistics or transportation prior to joining this organization, but have met thousands of men and women that are like you say, family oriented have those kinds of core values. And if they just can understand what to look for and what they, what they have seen over the course of their career and kind of give it language, give it definition and give them the tools to again, act, um, they're more than willing to do so. Cause we all have kids or nieces or nephews or grandchildren, or like you said, we're just, we're caring. We're a community of people that really, um, you know, want the best for everybody. And that's, that's really what it's all about. So that bystander intervention piece, I think is what is so cool about our, our work is that we have found a way to empower, to equip, to educate an entire industry of people. We've now trained over a million people with our material. And those truckers have made nearly 2,700 calls to the national human trafficking hotline, which is the hotline that we promote. And those calls have helped to identify 1300 victims. So we know that it's making impact. We know that it's helping again to change and save lives. So free training industry, specific, easy lift, 30 minutes or less, um, organizations can train their drivers and, and, you know, there's ways for shippers and manufacturers to get involved in this as well. Yeah.

Scott Luton ([15:10](#)):

Ask you a question. Why, why in a bigger picture, right? I mean, you're already, I'm, I'm new to your organization, not new to the problem, the challenge, but there, there seems to be such a dearth of coverage in, in business news. In, in, in common news, this should be plastered everywhere. What do you think? What's the hold back?

Laura Cyrus ([15:31](#)):

Um, honestly, I, I think people still, while they have a, uh, I dunno, increasing knowledge and understanding awareness of human trafficking as an issue, it's amazing to me that's been around 10, 11 years. Um, and there are still people that we meet large organizations within the industry that have never heard of us. And so I think that it, while we have trained a million folks, there's, you know, 3.5 million plus CDL holders out there, it just goes to show that the work is not done. I think it can be kind of a, you know, a topic that's not easily discussed in the business realm. And people might shy away from thinking that they need to train their truck drivers on how to recognize and report sex trafficking, but they do, they need to. And I think the more exciting thing about it is once people sort of catch the vision, as we like to say and recognize how easy it is to do this, there's no cost, you know, all of this, they really can, can make those connections pretty quickly and say, Oh yeah, this makes sense for us to do. And

we're absolutely going to do it. So yeah. Word of mouth. And, and thank you again for having us on today. This helps tremendously just to get the word out, which is what it's about.

Enrique Alvarez ([16:40](#)):

I think it's very important what you do, Laura, and it's, uh, inspirational. As I said before, you actually jumped into the call and one of the things that we're doing at least here at vectors, God is we're going to have Laura kind of come and maybe go through the video with our, with the people in our company. Because even though we're not necessarily a trucking company, I feel like this is important, especially for supply chains, especially because of what Laura already mentioned, which is we are at the right time, mostly at the right locations to spot this crime happening. So what better way of spending 30 minutes? Cause it's really just 30 minutes then to kind of come together as a community, a very strong community that we have supply chain worldwide and just make sure that we can contribute to this cost and hopefully eradicate this issue in the next couple of years, a great point. And you know, that's what we've talked about on shows with Sophia and Enrique and some other guests, you know, supply chain, arguably is in a very unique position to lead and to drive action on these, these critical global issues that unfortunately I've, I can't get over the numbers, the numbers, just it, your heart, but

Scott Luton ([17:50](#)):

Also on the flip side, the 1300 victims that were identified with, through training a million people. I mean, that's where I love to hear where, where these organizations are doing things that address root cause and get people on break people free and have such a huge impact. So Sophia, what, before we, we, we pop in this video, which, which is going to be really cool truckers against trafficking is put out when it comes to global supply chain and leadership's responsibility of confronting and addressing issues like this. You know, and I know you're a big lead, a study on leadership, as you as has been evidenced from your previous conversations with us, what comes to mind for you?

Sofia Rivas Herrera ([18:27](#)):

Well, the first thing that comes to mind is that we need more time sharing and showcasing this kind of work. I think it's not enough just to talk about it once, but bringing it into our conversations and share it with our colleagues so that they know that these types of organizations and projects exist in there, we can join them. Right. And at the end, I guess the not on the impact of this particular work in the U S is not only for us citizens, but at the end for citizens all over the world, because truckers, most of them are not only from one nationality, but from multiple nationalities and they cross borders and perhaps their home is in somewhere else. So the impact is also on several people across the world. So that's like my first takeaway. And secondly, I would say that, yeah, talking about difficult topics, such as human trafficking in leadership is key. Yeah. And as you mentioned, Scott supply chain has these petitioned to do so because it's everywhere and it connects a lot of people within it. So

Scott Luton ([19:48](#)):

Excellent point. And I should add on, I agree with, with every point every syllable you just shared there, Sophia, and especially, I like, you know, it's not enough to talk about it. You know, we've got to find and support organizations that are, that are kind of boots on ground like white, Laura or organization is on the flip side. And, and, and in brutal reality, the global supply chain also for, especially probably with the labor slavery, it we're a big contributor in cause behind it. And it only adds more fuel to the fire while we've got to work together to move, to really eradicate it. So a great point, Sarah made Sophia let's Enrique, Laura Sophia, let's give the video a shot here. It's about, uh, so to our community and our folks

that are tuned in it's about three and a half minutes, but you really hear from a variety of folks, the impact that Laura's organizations making. So hang on just a minute. Clay, can we, before you launch the video clay real quick, uh, something that Sophia pointed out is that it's not only in the U S right, right now, I think Gloria can tell us a little more, her model is simple, uh,

Enrique Alvarez ([20:48](#)):

And it's effective and efficient. And I think it's something that other countries around the world could replicate and learn from. And I know that Laura and her team are incredibly open to, to, uh, help anyone else out there. That's listening to us. And also Laura, I wanted to, to see if you could tell us a little more about this in Mexico, cause you guys already have some presence in Mexico through, uh, through a partnership border or sibling organization down there, right?

Laura Cyrus ([21:12](#)):

Yeah. Um, our model has been replicated by an organization that runs the national, a national hotline in Mexico. I also just in the background, if you hear have a four year old calling for my help, so why don't we break for the video quickly? But yes, if you, if you check out our website under our programs, we have something, a tab called model replication, and you can learn more about how our model has been replicated in Mexico and that we have rolled out into Canada and we are absolutely willing. If there are organizations that exist out there, we're probably not going to take tat to other countries just for lack of our bandwidth. But we would love to see leaders in, in other nations where human trafficking hotlines exist, rise up and replicate this model. And we're very excited and happy to have conversations with people. Interested in doing that

Enrique Alvarez ([22:04](#)):

Outstanding. What's your son or daughter's name? Her name is Margo duel, help her out. All good. Let's play the video and then we'll have you comment on it.

Intro/Outro ([22:18](#)):

My son and I were driving through Oklahoma city, had the radio on and the guy comes on the radio. Hey, anybody want any under-aged girls? This one, she didn't even look 13, 14 years old, cello miniskirt on 14 year old, 15 year old. He's not doing this. You have to wonder who's behind them. They have a pimp or whatever you want to call them. Traffickers. Sex trafficking is a form of modern day slavery. It's when traffickers are using force fraud or coercion to compel an individual to engage in commercial, sex and traffickers are not only exploiting the victims, but they're also excluding some locations. Everything from commercial front brothels to residential brothels, to hotels and motels to truck stops to street-based prostitution. A lot of exploitation is happening online. That's where a lot of the connections are being made. Nobody wakes up and says, gosh, I'd really like to sell myself on the streets today. That is something that's being directed by the victimized, by the traffic.

Intro/Outro ([23:32](#)):

Here we are, you know, I'm 15 years old and my cousin's 14 and we're here at a truck stop, no being forced to work it. No. And we're young girls terrified out of our mind because they actually be in locations that would bring it truckers against trafficking is a grass roots organization. It comes alongside the trucking industry, recognizing that they're the eyes and ears of our nation's highways. They're in places that most people aren't and that they can recognize potential victims of human trafficking. More than the rest of us. You're talking about a really highly trained group of individuals that are seeing

trafficking. They know where to report it. They're reporting it right away. And as a result, we have seen countless victims. Who've been recovered by law enforcement. You need to talk about who's driving change in this area. We have to talk about the American trucking industry. Thank God. What saved me was that truck driver that called in and said, Hey, you know, this is whoever at truck stop. You know, and we have some girls out here that look pretty young, that truck or car boy, I help add happiest. If he ever sees this, I am 18 truck driver with my husband, Bob 16 year veteran of over the road truck driver. I've been driving for 26 years and I am a trucker against track. And I'm a truck. I'm a trucker against traffic and I am a trucker against trafficking.

Enrique Alvarez ([25:42](#)):

All right. So that's tough to respond to frankly, very tough to respond to. And if that doesn't really put it in big shining Marquis sign, and while we've got to act and do something about it, you gotta check your pulse. So Laura, I love what you're doing. I love that you've shared what you're doing with our community here. Uh, I wish we had reached earlier and Reiki. How did y'all, how did you, and, uh, connect with Laura and her organization? So we connected through Christie and, um, uh, Christie has been a big supportive, uh, of this cost and she's an advocate to changing the world as well. So through just trying to find engaging guests to the logistics, with purpose series, she immediately thought of Laura and we connected. We had a couple of calls before our interview with her, and I said, I'm with you. I don't know why we didn't hear about her before. This is something so relevant and something that, that we can all help. And it's just such an easy thing to do as, so it used to return

Scott Luton ([26:44](#)):

On, on doing this. It's just huge. Yeah. Agreed. Well, you know, quick gut reaction and assumption here. I think we talked about all the time about how the truck driving industry doesn't get enough attention and naturally that's the target. That's the core of, of how lower and, and tat are attacking it. And I bet that lack of recognition for an industry probably also stymies wonderful organizations like yours, Laura, and we've got to change that. That's certainly going to change that. So let me share a couple of comments. So Enrique Sophia, and I aren't the only ones impacted with that, that video message. So thank you, clay for putting the link out there, Aaron, Hey, Aaron puts it blank bluntly, right? And then that's part of how we all feel. The traffickers we got to, we got to not only combat the traffickers, but get to the root cause. Right, Nick, great to have you, Nick rumor says huge topic, got an get together and stop it. Peter points out that the, the bottom of your webpage, Laura, I guess we're focusing also go and access to videos. Is that right?

Laura Cyrus ([27:45](#)):

Yes. Um, our videos, our YouTube page. Um, yeah. Yep.

Scott Luton ([27:50](#)):

And Nick, I love this comment. Absolutely. We need that in multiples of a thousand, uh, here in 2021, let's see, uh, your sister, Sophia, Sophia, your sister, Andrea says very delicate problem that happens all around the world and has been going on for years. It's very sad, but we've got to do something to change it. You know, that's where, you know, in this era of social and digital and how everything's at our fingertips, I really hope, and I'll probably all hope that huge issues like this also become more visible and get above the surface level so we can attack it. Right. Yeah. Let's see here. I've got a couple of comments I want to share here. So Bob, uh, Bob Bova says if there's anything that, so Bob is with Accu speech. So if there's anything they can do to help further your efforts, Laura, he offers that up.



Scott Luton ([28:40](#)):

We'll see if we can't make that connection, direct connection. Ed's a big fan of what you're doing, Peter I'm with you. You do have to, I mean, that was, that is tough to see that three and a half minutes and then, and then get back into the conversation because frankly I want to step outside and cry my eyes out. I mean, it really is that it tugs at your heartstrings, especially, I'll tell you if you've got, you know, sons or daughters, you know, and, and, and who've got to figure out their own journey and, and some of the things that are out there, some of the traps that are out there. Okay. So let's stop there, Laura. I know you've got just not much time and I want to protect that, especially with your shareholders that are at home with you. Um, is there any, uh, we didn't get to all so many things that are great, wonderful things about your organization, but is there one key thing that we may have missed that we may want to make sure that you get out there and then of course, we'll make sure that folks can connect with

Laura Cyrus ([29:33](#)):

Yeah, I would just encourage, you know, the people watching that'll watch in the future think of your networks, right? Think of, of, uh, companies, you know, that employ drivers or companies that you know, that contract with trucking companies, um, because there's room for this work, check out our shipping partners programs specifically, um, it leverages those relationships that, uh, manufacturers shippers have with the folks that are moving their product and says, you know, Hey, this, this anti-trafficking training aligns with our corporate social responsibility, our sustainability goals. And we want anybody that moves product for us to be aware of this free training and to consider implementing this. And, and we've had some great, great partners, great connections through that. So if that's something you're interested in, I'd love to speak with you as well. Yes. Visit our website, watch our complete training video. Again, it's about 27 minutes. And if you have any questions, please reach out to us. We are more than happy to just connect with people wherever you are, and have a conversation about how we can work together to combat this crime.

Scott Luton ([30:34](#)):

Laura, if you don't mind, if you could add to that, like what's the one thing that people need to do cause we've been talking about how easy it is. We were talking about the videos, but I just, again, you don't have a lot of time and I want to respect that as well, but what do you need to do? Uh, what is the call for action? Yeah.

Laura Cyrus ([30:49](#)):

Yeah. The call for action. So really if you employ drivers, contact us and get this training, however you implement training, whether it's through a learning management system, COVID has kind of derailed in-person, you know, like classroom style trainings, but I know there are some people still doing those, or however it is that you can get this information out to those people. Or if you have connections to large trucking carriers, otherwise take this information home to your dinner tables. I would say that's really the next biggest thing that everybody can do. Again, watch the complete training video. It will be a great education, um, on human trafficking and specifically how it relates to transportation. But, um, we'd give it a PG 13 rating and we would encourage if you have kids, if you have teenagers, you know, screen the video first yourself, but share it with your family, just start to have a conversation about this, because it really is that important that all of us, you know, whether we're in supply chain or transportation or whatever, we all need to be aware of this and understand that, that we can have, we can have an ability to make a difference.

Laura Cyrus ([31:53](#)):

So yeah. Thank you for those comments. Yeah. Appreciate it. Thank you for having us

Scott Luton ([31:59](#)):

Well, Hey Laura, thanks so much for your time. We've got your LinkedIn profile and link to the organization in the comments to our community, a connect with her, figure out how we can get involved and support this noble mission that Laura and her team are on. Really have enjoyed the few minutes you've had for us here and check out the podcast where we get a fuller picture of what they're doing in Laura's background for that matter, which we published yesterday as part of logistics with purpose of Laura Sauers, director of corporate engagement with truckers against trafficking. Thank you so much.

Laura Cyrus ([32:30](#)):

Thank you. Thanks for having me.

Scott Luton ([32:35](#)):

Wow. No words to kind of, uh, so you know, when, when you're speechless on a live stream, the best thing to do Sophia and Rica, do you have any idea the audience? Yes. Let's let them speak for us. So Peter again, two daughters, two sisters granddaughter, two daughters. It hurts the heart, a friend, Gary Smith appreciates, uh, Laura and her group. Uh, sharing her story here today. Let's see Aaron says, pick your bowl daughters as well. It makes me want to keep them in a bubble. Hey, um, you know, you don't, you know, you can't, uh, as a father of three kids and two daughters, um, but it does make you want to do that. Right? Andrea says, Laura, it's amazing what you're doing to change the system, uh, the situation, the whole support there to see Dave and appreciates the message, Erin, you name it.

Scott Luton ([33:25](#)):

So it's tough to go from there and to really go to anything else, but we're going to, we're going to try to do it. We want to make sure, uh, Amanda and clay, that we have got that video. Cause I think that video, I don't know, Enrique Sophia, your takes, you know, I was privy to Laura's interview with us as we were producing and our, her bits and pieces certainly connected with their own LinkedIn, but there's something about video that puts those testimonials front and center in a way that if you, even, if you haven't pieced that together, it smacks you right in the nose. And that, that was my reaction. Sophia, what's your take here?

Sofia Rivas Herrera ([34:01](#)):

Yeah. I think that we need to look at it. I think a visual aid of what's going on, it's better than just a wheezing into it or someone telling us that it's happening and it is tough, a tough reality to look at, but we should. And yeah, I, I, I go back to that Erin's comment that she feels like now she wants to keep her is in a bubble. I think, uh, my parents have told me that once they, uh, when we were little, they also wanted us to keep us in a bubble because you know, it was a protected environment. Right. And they felt like everything going on in our country in the world was just too much for us. But I mean, I think it is important that through Laura's message, we all can be part of, of that change. Right. And part of our own protection. Right. So I would say that it's like enlarging our bubble to in glow everything. And we are that protection to everyone. I don't know if my analogies right. But

Scott Luton ([35:09](#)):

It makes sense to me. Yeah. It makes sense to me. We all need bigger bubbles, frankly. Uh, and so that's one thing I'm hearing you saying Sophia, the second thing I loved your comment about the global aspect of it that clearly resonated with folks. And then thirdly, something, I think you spoke to Enrique spoke to Laura, spoke to some of our folks in the comments are speaking to, is we got to really lean in and not be afraid of these tough topics, tough conversations. And, and, and this, this is clearly just one of one of many. And I, and frankly, I always wish I had more solutions, more practical solutions and more wherewithal to fix things. But if we can hopefully help facilitate the conversation, they get that awareness out there, which we know is such a huge problem. So many of these issues, you know, at least we can, we can hopefully advance the conversation and get closer and closer to a more systemic fix.

Scott Luton ([35:58](#)):

So I want to switch gears over if we can, to speaking of getting the word out and really serving different communities, we're really excited, not just in Rica, what the logistics with purpose series, which has really featured so many groups that are doing what, doing things like Laura and her organization are doing for four equally as important topics, whether it's, uh, you know, workforce development and, and, um, literacy and in Africa, or whether it's, um, you know, serving families that, that are in need from a broad, different perspectives. I mean, so many different, the nonprofit industry is so deeply entrenched in supply chain. But before we do talk about supply chain now in Espanol, I want to Sophia, I came across the article, you published related to the holidays and logistics world. And because I am not literate in the Spanish language, despite my Enrique says, I've got a neat accent. I'll take that. But can you give us a quick, what's a couple of quick key takeaways not to put you on the spot. We can always take a right turn or left turn. What's a couple of key takeaways related to holiday supply chains that you might can share with us.

Sofia Rivas Herrera ([37:08](#)):

Yeah, for sure. So that article talks about, um, Christmas balls wobbles. Yes. Yeah. I forgot if I, if that was the name in English, but yeah. And it talks about different towns here in Mexico that make them in a traditional way, which is blown glass and how they have stepped it up in their supply chain to also satisfy demand internationally and not just nationally. So yeah, that's like the spectrum of it.

Scott Luton ([37:42](#)):

Wonderful. It's like ornaments, like the glass ornaments

Sofia Rivas Herrera ([37:45](#)):

Ornaments. And also, I think you can, Google translator can just translate the whole page to English or to any language. Perhaps there will be some issues in like lost in translation. But if you get a weird paragraph, just give me a message and I'll tell you like, no, it's not what I meant.

Scott Luton ([38:07](#)):

I will do that. And as Baba also points out accurately, so I'm not literate in English either. And unfortunately that's right, Bob. Well, Sophia, I love, you know, again, I'm a, I'm a big fan. I appreciate all the writing that you do related to supply chain related to business. One other quick comment. You, you shared an interesting spin a few months down, but you shared a great graph that we may have shared it when we wrote a live stream back with us a few months back where there was a variety of, of may. I think it's based on Indian proverb, I believe Sophia, and they're all inspecting different elements of an

elephant. Right. And they all have a different take of what, what they're facing, right. Because they're, they've got their eyes covered and it really, it really enlisted a lot of interactional LinkedIn.

Sofia Rivas Herrera ([38:53](#)):

Yeah. So it is a proper year from India that talks about, uh, different wise men, but they are blind and they are tasked to describe what they are touching, but they just analyze one part of the elephant. So at the end, they'll come up with different conclusions of what, what was it that they're dealing with? And yeah, so

Scott Luton ([39:17](#)):

You can imagine one of them's got the trunk. One of them's got a Paul. One of them may have the tail.

Sofia Rivas Herrera ([39:23](#)):

Yeah. And everyone is like, I have this nail or I have a mimic or they changed the different type of family animal they're dealing with because they don't have the whole picture. So I think I also said that imagine if they, instead of having to touch the animal, they were asked to fix it or something, they learn with a hammer. They perhaps will break it apart. And

Scott Luton ([39:47](#)):

It's such a great, you know, for global supply chain at enterprise level in the end, which I hear is, is not a, uh, it's a dead term these days, but it's such a wonderful takeaway there. And, uh, again, it, it, it, uh, triggered a lot of conversation because it just encapsulates so much in one image. So good stuff there. Y'all gotta follow Sophia if you want to be part of some of this awesome industry conversation on LinkedIn. Okay. So this natural segue here to your point, Sophia is, you know, not just with the holiday supply chain that you can find in Mexico, there's a lots of things that are expanding and growing across the country for that matter across central and South America, which takes us to Enrique one of your new newest projects as if you needed another one that pre-K the master of dozens of, but I'm kind of giving him a hard time, but a lot of very meaningful, purposeful make the world a better place in a very practical way, uh, projects, which we admire about you and vector.

Scott Luton ([40:46](#)):

But tell us more about supply chain now in a spaniel. Yes. No. And thank you very much for that amazing intro, uh, Scott on my actual usage for the show, but no, I think, I think it's part of the same thing. So it's not like a separate project as just kind of like witnessing how much impact you Greg and the team at clay, Amanda, everyone at supply chain now, and the team that you have built together with the hard work and commitment and passion for this industry and dedication really, I have witnessed that, right. I have had the opportunity and the privilege of doing so on by doing that. I have come to realize that it's a it's again, we got to expand the bubble kind of like following Sophia's analogy, right. And, and the world's not only around the

Enrique Alvarez ([41:34](#)):

Language English, it's basically just expanding the Bible. It's the exact same purpose. I really want to share interesting stories with people and not only doing it in English or not only doing ed focusing on the U S although I understand it's incredibly important for the supply chain world, but we want to expand that and take it the next step and just opening up for incredible stories coming from Latin America, people that are really changing the world that are us inspirational as Laura and her organization, and

just sharing it in a, in a different language. So we're excited about it. And I will let Sophia, uh, just tell a little bit, cause we already conducted a few interviews as you know, Scott and, um, they're, they're awesome. They're really, really good. So if he has incredible contacts and we have, we have had the opportunity to speak to two very interesting individuals and we're excited about this. Yeah.

Sofia Rivas Herrera (42:29):

Well, I think that what, when Andrea told me about the project, I was like, yeah, I mean, true supply chain now is where I have met a lot of people from Latin America that are working in supply chain and that are eager to share their experience. Right. And I think then being so close to the U S in, in a sort of way, it makes us also want to share our success stories. And I think, yeah, focusing or giving some highlight to Mexico, Argentina, Brazil, Tila, I don't know all those countries find a mouse, or I remember some of our folks here from Panama and yeah, I think we have also a lot of expertise in supply chain, but we don't talk that often about it. And at the end of the day, there are a lot of Spanish speaking countries and perhaps we can make all of you want to learn Spanish at some point, right. Squad we can share, like, I don't know, um, different dictionaries of turns in supply chain in Spanish. I dunno, ideas here. And then we all become bilingual.

Enrique Alvarez (43:46):

Agreed. Well, you know, the interesting thing, speaking of the, the, the language barriers that exist, it's funny just in the last couple of days we were talking about, even if, if you've got an all English speaking team, if they're in different parts of the world, or if they're in different functional areas. And certainly they're in different companies, you've got that vernacular barrier, right? One company is going to call this, this process, this or this thing that, and then you've got, you know, the organizations that have different terminology. So what further complicates that is with the various, all the wonderful languages in the world and, and that the vibe can be a bridge too far sometimes. But the cool thing is, is especially in this digital age and information age, we're living in the world has become that. And, and the nature global businesses become a closer place where the, that divide and, and those bridges can be built and it can provide so much opportunity for the global business world and for professionals in working through their journey, despite the automation, despite the, all the wonderful technology that the industry is, is, is, uh, adopting and deploying.

Enrique Alvarez (44:52):

You're still, there's a ton of opportunity for folks in supply chain, especially as Sophia, as you've demonstrated time and time. Again, one of our shows in the comments are being featured and you're learning something. It seems like every hour. And, and, and, and then sharing it with others, which I find to be a very refreshing approach. So well said, Scott [inaudible] [inaudible] why will show supply chain now in Espanol? [inaudible] [inaudible] [inaudible] [inaudible] [inaudible] is the [inaudible] [inaudible] [inaudible] [inaudible]

Sofia Rivas Herrera (46:14):

[inaudible] [inaudible] [inaudible] [inaudible] Mexico. [inaudible] so very [inaudible] [inaudible] [inaudible] [inaudible]

Enrique Alvarez (46:34):

It's been, it's been an insight. Go ahead, Scott. Let's just go back to English, speaking a little too fast as well. I apologize for that. No, no, no, no, no apologies needed. So please send me a text about his

laughing, cause I'm not in the head. I promise I'll pick it up every fourth or fifth word. I was trying to piece it together. It's been so long, but yeah, moving fast. I can't talk English fast if y'all haven't haven't picked up on. So what, what did y'all, what was the thrust of what y'all just shared, who were basically sharing a little bit of what the show will be about, which is essentially what I already explained. Right. Just giving voice to interesting, uh, engaging, uh, amazing people on our organizations in our supply chain community. And then we also, uh, Sophia basically just gave a little bit of a intro small intro to one of the first interviews with someone that, uh, that very engaging

Scott Luton ([47:30](#)):

Leads the MIT, uh, school for logistics. And, um, so that was kind of what we talked about. Outstanding and, and Sophia's great. It's so great. One of the neatest things here as we've had a wide variety of, of different hosts that are participating in the interviews is to get some of the sharpest talent, you know, uh, in industry. So it's wonderful to hear. I can't wait to listen to what you and Enrique have tackled them. Some of those shows, and we gotta get you back on another live stream, especially as we, you know, just around the corner, we feature a Spanish only live stream to really make things even easier for folks that speak Spanish first and, and, or maybe only. So, uh, but I want to share a couple of comments. Uh, you've got, we've got a couple of comments here from the audience.

Scott Luton ([48:14](#)):

Uh, see here, Sylvia wants to know if she missed a website to donate to TA T Peter kind of through the, through a gauntlet down. And I think he made a small contribution to the organization. He, he said, Hey, let's all do it together. So Sylvia, I will see if clay and Amanda, whenever Clay's not poking me a bit, if he can drop the comments to the website, uh, there in the comments, let's see here, Peter. Oh, Peter. Okay. Uh, I guess that's the Canadian chapter that was put out there. Sophia AA. Hello, air capital of the world in Wichita, Kansas. Great to have you here. He says he really liked the article by Sophia Reavis Herrera and the video link to the supply chain of Christmas glass ornaments from Mexico. We follow her more than she probably realizes she truly great blockchain ambassador. I'll tell you next time. Sophia comes on the show, her or Laura, we're going to have to have our autograph book ready to go. Gary says, Hey, great idea, Enrique. I'm talking about the new series. If I'm not mistaken, Spanish is spoken by more people than any other and, or, or it's at least top five. I think it is number one, Gary. And so Sophia do y'all know for sure. Definitely top five.

Sofia Rivas Herrera ([49:27](#)):

I think either Chinese also would be one of those languages and Hindi perhaps is another one. Yeah.

Scott Luton ([49:35](#)):

Yep. Agreed. Let's see here. Kelvin is tuned in via Zambia. Great to have you here, Kelvin, via linked in, see here. Oh, AA is asking for subtitles place earlier. I'm with you. David says very lost, very lost. Peter.

Sofia Rivas Herrera ([49:54](#)):

We have the numbers, Mandarin vanish and English. Those are the top three

Scott Luton ([50:01](#)):

Usual you're ahead of me. Sophia. Is that in the, in the private or is that in the, did he put that on the

Sofia Rivas Herrera ([50:06](#)):

Secret?

Scott Luton ([50:09](#)):

Alright, share that again then. Sophia will.

Sofia Rivas Herrera ([50:11](#)):

So it's a Mandarin then Spanish and then English. So we mean perhaps a series in Chinese later.

Scott Luton ([50:19](#)):

Definitely. Definitely. Thank you, Andrea. Yes. You and clay should get together. Hey, you know, sometimes you don't know exactly how to react, but I'm going, gonna, I'm going to speak Spanish by the end of the year. How about that? Maybe you can make an appearance has been recorded. This has been recorded. Uh, Gary says, yes, we do need a star Trek, universal translator. I'm with you, uh, Pedro tuned in from Peru. A pleasure to hear you. Great to have you here via LinkedIn, Pedro, let's see Sylvia

Enrique Alvarez ([50:49](#)):

Drew and everyone else. That's kind of tuning in from Latin America. Please definitely contact us or contact Scott. Uh, cause we want to interview people in all the Latin American countries. So Beto [inaudible] please, please just send us a quick text or comment on the, uh, on the link.

Scott Luton ([51:11](#)):

Excellent. Absolutely. Let's see here. Sylvia says she wants you Enrique to help her brush up on our Spanish. Amanda says donations made who else is making a donation. Love that. And then finally, uh, let's see here. Oh, David's running a tab. So at least 75 bucks thus far. Excellent. That's great stuff here. All right. So what an incredible and w w w it kind of ran the gamut today, a powerful story that we can not get enough attention on the front end. You know, Laura Cyrus and, and the truckers against trafficking. I mean the train and me and people just humbling just to train a million people that is a feat, huge feat. And then to see how that training leads over into real life, let's face it life saving results, and that's not being dramatic. It's pulling 1300 people, at least out of miserable, miserable slave lifestyles.

Scott Luton ([52:12](#)):

So my mind can't even venture to what, you know, what they've been forced to do and been involved in. So y'all check out, we've got the links everywhere comments in the show notes, you name it one final thing with Enrique and Sophia. If folks, you know, folks, whether they're tuned in live or whether they're maybe hearing this on the replay, if there's one thing and the recount put you on the spot first, and then we'll wrap if there's one thing that folks that tuned into the last hour need to laser in on if they forget everything else, but one thing, what would that one thing be in recap?

Enrique Alvarez ([52:44](#)):

I think I'm just going to go with what Peter said. And so I'm kind of stealing Peter's goal of action here. And, um, just go to the tat website, learn about truckers against trafficking, and more importantly about the costs that they're trying to do, uh, to defend and just help out. I mean, it's really not the donations help for sure, but it's really more about awareness. It's more about everyone that's in supply chain and has a logistics company, or has some sort of connection with logistics, just be aware, demand

awareness, forwarded to your employees, forward it to your suppliers, talk to your clients about this. It's, uh, it's something we can all do. And it's really, shouldn't be that hard on,

Scott Luton ([53:26](#)):

On, it's definitely a life-changing for, for many people. And I think that if we actually improve the lives of those people, then the community and the society and the world will be a better place without a doubt. So I think I said more than once. Let's just go through on a website, I guess it's the summary. Yes. You took more of a reader's digest approach. That's okay. I control myself. Listen to me in Spanish. And actually we'll be talking a bit more too, but now thanks, Scott. You bet. Thank you. All right, Sophia, what is your one big thing?

Sofia Rivas Herrera ([53:59](#)):

Learn Spanish. No kidding. Yeah, no, that's not the big takeaway, but I think, uh, well I was going to say something related to it's not only about, um, donating, but also taking action, right? Getting that culture within you. But additionally, I would say that I think, uh, Laura said it on the, on the last episode, she said, it's important to realize that we all can be part of the change that we all can actually make an impact, even though we think we cannot. Yes, we can. So I think that's the one key takeaway

Scott Luton ([54:40](#)):

And I liked, I liked your comment. You know, it's not enough to talk about it and that can be applied to so many critical challenges that we've got to face supply chain, global business, you name it. So really enjoy this wide ranging episode here today. Again, appreciate everybody tuning in, appreciate the comments, appreciate the support for that. That is that's awesome to see that that's the kind of day we need today, along with the other historical nature that's taking place in the nation's capital. So Enrique Alvarez, Sophia Reavis, Herrera. Thanks so much for your time. I think we've got your LinkedIn profiles as well in the show notes. Want to get folks connected with you both and do yourself a favor. Make sure you're following Sophia's special. LinkedIn, just like Andrea said, or just like a said, we're following you more than he thinks. Hey, on that. No, keep, keep driving the conversations. Yeah. I love what you're doing. Uh, look forward to having you back. So thanks to you both to our audience. Thanks for tuning in and spending part of your day here. Hey gosh, there's so many great role models to, to, to point to, but Hey, do good. Give forward. Be the change that's needed to be like Laura Cyrus and the truckers against trafficking on that note, Scotland and signing off for now. We'll see you next time. Own supply chain now,

Speaker 6 ([55:59](#)):

Uh,