



News from  
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## **CHRISTA PETERSON RECIEVES TIDA'S 2021 EMERGING LEADER AWARD**

(CEDAR RAPIDS, Iowa, November 2021) – Christa Peterson, Claims Team Leader at TrueNorth Companies, has been recognized by the Trucking Industry Defense Association (TIDA) as a 2021 Emerging Leader for her impactful efforts within the trucking industry.

Created in 2019, the Emerging Leader Award honors those who have shown incredible commitment to the trucking industry and are creating solid foundations to becoming future leaders of TIDA.

“Ms. Peterson is the Chair of the Young Professionals Committee for TIDA. She is passionate about the advancement of TIDA’s mission and demonstrates this passion in her committee leadership. Ms. Peterson has created quality networking opportunities for members and maintains membership at the highest professional level. She is an asset to TIDA and the entire transportation industry,” said April Arnold, member of the Board of Directors for TIDA.

This award reflects Peterson’s efforts with TIDA and her commitment to the trucking industry. To learn more about this award and view past recipients, visit [www.tida.org](http://www.tida.org).

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### About TrueNorth

TrueNorth® is an entrepreneurial insurance and financial strategies firm focused on providing integrated solutions. Headquartered in the Midwest with locations throughout the country, our firm specializes in assisting transportation businesses and drivers with customized solutions that meet their insurance and financial needs. Learn more about us by visiting [www.truenorthcompanies.com](http://www.truenorthcompanies.com)

### About Trucking Industry Defense Association (TIDA)

The Trucking Industry Defense Association is an established organization founded in 1993. This association welcomes dynamic professionals of the trucking industry and maintains over 1,600 memberships across the United States and Canada. TIDA’s mission is to share knowledge, resources and risk management solutions for motor carriers, insurers, claims professionals and attorneys. Learn more about TIDA by visiting [www.tida.org](http://www.tida.org)