

The Mike Russell Trucking Image Award

2018



TRUCKING 
Moves America Forward

Is Image Important?

2017 was a banner year for trucking visibility, and as our industry continues to assert itself into the public conversation, we need positive and fair coverage more than ever before. The trucking industry is slowly gaining traction in our pursuit for more respect from the media, policymakers and the general public. We still see unfair one-sided soundbites, stories about killer trucks and misguided legislative and regulatory efforts that cripple our industry and put a drag on the economy. In 2018, we want more leaders wearing I Love Trucks buttons and fewer leaders using trucks as negative political talking points.

If you believe any of those statements are true, you're not alone. That is why it is so important to improve the way people view our essential and strong industry.

At ATA, America's Road Team speaks to members of the media in order to see more fair and balanced stories about trucking, while the Share the Road highway safety program teaches young drivers safety tips and shows students a truck driver's perspective from the cab of a truck. National Truck Driver Appreciation Week gives our industry an opportunity to come together in support of the nation's truck drivers and the National Truck Driving Championships give us a chance to celebrate the achievements of our drivers.

The industry wide image movement, Trucking Moves America Forward, is uniting the industry to heighten trucking's visibility, economic necessity and vibrancy, as well as build pride among the industry's 7.4 million workers, including the 3.5 million professional truck drivers. Research shows that TMAF is generating positive results and that when members of the general public have a friend in the trucking industry, they're more likely to appreciate the hard work truck drivers and trucking professionals do each day.

So, how are you bringing new friends to the industry?

The Mike Russell Trucking Image Award celebrates companies, organizations and individuals who creatively generate positive awareness of the trucking industry. Without the support of these leaders, the benefits of an improved image of the trucking industry would not be possible.

Submissions

Submissions will be evaluated by an expert impartial panel of judges based on the following criteria:

- Creativity - What innovative or novel ways has the nominee promoted the image of trucking over the last year?
- Frequency and Reach/Impact - Efforts should reach a significant and relevant audience.
- Execution - All communications in the campaign should reflect the highest standards of quality and professionalism. Entries should include examples of any return on investment.

Award Categories

- Motor carrier
- Industry supplier / Allied Member
- Association or organization
- Driver/owner operator

*All entries must be submitted to the ATA Industry Affairs Department no later than September 8, 2018

Nominations

All nomination packets must include the following:

Information Page that includes:

- Nomination Category
- Nominee
- Title
- Organization
- Address
- Phone
- E-Mail
- Nominator and Contact Information (if different than nominee)

Campaign Materials including:

- Description of Campaign
- Supporting Materials



2017 Award Winners:

(From left to right)

Shannon Newton, Arkansas Trucking Association;
Tony Bradley, Arizona Trucking Association on behalf of Truckers Against Trafficking;
John Elliott, Load One;
Herschel Evans, Holland Inc. and America's Road Team.

Previous Award Winners

2017: Load One,
Arkansas Trucking Association,
Truckers Against Trafficking,
America's Road Team Captain
Herschel Evans of Holland Inc.

2016: Garner Trucking,
Help, Inc.,
The Iowa Motor Truck Association,
John Lex of Walmart Transportation

2015: Con-way, Inc.,
FASTPORT,
The Tennessee Trucking Association
Foundation,
the late Russell Gerdin of
Heartland Express, Inc.,
Ralph Garcia of ABF Freight System, Inc.

2014: Jet Express, Inc., Combined
Transport, Inc., Great West Casualty
Company, Texas Trucking Association

2013: Diversified Transfer and Storage,
Colorado Motor Carriers Association,
Nevada Trucking Association,
OmniTracs

2012: YRC Worldwide,
Travel Centers of America,
Nevada Trucking Association

2011: Baylor Trucking, Inc.,
Mack Trucks, Inc.,
Minnesota Trucking Association,
Tennessee Trucking Association

2010: United Parcel Service,
Michelin North America,
Florida Trucking Association

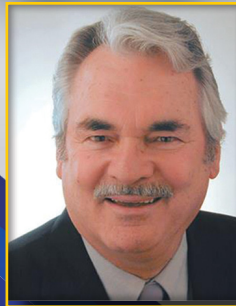
2009: Pottles Transportation,
West Virginia Trucking Association

2008: Bridgestone Bandag Tire Solutions

2007: Don Hayden, M & M Cartage, Inc.

The winners of the Mike Russell Trucking Image Award will be announced during the American Trucking Associations Management Conference & Exhibition, October 27-31, 2018 in Austin, Texas. Visit www.trucking.org for MCE details.

The 2018 Mike Russell Trucking Image Award is sponsored by HireRight, a leading trucking industry provider of on-demand employment background checks, drug testing, Form I-9 and employment.



**Contact info:
American Trucking Associations
The Mike Russell Trucking Image Award
950 North Glebe Road, Suite 210
Arlington, VA 22203-4181**

Questions? Please e-mail ImageAward@trucking.org