The Mike Russell Trucking Image Award 2017

For those who best promote the trucking industry
Is Image Important?

The trucking industry is slowly gaining traction in our pursuit for more respect from the media, policymakers and the general public. But, do you agree we deserve more? We want fewer one-sided soundbites, fewer stories about killer trucks and fewer unfounded regulations that cripple our industry and put a drag on the economy. We want more leaders wearing I Love Trucks buttons.

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.

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 7.3 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

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, 2017*
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

Previous Award Winners

2016 AWARD WINNERS:
(From left to right)
Elisabeth Barna, ATA; Tommy Hogan, HireRight; Brenda Neville, Iowa Motor Truck Association; Karen Rasmussen, Help Inc.; Sherri Garner Brumbaugh, Garner Trucking; John Lex, Walmart Transportation; ATA Chairman Kevin Burch, Jet Express, 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 Mike Russell Trucking Image Award is named in honor of Mike Russell, a trucking industry supporter and former ATA Vice President of Public Affairs.

The winners of the Mike Russell Trucking Image Award will be announced during the American Trucking Associations Management Conference & Exhibition, October 21-24, 2017 in Orlando, Florida. Visit www.trucking.org for MCE details.

The 2017 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.

American Trucking Associations
The Mike Russell Trucking Image Award
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Questions? Please e-mail ImageAward@trucking.org or call ATA Industry Affairs at 703.838.1962