The Mike Russell
Trucking Image Award
2015
For those who best promote
the trucking industry
Is Image Important?

Do you believe the trucking industry deserves more respect by our policymakers, the media and the general public? Could the industry’s image be improved? Are you tired of government regulations that are unnecessary and unfounded or headlines such as *Killer Trucks – Tune in at 5 pm*?

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.

The new industry wide image movement, *Trucking Moves America Forward*, is uniting the industry together to heighten trucking’s visibility, economic necessity and vibrancy, as well as build pride among the industry’s 7 million workers, including the 3.2 million professional truck drivers. This movement is expected to support the continued growth of 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 (such as OEM or service provider)
- Association or organization
- Driver/owner operator

All entries must be submitted to the ATA Image & Outreach Department by September 9, 2015.
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

2014 Award Winners
*From left to right:*
David Wangler, TMW Systems;
Sponsor
ATA Chairman; Phil Byrd,
Bulldog Hiway Express;
Kevin Burch, Jet Express, Inc;
Hugh Fugleburg,
Great West Casualty Company;
John Esparza,
Texas Trucking Association;
Mike Card, Combined Transport, 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 2015 Mike Russell Trucking Image Award is sponsored by TMW Systems, a leading Transportation Management Software (TMS) provider for For-Hire, Private Fleet, Brokerage and 3PL companies. www.tmwsystems.com