

**The Mike Russell
Trucking Image Award
2016**

For those who best promote
the trucking industry



**AMERICAN
TRUCKING
ASSOCIATIONS**



HireRight®

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 7.1 million workers, including the 3.4 million professional truck drivers. This movement is supporting 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 August 19, 2016.

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



2015 Award Winners

From left to right:

Kevin Burch, ATA First Vice Chairman, Jet Express, Inc.; Curt Shewchuck, XPO Logistics (Formerly Con-way, Inc.); Bill McLennan, FASTPORT; Dave Huneryager, Tennessee Trucking Association Foundation; Ralph Garcia, America's Road Team Captain, ABF Freight; Kent Ferguson, HireRight)

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 1-4, 2016 in Las Vegas, Nevada. Visit www.trucking.org for MC&E details.

The 2016 Mike Russell Trucking Image Award is sponsored by HireRight, a leading 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 Image Outreachat 703.838.1962



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