



2023

Mike Russell

**TRUCKING IMAGE
AWARD**



TRUCKING 
Moves America Forward

Is Image Important?

If you're passionate about improving the image of the trucking industry, then you won't want to miss your chance to apply for the Mike Russell Trucking Image Award. Since its inception in 2007, this highly coveted award has recognized companies, organizations, and individuals who have made exceptional efforts to promote positive awareness of the trucking industry.

Despite progress on policy, the trucking industry still faces unfair media coverage and misguided legislative and regulatory efforts that hurt our industry and the economy. That's why it's more important than ever to improve the way people view our essential and robust industry.

The Mike Russell Trucking Image Award celebrates the creativity and dedication of those who are committed to generating positive awareness of the trucking industry. By showcasing the innovative and novel ways that nominees have promoted trucking over the last year, this award helps to raise the profile of the industry and inspire others to follow suit.

Our expert and impartial panel of judges will evaluate all submissions based on the following criteria: creativity, frequency and reach/impact, and execution. We want to see innovative and novel approaches that effectively engage a significant and relevant audience while upholding the highest standards of quality and professionalism.

Don't miss this opportunity to be recognized for your exceptional efforts and contributions to the trucking industry. Submit your entry to ataindustryaffairs@trucking.org or mail it to the ATA Industry Affairs Department at 80 M Street S.E., Suite 800, Washington, DC 20003 no later than August 11, 2023.

So don't wait – apply today and help us continue to move trucking forward!

How are you bringing new friends into 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.

CRITERIA

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 & 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.

SUBMISSIONS

Please submit all entries to:
Industry Affairs
80 M Street S.E., Suite 800
Washington, DC 20003

Or email them to:
ataindustryaffairs@trucking.org
All entries must be
submitted to the ATA Industry

: Affairs Department **no later**
: **than August 11, 2023.**

Our 2022 Winners:



TrueNorth Companies



Northern Industrial Training



**Ken Calhoun
Altec Industries**



The Alabama Trucking Association

TRUENORTH COMPANIES, for their work with the ATA and the ATA Federation, sponsoring various industry endeavors, as well as fundraising for important industry-driven organizations like the Warrior's Drive for Hope, Florida of Honor and more.

NORTHERN INDUSTRIAL TRAINING, for creating Alaska Trucking 101 – a program that tells the industry's story state legislators, policymakers, the press and public.

ALTEC INDUSTRIES' KEN CALHOUN, for his work with the ATA Technology and Maintenance Council's development of TMC SuperTech: The Game, as well as his efforts with the Be Pro Be Proud Vocational Tech Student Outreach program to help recruit and develop the next generation of technicians.

THE ALABAMA TRUCKING ASSOCIATION, for their efforts to promote careers in trucking with a social media campaign, billboards and broadcast commercials.

Nominations:

AWARD CATEGORIES:

- **Motor Carrier**
- **Industry Supplier / Allied Member**
- **Association or Organization**
- **Driver/Owner-Operator**

TO INCLUDE WITH YOUR NOMINATIONS:

All nomination packets must include the following:

Information Page that includes:

- | | |
|--|--|
| <input type="checkbox"/> Nomination Category | <input type="checkbox"/> Phone |
| <input type="checkbox"/> Nominee | <input type="checkbox"/> Email |
| <input type="checkbox"/> Title | <input type="checkbox"/> Nominator and Contact Information |
| <input type="checkbox"/> Organization | (if different than nominee) |
| <input type="checkbox"/> Address | |

Campaign Materials Including:

- | | |
|--|---|
| <input type="checkbox"/> Description of Campaign | <input type="checkbox"/> Supporting Materials |
|--|---|

Previous Award Winners:

2021:

- Carbon Express
- Indiana Motor Truck Association
- Wayne Crowder America's Road Team Captain, FedEx Freight
- John Walsh Mack Trucks

2020:

- Rhonda Hartman, Old Dominion Freight Line
- Nebraska Trucking Association
- J&M Tank Lines

2019:

- Minnesota Trucking Foundation
- Covalent Transport
- Pilot Flying J
- Kevin Burch, Jet Express
- Steve Fields, YRC Freight and America's Road Team Captain

2018:

- Tennessee Trucking Association Foundation
- Werner Enterprises Inc.
- Pilot Flying J
- Don Logan, FedEx Freight and America's Road Team
- Honorable Mention: St. Christopher's Fund

2017:

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

2016:

- Garner Trucking
- Help, Inc.
- Iowa Motor Truck Association
- John Lex of Walmart Transportation

2015:

- Con-way, Inc.
- FASTPORT
- 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 our Management
Conference & Exhibition

Visit www.trucking.org for MCE details.

The 2023 Mike Russell Trucking Image Award
is sponsored by



GREAT WEST CASUALTY COMPANY

The Difference is Service®

CONTACT INFO:

American Trucking Associations
The Mike Russell Trucking Image Award
80 M Street S.E. Suite 800
Washington, DC 20003

Questions? Please email
ataindustryaffairs@trucking.org



TRUCKING ►
Moves America Forward