

Mike Russell

TRUCKING IMAGE AWARD



Celebrating 19 Years of Elevating Trucking's Image

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Call for Nominations

If you are passionate about elevating the public perception of the trucking industry, now is your moment. Nominations are officially open for the Mike Russell Trucking Image Award, the industry's premier honor celebrating those who go above and beyond to tell trucking's story with pride, creativity, and impact.

Now in its 19th year, this award recognizes companies, organizations, and individuals who have made extraordinary contributions to promoting a positive, accurate, and inspiring image of our industry. From innovative campaigns to grassroots outreach, past honorees have helped shift the narrative by showcasing the professionalism, essential service, and humanity of the people who keep America moving.

Despite meaningful progress in advocacy and policy, our industry continues to face unfair media portrayals and misguided legislative and regulatory efforts. That is why your voice and your work matter. Improving how the world sees trucking is not just important; it is essential to our future. This award celebrates those who take that mission to heart.

Our judging panel will evaluate submissions based on:

Creativity

Frequency and reach or impact

Execution and professionalism

We are looking for the storytellers, the innovators, the ambassadors, the champions whose efforts spark understanding, build trust, and inspire pride.

Whether you are applying on behalf of yourself, your company, or nominating someone whose dedication deserves to shine, do not miss the chance to honor the passion and commitment driving positive change in our industry.

Deadline

Friday, July 31

Let us celebrate the people who elevate our industry every day.

Submit your entry

Email ataindustryaffairs@trucking.org

Or mail it to

American Trucking Associations

ATTN: Industry Affairs Department / Mike Russell Nomination

80 M Street S.E., Suite 800

Washington, DC 20003

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:

- Nomination Category
- Nominee
- Title
- Organization
- Address
- Phone
- Email
- Nominator and Contact Information (if different than nominee)
- Campaign Materials Including:
 - Description of Campaign
 - Supporting Materials

2025

- Antoine Sadler, Professional Driver, Walmart Transportation
- Trucking Association of New York

2024

- DDC FPO
- Ohio Trucking Association
- Meijer Logistics

2023

- Bob Bramwell, Professional Driver, ABF Freight
- Florida Trucking Association
- Idaho Trucking Association
- Rob Phillips, CEO, Phillips Industries
- Total Transportation of Mississippi

2022

- TrueNorth
- Northern Industrial Training
- Ken Calhoun, Altec Industries
- The Alabama Trucking Association

2021

- Carbon Express
- Indiana Motor Truck Association
- Wayne Crowder, Professional Driver, FedEx Freight
- John Walsh Mack Trucks

2020

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

2019

- Minnesota Trucking Foundation
- Covenant Transport
- Pilot Flying J
- Kevin Burch, Jet Express
- Steve Fields, Professional Driver, Walmart Transportation

2018

- Tennessee Trucking Association Foundation
- Werner Enterprises Inc.
- Pilot Flying J
- Don Logan, Advisor-Safety Project Management, FedEx Freight
- Honorable Mention: St. Christopher's Fund

2017

- Load One
- Arkansas Trucking Association
- Truckers Against Trafficking
- Herschel Evans, Professional Driver, Silvey Enterprises

2016

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

2015

- Con-way, Inc.
- FASTPORT
- Tennessee Trucking Association Foundation
- The late Russell Gerdin of Heartland Express, Inc.
- Ralph Garcia, Professional Driver, ABF Freight

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.

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Questions? Please email ataindustryaffairs@trucking.org



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TRUCKING** 

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