



TRUCKING ▶
Moves America Forward



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**The Mike Russell
Trucking Image
Award**

2020 | The Mike Russell Trucking Image Award

Is Image Important?

2019 was a banner year for trucking visibility, and as our industry continues to assert itself into the public conversation, more than ever we need positive and fair coverage. The trucking industry is gaining traction in our pursuit for more respect from the media, policymakers and the general public. However, we still see unfair one-sided soundbites, stories about killer trucks and misguided legislative and regulatory efforts that cripple our industry and put a drag on the economy. In 2020, we want more leaders wearing I Heart Trucks buttons and fewer leaders using trucks as negative political talking points.

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. ATA's Heroes program encourages all to sign-up for a career in trucking. National Truck Driver Appreciation Week gives our industry an opportunity to come together in support of the nation's truck drivers and the National Truck Driving Championships give us a chance to celebrate the achievements of our drivers. This year our technicians will be honored during National Technician Appreciation Week.

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 7.7 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.

In 2020, the world was taken by surprise with the uprising of the COVID-19 pandemic. Countries shut down, turmoil and fear spread across the US, and yet, our drivers bravely continue moving America. Leaders, policymakers, national news outlets, and the public, are taking notice and pushing our industry to the forefront. There has never been a better time for America to notice, we are here for you, day and night, 365 days a year, on good days and bad, to deliver America's goods. Our truck drivers are showing pure heroism on the front lines, working hard to show the country what our industry is really about.

So, how are you bringing new friends to 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.

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

*Please submit all entries to: Image & Industry Affairs
950 N. Glebe Rd., Suite 210, Arlington, VA 22203
or email them to ImageAward@trucking.org*

**All entries must be submitted to the ATA Industry Affairs Department
no later than October 5, 2020.*

2019 Award Winners



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

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

- 2018:**
 - Tennessee Trucking Association Foundation
 - Werner Enterprises Inc.
 - Pilot Flying J
 - Don Logan, FedEx Freight and America's Road Team Captain
 - Honorable Mention - St. Christopher's Fund
- 2017:**
 - Load One
 - Arkansas Trucking Association
 - Truckers Against Trafficking
 - Herschel Evans, Holland Inc. and America's Road Team Captain
- 2016:**
 - Garner Trucking
 - Help, Inc.
 - Iowa Motor Truck Association
 - John Lex, Walmart Transportation and America's Road Team Captain
- 2015:**
 - Con-way, Inc.
 - FASTPORT
 - The Tennessee Trucking Association Foundation, in honor of the late Russell Gerdin of Heartland Express, Inc.
 - Ralph Garcia, ABF Freight Systems, Inc. and America's Road Team Captain
- 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:**
 - Pottle's Transportation LLC
 - 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, being held virtually this year October 19-23 and October 26-28, 2020.

Visit www.trucking.org for MCE details.

The 2020 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.

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Contact info:

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The Mike Russell Trucking Image Award
950 North Glebe Road, Suite 210
Arlington, VA 22203-4181

Questions? Please e-mail ImageAward@trucking.org