**TMAF MATS Press Conference Remarks**

**March 25, 2015**

**[KEVIN BURCH WELCOMES]**

Good afternoon, my name is Kevin Burch, President of JET Express in Dayton, Ohio, and Co-Chairman of Trucking Moves American Forward.

A year ago to the day, Trucking Moves America Forward was launched here at the Mid-America Trucking Show, and it was considered an unprecedented effort for the industry to come together under one movement to improve the image of trucking.

Today, we are happy to announce that this long-term movement to spread the positive message of trucking has achieved so much more than any of us had expected when we were on this podium one year ago.

One person who is not standing up here with us today is someone who played a very large role, if not the largest, in getting Trucking Moves America Forward off the ground. Without the contributions of Mr. Mike Pennington, TMAF would not have been able to secure the support of founding members such as ACT 1.

I know Mike’s passing was very sad for all of us in this room, and the trucking industry is forever grateful to Mike for his endless effort to tell everyone he knew how important the trucking industry is for this country. I am proud to say that Mike’s legacy and mission lives on in the success of Trucking Moves America Forward.

Luckily, Mike Pennington’s visions for a unified movement that included all members of the trucking industry has made great strides already in its first year.

The members of TMAF are proud to report that we have successfully reached our ***one million dollar fundraising goal*** for the inaugural year of the movement.

We have been able to reach this goal, thanks to the efforts of our founding members and other major donors who are a “Who’s Who” of the trucking industry. We are very grateful for the more than one hundred and forty companies and people, who have made donations, some in the form of five-year commitments, some with in-kind donations – it has all made a significant difference.

We would now like to show you just how the donations and support of TMAF has been used to share the message of trucking to the industry and the general public.

**[PLAY THE TMAF PRIDE VIDEO]**

**[VIDEO ENDS / BACK TO KEVIN]**

This is what TMAF is all about—showing that all members of the trucking industry are essential to our American economy and proud of the work they are doing. Improving the image of the trucking industry is a main mission of TMAF.

As we begin year two of this movement, we are looking forward to expanding our reach so that we can build on this image and education campaign. One way we hope to achieve this, is by actively engaging our subscribers on our website. We will be communicating to subscribers regularly with movement updates.

We are also pleased to introduce a member-only section of the website that offers all registered members access to all the materials they need to spread the message of TMAF - to educate, inform and market the great attributes of the trucking industry: essentiality, safety, economic, sustainability and community messages.

The site provides members all the content they need to help us tell our great story: tailored messages for the public, for lawmakers, and others in our industry, as well as advertisements, content for social media, videos, press materials – you name it.

Our goals for 2015 are to continue fundraising, activate and engage the trucking industry through marketing and recruitment tools, support federal and state advocacy efforts through public relations and advertising and to continue to develop strategies for public messages by using research measurements.

Overall, we aim to continue to build pride within the trucking industry. We must encourage the next generation to join the movement by making trucking an attractive and long-term career option.

Now, I’d like Keith Tuttle, Chairman of the Truckload Carriers Association, to speak on how TMAF intends to build on its mission in year two of the movement.

**[KEITH TUTTLE APPROACHES PODIUM AND SPEAKS]**

Thank you very much Kevin. One of TMAF’s strengths is that it has such great leaders like Kevin Burch who has been a tremendous advocate of the industry for many years.

Kevin said that image is at the very heart of the TMAF movement, and that’s exactly what makes TMAF one of a kind. Trucking Moves America Forward is telling the stories from behind the wheel—the stories of trucking professionals that the general public just doesn’t always see or hear.

It’s refreshing to see so much growth already within TMAF in its first year alone. The movement seems to be finding itself in every major event that represents the trucking industry. Whether it’s NASCAR, association annual meetings, trade shows, such as MATS, and major national commemorations such as Wreaths Across America -- TMAF is present.

TMAF not only is making itself known through the big events, but giving trucking professionals the tools they need to spread the movement’s message within their own companies.

What’s most important about TMAF is that no other movement in the history of the trucking industry has been able to bring all sectors together to promote trucking. This movement has been tailored to represent every segment of the industry.

And I would now like to invite Dick Pingel to the stage to speak on the owner-operators’ role in this movement.

**[DICK PINGEL SPEAKS]**

Thank you Kevin. As Kevin said, my name is Dick Pingel, and I speak for the owner-operators of the American trucking industry. As Kevin put so eloquently, this movement is not just for the large fleets, and name-brand companies, but for all members of the industry, including the drivers.

We are fortunate that major players in the trucking industry have been able to come together and create a vehicle for professional truck drivers, technicians, travel plaza attendants, dispatchers, and any other member who is associated with the trucking industry.

TMAF is important because if offers a platform in which we can further communicate to the next generation of drivers. We need to demonstrate to them how the industry works before they get on the road, or even get to driving school. With the right programs and marketing tools, we can validate our industry messages and prepare new drivers.

The movement can make a big difference in educating future drivers that trucking is a good career choice and a major contributor to local and national jobs and the nation’s economy.

With that, I’d like to invite [**INSERT DRIVER NAME**] to say a few words on what TMAF means to the 3 million professional drivers on the road every day.

**[DRIVER SPEAKS]**

Thank you very much Dick. My name is [**INSERT DRIVER INFORMATION]**. I am proud to be a member of America’s Road Team, and proud to spread the message of TMAF to my fellow drivers and other members of the trucking industry.

As a professional driver, I can say that TMAF is the perfect outlet for trucking professionals to tell their stories about what it means to be a member of the trucking industry. Because we’re on the road constantly, the professional truck driver is the most visible ambassador of the industry.

I love my job. I help America move and grow. I get to make dreams come true for many, whether it is delivering for a business or the food on your table, I am pride that I can make a difference in America. I also know that I have to earn respect while on the road by being a safe and reliable professional.

Trucking Moves America Forward helps us to be our best.

This movement is not just for professional drivers, but for every member of the industry. TMAF promotes the fact that we are 7 million professionals that are committed to safety and the overall image of trucking.

TMAF has already started to tell that story through one of their many videos.

**[PLAY THE TMAF SAFETY VIDEO]**

**[KEVIN BURCH SPEAKS]**

I want to thank all of the members of TMAF who have spoken on the success of this movement over its first year, and we will now take your questions.

**[BEGIN Q&A]**