

2015 ANNUAL REPORT



Trucking Moves America Forward has a clear goal – to improve the trucking industry's image and show the tremendous value it provides to the U.S. economy and everyday life.

As we look back on 2015, we're proud to say that TMAF had a remarkable year galvanizing this grassroots movement. From engaging audiences, to growing the donor base, to deploying traditional and social media strategies, we've amplified the industry's voice and received positive feedback at every turn.

Policy makers, the public, and our industry stakeholders have heard our message loud and clear. Our key audiences increasingly understand that trucking brings 7 million jobs and more than \$700 billion to the U.S. economy, but we can't stop here.

Fortunately, 2015 was another successful year in setting a foundation that we can build off of for years to come. That is why we want to take this occasion – in TMAF's first annual report – to share the movement's activities, benchmarks, and statistics from 2015. We have impressive numbers demonstrating social media sharing and engagement, news stories, a growing subscriber list, marketing visibility, advertising campaigns and more.

It is also worth pointing out the efforts that provided intangible value in 2015. A new members-only resources page on truckingmovesamerica.com features excellent tools at the grassroots level. Many of you have also seen – and made use of – our updated Industry Movement Guide and PowerPoint presentation. We also, for the first time, commissioned a study to research the effectiveness of TMAF's 2015 image campaign – as a starting benchmark to measure our campaign moving forward; the results will be used to guide and improve our messaging and outreach tactics. And finally, TMAF's ongoing marketing included adding the all-new TMAF Store to the website.

Another accomplishment that is difficult to measure, but easily felt, is the overwhelmingly positive feedback we have received from our supporters across the country. In closing, we'd like to thank you again for your hard work and loyalty throughout 2015. We look forward to an even more successful 2016.

Sincerely,

Kevin W. Burch, co-chair of TMAF
President, Jet Express, Inc.
First Vice Chairman, American Trucking Associations

Steve Ponder, co-chair of TMAF
Executive Vice President, Great West Casualty Company



**MOVING AMERICA
FORWARD**

MISSION

The mission of Trucking Moves America Forward is to establish a long-term industry-wide movement to create a positive image for the industry, to ensure that policymakers and the public understand the importance of the trucking industry to the nation's economy, and to build the political and grassroots support necessary to strengthen and grow the industry in the future.



TMAF wants to make sure drivers are portrayed as skilled professionals and devoted family people who value safety, efficiency and reliability. Today, an estimated 1 in 17 Americans is involved in trucking and TMAF wants to make sure everyone understands just how essential this industry is and how hard its members work.

Automotive World

WHAT WE DO

Every day, millions of trucks travel across the United States to help move America forward.

Whether you are a student, mother, homeowner, doctor, business executive or politician, you depend on trucks to deliver essential foods, medicines, office supplies, computers, cribs, and other products that help you live every day.

Most Americans don't realize how essential trucks are to their lives until there is a severe weather or adverse condition that prevents trucks from delivering.

But the fact is trucks are critical to our national and global economy, to our families, to our businesses, and so much more. When they stop moving, the country stops moving.

By telling our story—educating the public and working with policymakers at the state and federal level—we can ensure that the trucking industry remains the thriving industry it is today.

Trucking Moves America Forward. We have a story. Help us share it!

| 2015: MARKETING

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MEMBER RESOURCES

The TMAF website, truckingmovesamerica.com, went through important updates in 2015 – namely via the members-only resources page. Members can now access tools such as key messages; talking points segmented by seven audiences (drivers, mechanics, vendors, the motoring public, lawmakers, allied member companies, and customers); press materials; sample speeches and op-eds; donation and pledge information; trailer wrap information; and useful visuals for amplifying TMAF's image, such as videos, social media shareables, and advertisements. The goal with the site is to demonstrate how to promote the movement by providing all the necessary materials.

MEMBER DATABASE

The new email marketing database established in 2015 has now amassed 2,100 subscribers to ensure our membership is regularly informed. Those who sign up through the website receive email notifications on industry news, advertising campaigns, TMAF press releases and TMAF milestones.

TRADE SHOWS

TMAF knows it is necessary to be a part of our industry trade shows and conferences to reach drivers, vendors, suppliers, carriers, associations and more. TMAF was present at 2015 MATS, 2015 GATS, the National Truck Driving Championships, and ATA's MCE – reaching a potential combined audience of 127,500.

- AT MATS, the largest annual heavy-duty trucking industry event in the world attracting 70,000 attendees and 1,000 exhibitors, TMAF held a press conference to give an update on the movement's progress, and provided marketing language in the conference program and for the website.
- At GATS, TMAF had a presence at several members' booths, displaying pledge cards and signage, and encouraging member sign-up and donations.
- At the National Truck Driving Championships in St. Louis, where more than 2,000 friends, family, colleagues, company executives and fans came out to cheer on the drivers, TMAF displayed signage and also conducted video interviews with professionals in the industry, resulting in four videos.
- At MCE in October, 1,500 attendees saw the TMAF signage that was displayed all over the conference. TMAF leaders gave remarks during key speeches, and TMAF provided handouts and gear while encouraging sign-ups and donations.



| 2015: MARKETING

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We are proud to be a part of the Trucking Moves America Forward program by covering three of our newest trailers with the message, and we hope that many Americans will come to appreciate all of the hardworking individuals in the trucking industry.

— Titan CEO Tommy Hodges

TRAILER WRAPS

By the close of 2015, there were 80 TMAF tractor-trailer wraps appearing on trucks throughout the country. This was a significant success, moving TMAF toward its goal of 100 through March and even more in 2016. These “moving billboards” are a great educational tool for the motoring public. They tell a real-time story of how truck drivers are just like you and me – fathers, mothers, friends, and colleagues – diminishing the notion of massive vehicles needlessly taking up space on the road, and instead demonstrating the value that trucks deliver, each earning as many as 16 million impressions per city.



2015: MEDIA

3



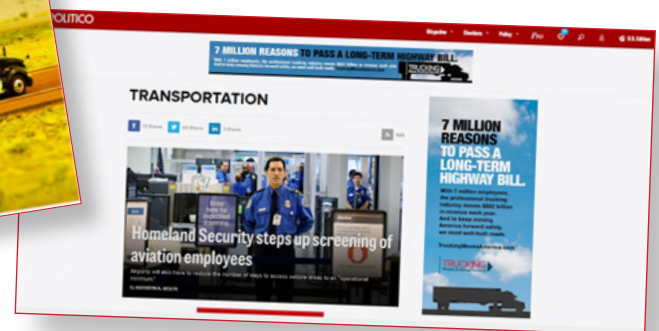
PAID ADVERTISING

TMAF executed two major ad buys in 2015 — a Washington lawmaker-focused campaign in March/April and a consumer-focused campaign in September. With careful consideration of the budget, TMAF executed cost-effective campaigns that tell its story to very targeted audiences.

- The advocacy campaign included print, digital, radio and earned media. Print ads in Politico, The Hill and The Washington Post newspapers yielded a combined total of 165,870 impressions. Online, website-banner ads on politico.com and thehill.com produced a click-through rate of 0.15 percent. And 26 radio spots on WTOP News in Washington reach nearly 1 million gross impressions for adults ages 25+ and 35+.

- The consumer campaign reached a total circulation of more than 1.5 million readers in nine major dailies: the Billings Gazette, Orlando Sentinel, Sacramento Bee, Houston Chronicle, Nashville Tennessean, Omaha World-Herald, Dayton Daily News, Philadelphia Inquirer/Daily News and the Pittsburgh Post-Gazette.

▶ **1M** radio impressions



▶ **1.5M** circulation

2015: MEDIA

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EARNED MEDIA

TMAF was seen in the news all over the country in 2015. Throughout the year, news stories were secured in trucking trade publications on TMAF news and announcements. Media outlets in Washington and throughout the country provided coverage when TMAF was advocating for better laws that support the industry, and when an association provided a significant donation to the movement.

There were 50 earned media placements in 2015. Half of those were opinion letters drafted to promote the essential benefits of trucking during holidays and critical times of need throughout the year. They were authored by co-chair Kevin Burch and submitted to business journals and daily newspapers during the legislation session in Washington, National Truck Driver Appreciation Week, and the winter holidays.

▶ 50

News stories secured

▶ 12

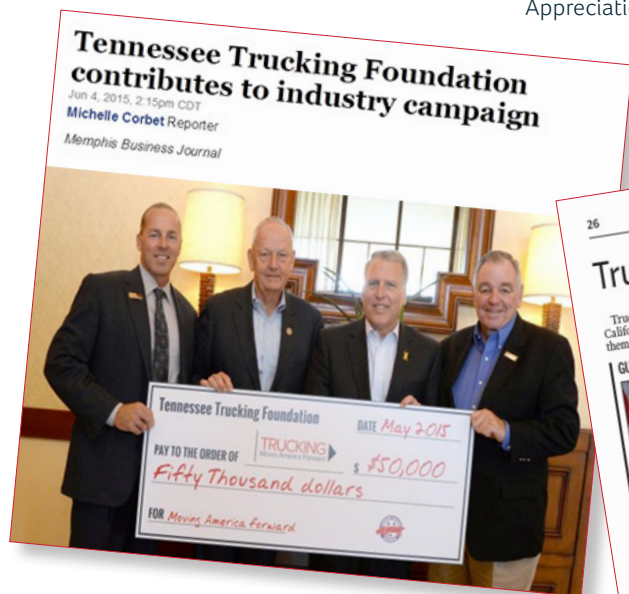
Press releases issued

▶ 24

Stories placed in daily newspapers and industry trade journals

▶ 26

Thought leadership/opinion pieces



2015: SOCIAL MEDIA

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YOUTUBE

34,105 VIEWS



FACEBOOK

6,165 FANS

199%

increase between Jan-Dec

2+ MILLION
impressions



TWITTER

1,689 FOLLOWERS

118%

increase between Jan-Dec

1+ MILLION
Impressions

These numbers show TMAF's Facebook page when compared to 9,073 other pages that have fans between 1,000 and 10,000. TMAF outperforms the average.

PEOPLE TALKING
ABOUT
(200 USERS)

VIRAL REACH
(9330 USERS)

ORGANIC
REACH
(3257 USERS)

TRUCKING
Moves America Forward

3.1%

146.1%

146.1%

OTHER

2.5%

23.4%

21.3%



| 2015: ADVOCACY

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TMAF SUPPORTED IMPORTANT ADVOCACY EFFORTS WHERE TRUCKING'S ESSENTIALITY IS AT STAKE.

HIGHWAY BILL

Beginning in April, when federal lawmakers were battling over the passage of a long-term highway bill, TMAF promoted the economic, safety and essentiality-of-trucking messages to Congress in the form of press releases, earned media, advertising and social media.

In December, after many months of debate, the U.S. Congress passed a long-term highway funding bill, for which TMAF advocated strongly. The \$305 billion measure, which includes several major transportation and logistics-related improvements, put an end to the short-term patches that have financed infrastructure projects since 2009.

"The long-overdue passage of a bipartisan highway funding bill is great news for America's truck drivers, families and the motoring public," said Kevin Burch, co-chairman of TMAF, president of Jet Express, Inc., and first vice chairman of American Trucking Associations. "I congratulate Congress for taking such an important safety step in improving our nation's roads and bridges."

INFRASTRUCTURE WEEK 2015

In May, TMAF announced it would join Infrastructure Week, a series of events in Washington, D.C. attended by more than 60 national and regional infrastructure and transportation advocacy groups. Participating organizations shared a commitment to educating lawmakers and the public about America's neglected infrastructure and the profound consequences that disinvestment has on American businesses and livelihoods.

Leading up to the week and during the week, TMAF created press and marketing materials for the effort and enjoyed free publicity on the organization's website and in their marketing materials.

"All of us at TMAF are thrilled to join such a diverse and broad group of business and transportation interest groups calling attention to America's critical infrastructure needs and the rapidly approaching Highway Trust Fund fiscal cliff," said Burch. "Trucking companies cannot afford any more delays. Congress must fully fund the federal Highway Trust Fund to safeguard our nation's economic and national security."



TMAF EXECUTIVE COMMITTEE

Steve Ponder

Executive Vice President

Great West Casualty Company

Kevin W. Burch

President

Jet Express, First Chairman of ATA

Elisabeth Barna

SVP Communications & Public Affairs

American Trucking Associations

David Carter

Vice President, Marketing and Communications

Old Dominion Freight Line

Wendy Hamilton

Senior Manager Sales Marketing and Training

Pilot Flying J

Norita Taylor

Director of Public Relations

Owner-Operator Independent Drivers Association

Ann Lezotte

Communications Manager

Pilot Flying J

TMAF is grateful. Since inception, there has been a total of 180 donors to the TMAF movement. In-kind donations came from publications who donated advertising space. We also are thankful to those individual contributions that came to us at trade shows through checks and visits to our new online store, SHOP TMAF.

Statement of Activities

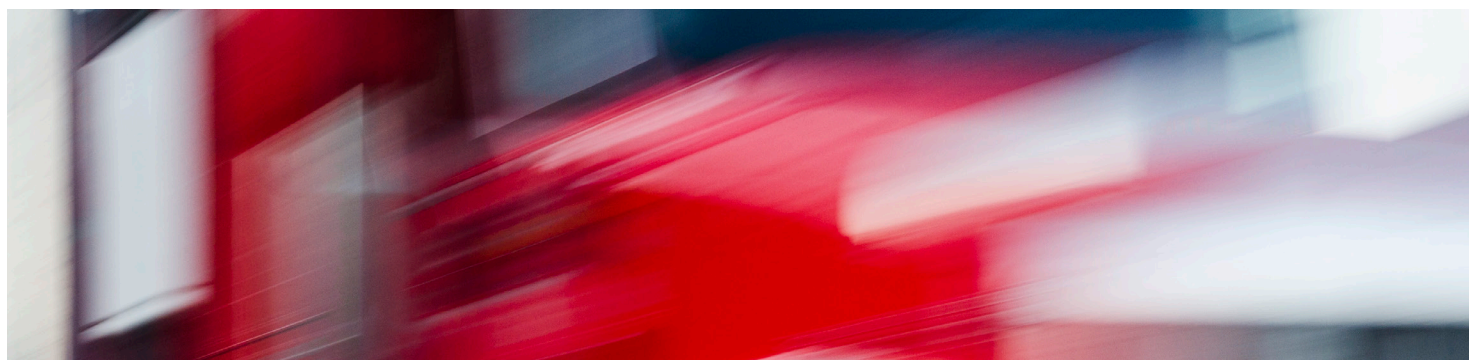
Support & Revenue	
Contributions	\$1,619,077.70
Other Income (Product revenue)	\$5,494.70
Other Income (Trailer wrap income)	\$12,750.00
Total Revenue & Support	\$1,637,322.40

Expenses

PR & Advertising outreach programs	\$814,212.27
Website fees (donation and e-commerce)	\$28,378.63
Marketing Graphics	\$4,507.45
Events	\$10,843.61
Total Expenses	\$ 857,941.96

Project Net

\$766,630.50



MAJOR DONORS



Elite Suppliers to the Trucking Industry



HELPING THE WORLD
KEEP PROMISES.



FINANCIAL DONORS

Ability/Tri-Modal Transportation Services, Inc.	Craig Posson	HNI Risk Services Inc.
Conversion Interactive Agency	Cummins Inc.	Holland
Admiral Transportation Corporation	Dana Corporation	Horizon Freight Lines, Inc.
Alcoa Wheel & Transportation Products	Dana Holding Corporation	Illinois Trucking Association
Allied Committee for the Trucking Industry (ACT I)	Dan Anderson	Indiana Motor Truck Association
American Truck Dealers	The Dave Nemo Show	InGauge
American Trucking Associations	Dawson Transportation Services	Iowa Motor Truck Association
Arizona Trucking Association	Dawson Transportation Services	J.J. Keller & Associates, Inc.
Barbara Robinson	Dick Lehr	Jack Cooper Holdings Corp.
Baylor Trucking, Inc.	Dixon Insurance Inc.	James Burg Trucking Company (JBTC)
Bendix Commercial Vehicle Systems LLC	Don Hummer Trucking Corporation	James Jensen
Benton and Parker Company, Inc.	Earl L Henderson Trucking Inc.	Jeff Mason
Ben Spurgin Insurance Agency	Elisabeth Barna	Jeffery S. Allen
Bill Graves	enVista, LLC	Jet Express, Inc.
BMO Transportation Finance	The Erb Group of Companies	Jetco Delivery, Inc.
Bob Knous	Eric Rosenbaum	John D. Rockefeller IV Career Center
Boyle Transportation	Excargo Services Inc.	Julie Gilbert
Bulk or Liquid Transport, LLC	Foshee Trucking Company	Jung Truck Service Inc.
Bulldog Hiway Express	Fox Valley Technical College	Kansas Motor Carriers Association
C.B. Wilson Transport and Truck Repair LLC	Freightway Logistics	Keller Logistics Group
Calhoun Truck Lines	Gateway Health	Kenan Advantage Group, Inc.
California MultiModal, Inc. (CMI)	G & P Trucking Company, Inc.	Kenneth Israel
Carbon Express, Inc.	Garner Transportation Group	K-Limited Carrier, Ltd.
Cargo Transporters, Inc.	Georgia Motor Trucking Association	LaunchIt Public Relations
Catherine Bishop	G. Larry Kerr	Lipscomb & Pitts Insurance, LLC
Classic Carriers, Inc.	Goggin Warehousing LLC	Load One, LLC.
Colorado Motor Carriers Association	Grammer Industries, Inc.	Longistics International, LLC
Combined Transport, Inc.	The Great American Trucking Show	Love's Travel Stops and Country Stores
Contractor Management Services	Great West Casualty Company	Maine Professional Drivers Association
Cope Bestway Express, Inc.	Heavy Duty Trucking/Bobit Business Media	Mark Walker
Covenant Transport	HELP, Inc.	Road Dog Trucking News
	Hendrickson USA, L.L.C	Mary Anderson

FINANCIAL DONORS

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Maryland Motor Truck Association, Inc.	Pottle's Transportation LLC	Texas Trucking Association
MBI Energy Services	Haney Truck Line LLC	The Goodyear Tire & Rubber Company
Melton Truck Lines, Inc.	Randall-Reilly	Thomas Lingo
Meritor, Inc.	Randy Oligmueller	Three Points Insurance Group, LLC
Mid-America Trucking Show	Ray Haight	Titan Transfer, Inc.
MidSouth Truckers Group, Inc.	Red Eye Radio	Toledo Trucking Association
Midwest Specialized Transportation, Inc.	Regency Transportation, Inc.	Total Transportation of Mississippi, LLC
Milwaukee Area Technical College	Rhode Island Trucking Association, Inc.	Transland, LLC.
Minnesota Trucking Association	RJS Insurance Services Inc.	Transport Topics
Mississippi Trucking Association	Roberts Perryman, P.C.	Travis Arnold
Missouri Trucking Association	Ron Lawson	Trimac Transportation Services, Inc.
Motor Carrier Service, LLC	Ross C. Gaussoin	Triple G Express, Inc.
Motor Carriers of Montana	Ruan Transportation Management Systems	Truck One, Inc.
MTC Truck Driver Training	Sam Burrer	Trucking Association of New York
Nagle Companies	Shipper's Express Inc	Truckload Carriers Association, Inc.
Nate Fisher	Silver Eagle Manufacturing Company	TrueNorth Companies LLC
National Association of Publicly Funded Truck Driving Schools	Skinner Transfer Corp.	U.S. Legal Services, Inc.
National Tank Truck Carriers, Inc.	South Dakota Trucking Association	USF Holland, Inc.
National Truck Driving Championships 2014	Southeastern Freight Lines	Velociti, Inc.
Nevada Trucking Association	Specialized Carriers and Rigging Association	Vigillo, LLC
North Dakota Motor Carriers Assoc., Inc.	Spirit Logistics, Inc.	Volvo Trucks
Ohio Trucking Association	Steelman Transportation	Waukesha County Technical College
Old Dominion Freight Line, Inc.	Steig & Associates Insurance	Weinrich Truck Line, Inc.
Owner-Operator Independent Drivers Association, Inc.	Steve Olson	Werner Enterprises, Inc.
P & B Trucking, Inc.	Steve Ponder	West Virginia Trucking Association
Paul Mazzaglia	Stokes Trucking, Inc.	Wisconsin Motor Carriers Association
Pete Dawson Company	TAEC Region I	Wyoming Trucking Association
Philip Mahoney	TAEC Region IV	ZF TRW
Pilot Flying J	TA-Petro	
Pineallas Technical College	TCW Inc.	
Pohl Transportation, Inc.	Tennant Truck Lines, Inc.	
	Terry Keime	

COMPANIES THAT PURCHASED TMAF WRAPS

Admiral Transport Corporation	Kenan Advantage Group, Inc.
American Trucking Associations	K-Limited Carrier, Ltd.
Baylor Trucking, Inc.	Load One, LLC
Bill Graves	Milwaukee Area Technical College
C. B. Wilson Transport and Truck Repair LLC	MTC Truck Driver Training
Carbon Express, Inc.	Pineallas Technical College
The Erb Group of Companies	Pottle's Transportation LLC
Excargo Services, Inc.	Regency Transportation, Inc.
Fox Valley Technical College	Steelman Transportation
Garner Transportation Group	Texas Trucking Association
Georgia Motor Truck Association	TCW, Inc.
Goggin Warehousing LLC	Titan Transfer, Inc.
Horizon Freight Lines, Inc.	Transland, LLC
Illinois Trucking Association	U.S. Legal Services, Inc.
Indiana Motor Truck Association	USF Holland, Inc.
John D. Rockefeller IV Career Center	Waukesha County Technical College
Jet Express, Inc.	Werner Enterprises, Inc.
Jung Truck Service Inc.	
Keller Logistics Group	

TRUCKING
Moves America Forward



TruckingMovesAmerica.com