


2016 ANNUAL REPORT

REACHING NEW HEIGHTS

TRUCKING
Moves America Forward





Trucking industry professionals are part of our communities – as fathers, mothers, friends, and neighbors – in every city and town from coast to coast. We not only contribute to the economy and help make everyday life possible, but all seven million of us are part of the fabric of this country, like so many other hardworking Americans in other industries.

That's the message Trucking Moves America Forward works to send every day. And here, in our second annual report, we are honored to say that it has been yet another year of steadily – and successfully – working toward the goal of sending that message.

2016 was a year for recognition. There are many milestones we reached over the past year, which you'll read about in this report. And these accomplishments are getting noticed far beyond our core membership. In fact, in August, *PRNews* named TMAF a finalist for its top honor, the 2016 Platinum PR Award in the branding category, where it was recognized among global corporate and consumer brands.

It was also a year of expansion. We took to new heights – literally – and put industry messages on outdoor billboards along major trucking corridors on interstate highways. From putting more of our TMAF-branded – and newly designed – trailer wraps on the road, to growing our donor and subscriber bases, 2016 saw TMAF chart new territory in everything that we do. This includes social media, one of our keenest outreach tools, where our Facebook page reached 10,000 likes, new videos continued a steady stream of views on YouTube, and we established new properties on Instagram, LinkedIn, and Medium.

We are proud of everything TMAF achieved in 2016, but, most importantly, we could not have done it without you, our supporters – from drivers and companies to owner-operators and those who contribute to the industry by producing in-kind services and in so many other ways. We truly appreciate your commitment to us, this industry we share, and to Moving America Forward into 2017 and beyond.

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

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

PRNews'
PLATINUM
PR AWARDS



OUR 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.

“
Our progress is a testament to all that our donors and supporters have done throughout the year, signaling a bright future ahead for TMAF.”

-TMAF Co-Chairman Kevin Burch



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.

Trucks Move America Forward. We have a story. Help us share it!

| 2016 RESULTS MARKETING

MEMBER RESOURCES

As TMAF grew its member database and heightened its reach through traditional and social media in 2016, the demand for our member resources also increased. At truckingmovesamerica.com, TMAF avails free tools, including: high-resolution posters of our advertisements, shareable social media images, videos, talking points and template speeches and op-eds, FAQs, recruiting and donor documents and much more.

Throughout the year, we not only updated these materials, but engaged our membership via email and social media channels to spread the word about their availability and how to access them. No donation is required to become a TMAF member and we, in turn, will continue our commitment to providing complimentary resources to help anyone who is part of the industry move our positive message forward.

MEMBER DATABASE

The new email marketing database established in 2015 reached just below 2,900 subscribers by the end of 2016. The rapidly growing list is used to ensure subscribers are regularly informed on TMAF's latest efforts to promote a positive image of the industry and to activate our membership on outreach and initiatives. Those who sign up through the website receive email notifications on industry news, advertising campaigns, TMAF press releases and videos and other TMAF milestones.

TRADE SHOWS

TMAF knows it is necessary to be on the ground and participate in industry trade shows and conferences to reach all industry types — drivers, vendors, suppliers, carriers, associations and more. As in 2015, in 2016 TMAF was at the heart of the action by traveling to MATS, GATS, the National Truck Driving Championships, ATA's MCE, and the Truckload Carriers Association Annual Convention — reaching a potential combined audience of more than 130,000.

- Joining more than 100 industry companies at the TCA Annual Convention, TMAF's Elisabeth Barna, Kevin Burch, Wendy Hamilton and Steve Ponder presented during two Trucking in the Round education sessions — taking lessons learned through TMAF and their own professional experiences to demonstrate to attendees how to improve retention and recruitment. Tips on engaging industry employees included using no-cost tools such as social media messaging, videos, and other strategies to display one's passion for the industry and its mission of helping to move America forward.



| 2016 RESULTS MARKETING

- At MATS, the largest annual heavy-duty trucking industry event in the world — attracting nearly 75,000 attendees and 1,102 exhibitors — TMAF held a press conference to give an update on the movement's progress, provided marketing language in the conference program and supplied press kits for attending media. New to our 2016 efforts at MATS was a raffle drawing in which the winner received an iPad mini and nine runners up received TMAF-branded hats. Adding to the buzz surrounding the raffle, which raised money and grew our subscriber database, TMAF drew the winners in front of a TMAF-wrapped Jet Express trailer near the show floor entrance.
- At GATS, which hosts more than 50,000 visitors and 546 exhibits, TMAF had a presence at several members' booths, displaying pledge cards and signage, and encouraging member signup and donations. We also enlisted truck driver and industry filmmaker Tex Crowley of Texomatic to take to the show floor and conduct several interviews for TMAF, providing real-time passionate testimonials about the industry from professional drivers and vendors.
- At the 79th annual National Truck Driving Championships in St. Louis, where more than 2,000 friends, family, colleagues, company executives and fans joined to cheer on the drivers, TMAF displayed signage and conducted video interviews with industry professionals, resulting in additional footage that we used to share and promote on TMAF's digital properties.
- At MCE in October, the 2,500 CEOs and senior executives in attendance viewed the TMAF signage that was displayed all over the conference, while TMAF leaders also delivered remarks, emphasizing TMAF's messages, goals and successes.
- TMAF leadership presented to dozens of state association annual meetings in 2016, including the Recruitment and Retention Conference, totaling 34 presentations given to associations and related organizations.



“
We're a great industry. We're a safe industry.
And [TMAF] is the first time that I've seen as
an industry that we've really moved forward
with a movement.”

-John Elliott, CEO, Load One, LLC

| 2016 RESULTS MARKETING



TRAILER WRAPS

Trucking's message was more visibly displayed on the road in 2016. By the close of the year, there were 140 TMAF tractor-trailer wraps appearing on trucks throughout the country. This was a significant success, building on TMAF's initial goal of having 100 trailer wraps on the road by the time of TMAF's press conference – and two-year anniversary of the movement's founding – at MATS in March.

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, sisters and brothers – diminishing the notion of big trucks taking up space on the road, and instead demonstrating the value that trucks deliver. We look forward to forging ahead with meeting our goal of getting 200 trailer wraps on the road.

As more and more industry members join us in displaying these wraps, our reach and potential to tell our story broadens. Moving forward, TMAF is poised to build on the trailer wrap program even further, adding additional designs, including a new, 3-dimensional wrap that hits the roads this year.

HOLIDAY ORNAMENTS

Part of TMAF's message is that trucking is in every state and every congressional district, and on every highway, so when it comes time for the holidays, we also want trucking professionals to show their industry pride in each of their living rooms. In 2016, TMAF created a new, limited edition holiday ornament, and we were thrilled to sell nearly all of the 1,500 ornaments produced.

“We need your support to keep this image movement going. Every donation counts – whether it's a dollar or five dollars. Every trailer wrap counts. Every Facebook like counts. Every positive news story counts. In short, it's a movement that can't happen without you.”

-Elisabeth Barna, ATA



2016 RESULTS CAMPAIGNS



TMAF once again leveraged National Truck Driver Appreciation Week, the weeklong celebration of our nation's truck drivers, to educate consumers on the dedication and hard work of drivers and to reiterate TMAF's mission.

TMAF devised an integrated communications campaign to include paid advertising, digital strategies, traditional and email marketing and earned media efforts. We also unveiled a new advertising campaign following our "Amateur/Professional" theme from the previous year with updated scenarios.

The TMAF digital campaign ran on all cylinders. TMAF encouraged friends and followers to #ThankATruckDriver and celebrate professional truck drivers through its social media content, garnering more than 800 shares and 414 new followers on Facebook and 40 new Twitter followers. On all of TMAF's social media platforms, visitors also found #TruckingTrivia, shareable images and more throughout the week.

2016 RESULTS CAMPAIGNS




Additionally, trucking professional and photographer Shannon Royce participated in a “takeover” of the TMAF Instagram account. Shannon’s 12-post takeover was successful in providing authentic, relatable content, which received a total of 4,300 social engagements and increased TMAF’s following on Instagram by 70 percent.

For earned media, we launched an op-ed campaign aimed to educate and inform the general public on the responsibilities of the driver and their commitment to safety. We asked a few professional drivers to share their voices and serve as authors. Results included pieces from TMAF leadership and professional truck drivers that were published in the Louisville Courier-Journal and the website of the Daily Caller.

TMAF’s announcement of its NTDAW activities earned the attention of the trade press. Seven media outlets covered the news of the advertising and digital campaigns, including a one-hour radio interview with iTruck Radio conducted by TMAF Co-Chair Kevin Burch.

In all, the NTDAW TMAF campaign was a major success. In addition to the results on the social media channels, the paid advertising campaign yielded 8.1 million impressions, while earned media stories yielded seven stories and two op-eds. TMAF’s member database grew by 60 to 2,814, furthering our TMAF community.



PAID ADVERTISING	8.1M IMPRESSIONS
EARNED MEDIA	7 STORIES AND 2 OP-EDS
INSTAGRAM 	70% INCREASE IN FOLLOWERS
FACEBOOK 	414 NEW FOLLOWERS
TWITTER 	40 NEW FOLLOWERS
MEMBER DATABASE	GREW BY 60 TO 2,814

| 2016 RESULTS MEDIA

PAID

As part of our sole advertising campaign in 2016, TMAF created a targeted, cost-effective campaign for National Truck Driver Appreciation Week, reaching drivers and the industry in major trucking corridors across the country through print, digital, and outdoor media.

The creative depicted the human and family side of the driver in three scenarios – a baker and his daughter, an explorer and her son, and a swim coach and his son – and served to remind consumers that professional truck drivers not only keep our country moving, but they are also our friends, family and neighbors who strive to

arrive safely to their delivery destinations. The call to action to #ThankATruckDriver complemented the print and online advertisements.

For the first time, we created and placed billboards along five major U.S. highways that displayed the “#TruckingLife” ads, reaching millions of drivers throughout the month of September. Thanks to Old Dominion Freight Line who provided a digital billboard displaying the #ThankATruckDriver message to passing drivers in the Memphis market, and ATA who also provided a campaign billboard over an interstate in Dayton, Ohio.



BILLBOARDS ON DISPLAY IN FIVE MARKETS SEPTEMBER 12-OCTOBER 9

DALLAS, TEXAS (D.N. TOLLWAY .3 MI N/O SPRING VALLEY E/S F/N)	► 1,590,360 IMPRESSIONS
DAYTON, OHIO (W/S I-75, 2500 N SPRINGBORO F/S)	► 1,515,092 IMPRESSIONS
KANSAS CITY, MISSOURI (I-635 N/O SPEAKER ROAD W/S F/N)	► 1,223,964 IMPRESSIONS
KNOXVILLE, TENNESSEE (I-75 N @ I-640 E/S F/N)	► 1,009,628 IMPRESSIONS
MISSOULA, MONTANA (I-90 WEST @ AIRPORT #1 F/E)	► 105,564 IMPRESSIONS

TOTAL IMPRESSIONS: 5,444,608

| 2016 RESULTS MEDIA

FULL-PAGE ADVERTISEMENTS RAN ON SEPTEMBER 12

DALLAS MORNING NEWS (TEXAS)	► CIRCULATION: 472,765
KANSAS CITY STAR (MO.)	► CIRCULATION: 170,875
DAYTON DAILY NEWS (OHIO)	► CIRCULATION: 128,332
KNOXVILLE NEWS-SENTINEL (TENN.)	► CIRCULATION: 73,131
MISSOULIAN (MONT.)	► CIRCULATION: 17,491

TOTAL CIRCULATION: 1,018,062



Amateur Baker.
PROFESSIONAL TRUCK DRIVER.

WE'RE MORE THAN JUST PROFESSIONAL TRUCK DRIVERS. We're parents. Neighbors. Friends. Getting home safe is our number one priority, which is why we support our industry's ongoing commitment to accident-free driving. Because like you, we have a lot to live for.

#ThankATruckDriver
TruckingMovesAmerica.com

TRUCKING
Moves America Forward

IN CELEBRATION OF NATIONAL TRUCK DRIVER APPRECIATION WEEK:
SEPTEMBER 11-17, 2016.



Amateur Swim Coach.
PROFESSIONAL TRUCK DRIVER.

IN CELEBRATION OF NATIONAL TRUCK DRIVER APPRECIATION WEEK:
SEPTEMBER 11-17, 2016 | TruckingMovesAmerica.com

#ThankATruckDriver **TRUCKING**
Moves America Forward

ONLINE ADVERTISING
INCLUDED THE WEBSITES OF
THE DAILY NEWSPAPERS.

**TOTAL ONLINE
IMPRESSIONS 1.6 M**

CTR: .07%



| 2016 RESULTS MEDIA

EARNED

Throughout 2016, TMAF was seen or heard in news outlets all over the country. From a series of op-eds to coincide with major holidays and peak “driving season,” to a full-hour interview with iTruck radio during National Truck Driver Appreciation Week, to news derived from major TMAF donations and other achievements, TMAF earned attention in industry trade journals, national and Washington, D.C.-based publications, and regional and small-town daily newspapers alike. TMAF executives are on the airwaves a couple times each month on Sirius XM radio promoting the latest from the movement on the Dave Nemo Show and Road Dog News with Mark Willis.

News releases were issued during key announcements and milestone, including TMAF’s press update at MATS, the NTDAW campaign, and to recognize those companies and individuals who purchased TMAF wraps.

Another newsworthy highlight of the year was receiving an award. TMAF was grateful and delighted to be among top national and global brands being recognized for the 2016 *PR News* Platinum Awards. TMAF was proud to take home an Honorable Mention in the Branding Category for the communications work in 2015. Being recognized alongside Lincoln Continental, IBM and the Dallas Fort Worth Airport was a major achievement in itself.

To emphasize all the goods that trucks move during one of our most special times of the year, the winter holidays, TMAF called for submissions from the industry to share their charitable contributions and good works. Several companies and organizations submitted their items and images to TMAF, and we incorporated them all into a year-end holiday press release.

THE DAILY CALLER

Missoulian

Everett, Washington
HeraldNet

The Clarion-Ledger
PART OF THE USA TODAY NETWORK

Austin American-Statesman

The Washington Times

Naples Daily News
NaplesNews.com

THE ROANOKE TIMES
roanoke.com

The **Bismarck Tribune**

courier-journal
PART OF THE USA TODAY NETWORK

2016 RESULTS MEDIA

Also during the holidays, we launched an editorial campaign with authors from several state trucking associations to provide local voices to the movement. We secured op-eds and letters to the editor in Austin, Texas; Jackson, Mississippi; Missoula, Montana; Montgomery, Alabama; Naples, Florida; Bismarck, North Dakota; Cheyenne, Wyoming; and in the New Jersey Daily Business e-newsletter and *The Washington Times*.

Lastly, before the close of the calendar year, TMAF held a telephone press conference for industry press to learn TMAF's latest updates, including successes and next steps. Co-chairs Steve Ponder and Kevin Burch provided updates on the fundraising, trailer wrap program and public relations, and Elisabeth Barna of ATA and Wendy Hamilton of Pilot Flying J cited accomplishments in the digital and holiday campaigns. Eight reporters filed stories after the conference call covering TMAF's news.

▶ 60

Total stories placed

▶ 7

Press releases issued

▶ 16

Opinion pieces placed

▶ 44

News stories secured

38.8M

TOTAL IMPRESSIONS

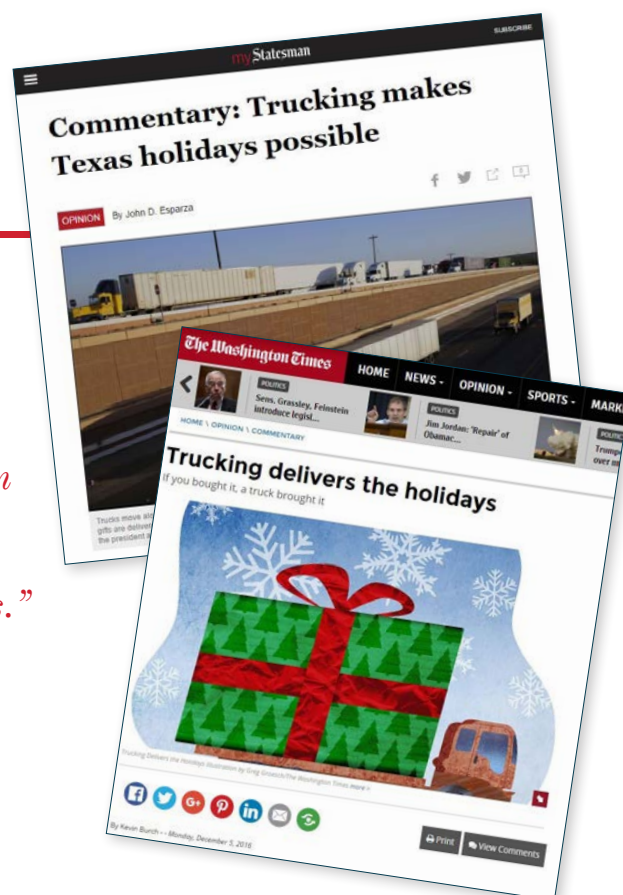
99.5M

PRESS RELEASE VIEWS








[This] movement ... is already doing great work ... from creation of videos, posters, and truck wraps to advertising and editorial work in major media and much more. All that in support of the 7 million Americans that work one way or another in the trucking sector, including some 3.4 million drivers."

-Supply Chain Digest



2016 RESULTS SOCIAL MEDIA

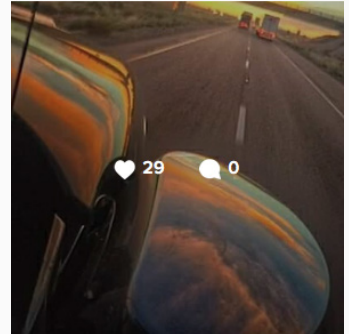
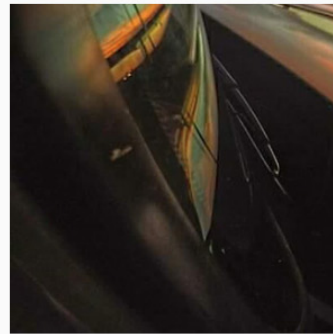
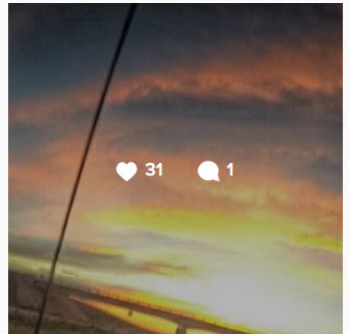
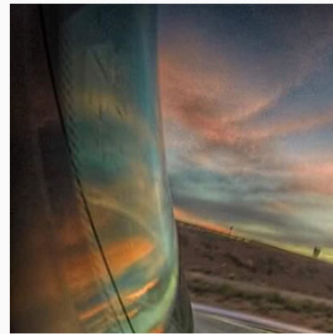
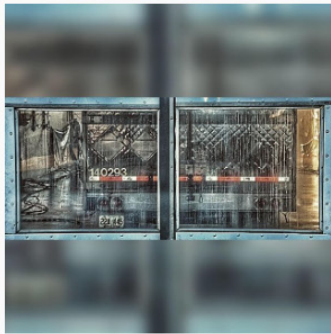
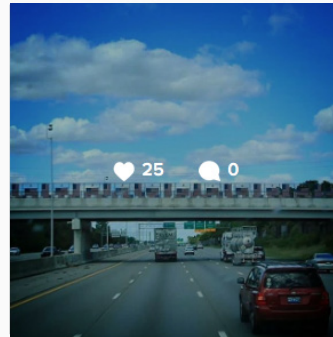
2016 was a milestone year for TMAF's social media campaigns. From surpassing 10,000 page likes on Facebook, to establishing a new presence on LinkedIn and Instagram, TMAF increased its following and engagement in every way – thanks to dynamic content driven by video, shareable images and links to earned media and industry stories.

	YOUTUBE	FACEBOOK	TWITTER	INSTAGRAM	LINKEDIN
				 Newly established in May 2016	 Newly established in February 2016
VIEWS	6,298				
FOLLOWER		11,477 <small>(surpassing the 10,000 page likes threshold in September)</small>	2,777	192	161
INCREASE OVER 2015	26%	80.6%	64%		
IMPRESSIONS		>2M	442K		18,911*
POSTS				55	
ENGAGEMENT				681	144*

* Paid promotion from Oct. 25 – Nov. 1, generating 18,911 impressions and 144 engagements with a click-through rate of 0.66% (**more than 2x the industry benchmark of 0.3% for sponsored updates**)

2016 RESULTS SOCIAL MEDIA

TMAF executed an Instagram “takeover” with professional truck driver Shannon Royce during National Truck Driver Appreciation Week. The takeover received 4,300 social engagements across Instagram and Facebook and increased TMAF’s following on Instagram by 70 percent.



truckingfwd It's been so great hanging out with you all this [#NationalTruckDriverAppreciationWeek](#)! Let me leave you with this: there is no greater joy than to have an endlessly changing horizon and a new and different sunset for each day. Thank you to all our [#truckers](#) who keep moving America forward! 🚚🇺🇸
[@shannyroyce](#) [#ntdawtakeover](#) [#ntdaw](#)
[#thankatrucker](#) [#thankatruckdriver](#) [#truckingfwd](#)
[#truckingmovesamerica](#)

| 2016 RESULTS ADVOCACY

TMAF continues to support important advocacy efforts where trucking's essentiality is at stake.

For the second year in a row, TMAF was an official affiliate of Infrastructure Week – a series of events, education, and advocacy efforts aimed at bringing infrastructure to the forefront as a critical issue impacting all Americans.

TMAF joined hundreds of organizations from the public, private and non-profit sectors in raising awareness around the need to invest in the infrastructure that makes up the backbone of the United States. We created marketing

materials to support the week, including a press release and social media shareables, and we conducted media relations around our efforts, securing more coverage.

In 2016, the week's theme was "Infrastructure Matters," and throughout the week, affiliates demonstrated how infrastructure matters to the country, the U.S. economy, quality of life, safety, and communities; they also urged leaders from the public and private sectors to address the country's trillion-dollar infrastructure investment gap.



We're proud to support Infrastructure Week once again because the trucking industry knows firsthand how important safe, state-of-the-art roads are to making our jobs possible. We are committed to safety for our drivers and everyone they share the road with – and, as any driver will tell you, well-built roads, bridges, and tunnels are key to helping us fulfill that commitment.”

-TMAF Co-Chair Kevin Burch



2016 RESULTS FINANCIALS

TMAF is once again grateful for all the support in 2016 in donations and contributions, large and small, as well as purchases from the TMAF store and single donations from the TMAF pledge cards. In-kind support was provided in the form of advertising, printing, shipping, raffle items and more. We thank you!

STATEMENT AND ACTIVITIES

Support & Revenue

Contributions	\$ 675,481.99
Other Revenue (TMAF store)	\$ 30,161.40
Miscellaneous Revenue	\$ 15,000.00
In-kind Donations	\$ 500,000.00 <i>(This is an estimate)</i>
Total Revenue & Support	\$ 1,220,643.30

Expenses

PR & Advertising Outreach Programs	\$ 623,550.00
TMAF Merchandise	\$ 13,103.13
Events	\$ 2,911.81
Total Expenses	\$ 639,564.94

Project Net	\$ 581,078.40
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TMAF EXECUTIVE COMMITTEE

Steve Ponder

Executive Vice President
Great West Casualty Company

Kevin W. Burch

President, Jet Express
Chairman, American Trucking
Associations

Elisabeth Barna

Chief Operating Officer &
EVP, Industry Affairs
American Trucking Associations

David Carter

Vice President, Marketing and
Communications
Old Dominion Freight Line

Wendy Hamilton

Senior Manager, Sales Marketing
Pilot Flying J

Norita Taylor

Director of Public Relations
Owner-Operator Independent
Drivers Association

Ann Lezotte

Communications Manager
Pilot Flying J



| 2016 RESULTS MAJOR DONORS



Elite Suppliers to the Trucking Industry



Pilot. *FLYING* 



 **GREAT WEST CASUALTY COMPANY**
The Difference is Service®



HELPING THE WORLD
KEEP PROMISES.

 **TMTA**
Texas Motor Transportation Association



 **TRUCKLOAD
CARRIERS
ASSOCIATION**

| 2016 RESULTS FINANCIAL DONORS

Allied Committee for the Trucking Industry (ACT I)	National Association of Publicly Funded Truck Driving Schools
American Truck Dealers	National Tank Truck Carriers, Inc.
American Trucking Associations	Ohio Trucking Association
ATA National Truck Driving Championships	Old Dominion Freight Line, Inc.
ATA MCE Raffle	Pilot Flying J
Boyle Transportation	Skyline Transportation
Bulldog Hiway Express	Specialized Carriers and Rigging Association
Celadon Trucking	Tennessee Trucking Association Foundation
Colorado Motor Carriers Association	Texas Trucking Association
Covenant Transport	Toledo Trucking Association
Great West Casualty Company	Truck One, Inc.
HELP, Inc.	Truckload Carriers Association, Inc.
Jet Express, Inc.	US AutoLogistics
Love's Travel Stops and Country Stores	U.S. Legal Services, Inc.
Maryland Motor Truck Association, Inc.	Vnomics
Mid-America Trucking Show Raffle	Valley Freightline
Minnesota Trucking Association	
Motor Carrier Service, LLC	

| 2016 RESULTS COMPANIES WHO HAVE TMAF FULL TRAILER WRAPS TRAVELING OUR HIGHWAYS

Admiral Transport Corporation

American Trucking Associations

Baylor Trucking, Inc.

Bill Graves

Brown Integrated Logistics

C. B. Wilson Transport and
Truck Repair LLC

Carbon Express, Inc.

Cargo Transportation, Inc.

Colorado Motor Carriers Association

Covenant Transport

Empire Truck Lines, Inc.

The Erb Group of Companies

Excargo Services, Inc.

Fox Valley Technical College

Garner Transportation Group

Georgia Motor Truck Association

Goggin Warehousing LLC

Horizon Freight Lines, Inc.

Illinois Trucking Association

Indiana Motor Truck Association

John D. Rockefeller IV Career Center

Jet Express, Inc.

Jung Truck Service Inc.

Kansas Motor Carriers Association

Keller Logistics Group

Kenan Advantage Group, Inc.

Kentucky Trucking Association

K-Limited Carrier, Ltd.

Load One, LLC

Louisiana Delta Community College

Milwaukee Area Technical College

MTC Truck Driver Training

National Carriers, Inc.

Pineallas Technical College

Pohl Transportation, Inc.

| 2016 RESULTS COMPANIES WHO HAVE TMAF FULL TRAILER WRAPS TRAVELING OUR HIGHWAYS

Pottle's Transportation LLC

Premier CDL Training Services, LLC

Regency Transportation, Inc.

R. F. Chamberland Inc.

Steelman Transportation

Texas Trucking Association

TCW, Inc.

Titan Transfer, Inc.

Transland, LLC

U.S. Legal Services, Inc.

USF Holland, Inc.

Waukesha County Technical College

Werner Enterprises, Inc.



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