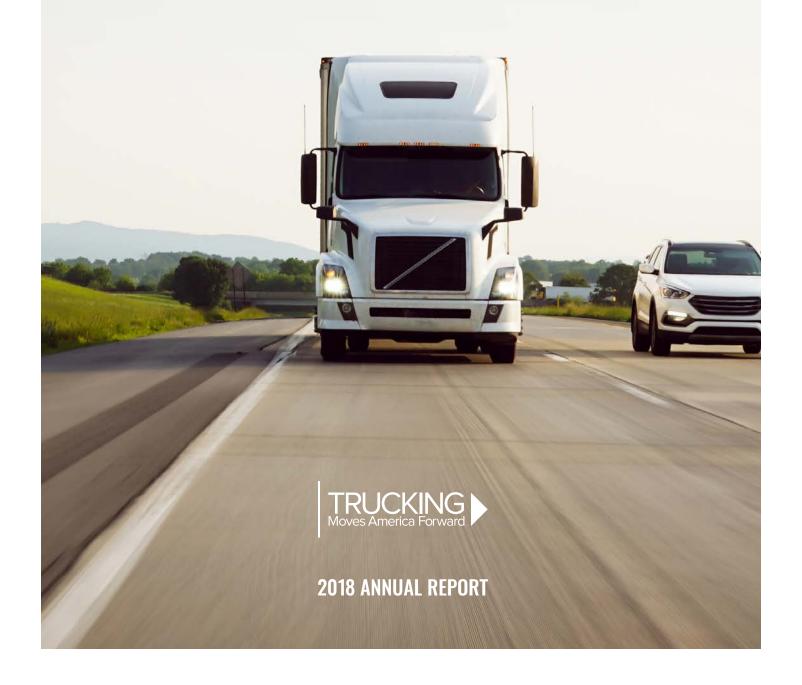
MILES IN A MOVEMENT

Advancing the image of the trucking industry



2018 LETTER FROM OUR CO-CHAIRS

Trucking Moves America Forward continued to gain momentum and expand our reach during 2018, our fourth full year of operation. Through our education, marketing and fundraising efforts, TMAF continued to grow and gain support throughout the industry and public at large, and we're proud of the results to date.

We're so pleased to report that industry efforts to shift perceptions of trucking are on track. TMAF commissioned research to determine just how much of an impact the TMAF movement has had. The survey results show that the industry's image remains positive, and trucking is considered a vital source of the nation's economy. Further good news from the survey demonstrates that industry safety is viewed as a high priority by American motorists. We share the latest numbers in this report.

In 2017, TMAF introduced our industry's mascot, Safety Sammy, an important symbol of safety for the industry. Throughout 2018, Safety Sammy continued to be a positive and well-recognized face for our industry. Traveling to events across the country, the wide-eyed Safety Sammy continues to help the trucking industry tell our story and is always so positively received among the crowds. Due to high demand for the mascot at industry events, we created a second mascot costume, one with arms and hands and some additional bells and whistles, which will be introduced in 2019.

Throughout the year, TMAF focused on bringing attention to the great career opportunities within the trucking industry and highlighting stories of some of our industry's top professionals. We launched our "Meet the Truckers" campaign on the website, where we featured three families who shared their lifelong careers and who exemplify the generations of trucking. On International Women's Day, TMAF celebrated the many esteemed women in trucking and interviewed several women in all job roles to share their stories about what the industry means to them and why more women should join.

To address our industry's most prominent challenge, we launched a summer campaign to help educate the public on the job shortage and the need to recruit more well-qualified and younger drivers. We also highlighted how trucking is helping to address serious problems in our communities by supporting anti-human trafficking efforts through a marketing campaign.

To continue to promote the tireless work of truck drivers, TMAF once again led our trailer wrap and state billboard campaigns. We also continued to share our message through print, online and broadcast media outlets, as well as on social media through Facebook, Twitter, Instagram, LinkedIn and Medium.

We continue to be amazed at the *Miles In a Movement* since our inception in 2014. We are grateful for the support of our partners and friends who have helped grow TMAF over the years. We thank everyone involved - the companies, drivers, associations, suppliers, partners and members of the media - who have helped make TMAF a true industry-wide movement. Together, with your support, we are helping to ensure that the trucking industry remains a thriving industry.

Sincerely,



Kevin W. Burch, Co-Chair of TMAF President, Jet Express, Inc. Past Chairman (2016-2017), American Trucking Associations



Steve Ponder, Co-Chair of TMAF **Executive Vice President** Great West Casualty Company

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 severe weather or an 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.

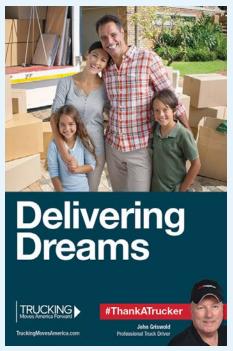
> TRUCKS MOVE AMERICA FORWARD. WE HAVE A STORY. HELP US SHARE IT!

2018 MARKETING RESULTS

MEMBER RESOURCES

Inspiring videos, posters, social media shareables, advertisements and speeches -these are just a few of the many free resources that TMAF provides to its members and subscribers through the "Resources" section of our website. The complimentary resources we provide help the industry tell the positive and safe story of trucking and can be displayed throughout offices, at events, on websites and social media channels.

TMAF's email database had 3,406 subscribers by the end of 2018. In addition to providing regular industry updates and news through the email distribution list, TMAF uses the list to activate and engage membership.







SOCIAL MEDIA IMAGES



WINDOW CLINGS



TRAILER WRAPS







TOUCH A TRUCK

TECHNOLOGY & MAINTENANCE COUNCIL NATIONAL TRUCK DRIVING CHAMPIONSHIPS

INDUSTRY TRADE SHOWS AND EVENTS

Throughout the year, TMAF was on the show floor at major industry events, reaching a potential combined audience of more than 130,000 people.

In 2018, the mascot Safety Sammy was in high demand! Safety Sammy joined us on the road and traveled with TMAF to several industry events. Safety Sammy, who is always so positively received at these events, stands out among the crowd with big eyes and flashing lights, and really captures the attention of the audience, which helps us tell our story and spread our message among the industry and their families.

TRADE SHOW



TABLE TENT CARDS AT MANAGEMENT CONFERENCE & EXHIBITION



DELIVERING THE HOLIDAYS!





WREATHS ACROSS AMERICA

TECHNOLOGY & MAINTENANCE COUNCIL

HIGHLIGHTS OF TMAF AT EVENTS

- Mid-America Trucking Show in Louisville, Kentucky
- ATA Leadership Meeting on Marco Island, Florida
- Trucking Association Executives Council in Lake Tahoe, Nevada
- National Truck Driving Championships in Columbus, Ohio
- Great American Trucking Show in Dallas, Texas
- McLeod Software Users Conference in Birmingham,
- ATA Management Conference & Exhibition in Austin, Texas.
- Baylor Trucking's Wreaths Across America Wreath Making Ceremony in Milan, Indiana



SAFETY SAMMY GREETED FANS ALL ACROSS THE COUNTRY



Trucking industry image group Trucking Moves America Forward has been gaining momentum inside and outside the trucking industry...

-OVERDRIVE

240 TRAILER WRAPS



TRAILER WRAP PROGRAM

During 2018, TMAF continued its successful trailer wrap program. The program gained more support with the traveling billboards and by year's end there 240 trailer wraps on America's highways. Through the program companies can purchase the design and installation of the wraps and chose to display personalized designs, including a company driver, logo or personalized message.

PER CITY, PER YEAR

Some wraps display images of a driver and tag lines, including "It takes 7 million people to move America ... like my Mom," or "7 million people move America forward. One is driving this truck." These messages aim to educate through showing who truck drivers really are. The results are in the numbers. Each wrap yields 16 million impressions per city per year. That number increases and collects new unique impressions when that trailer operates in various cities.

HOLIDAY ORNAMENT

The TMAF holiday-themed ornament has become an anticipated gift within the industry during the winter holiday season and has become a TMAF holiday tradition to create a new one each year for sale. The 2018 ornament included an image of the industry mascot Safety Sammy and the message: I Love Trucks. A note from Safety Sammy describing his role and mission is included adding a personalized touch to each gift. At a cost of \$10 including shipping and packaging, the ornament is a great gift idea for families or for company leaders to present to employees at staff holiday parties.



2018 CAMPAIGNS







THE REEDS THE OTTOS THE SAIZ'

MEET THE TRUCKERS

We kicked off the year with a mini-campaign designed to show the generations of families in the trucking business and feature the personal stories of truck drivers and company leaders. Our inaugural team includes the Reeds from Knoxville, the Saiz' from Albuquerque and the Ottos from Delano, Minnesota. Each shared their path to the industry, tales from the road how the next generation is ready to take the wheel! Stay tuned for the next set of Meet the Truckers in 2019.

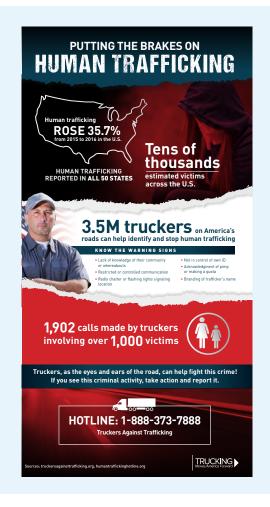
HUMAN TRAFFICKING

For the first year, TMAF launched an online awareness and education campaign during the month of January, which is National Human Trafficking Awareness Month, to support Truckers Against Trafficking's ongoing efforts. With over 3.5 million truck drivers on the road, truck drivers are uniquely positioned to identify and report suspicious behavior.

The goal of the campaign was to raise awareness of human trafficking, educate truck drivers and the public on the warning signs of human trafficking to empower them to report any suspicious behavior. The social media content, including the TMAF blog, featured images of truck drivers with facts on human trafficking, warning signs to look out for, and information on how to report suspicious behavior to the National Trafficking Hotline.



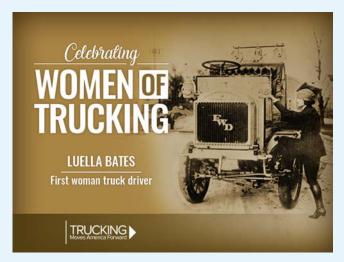
TMAF shared several attention-grabbing infographics on trucking's efforts to eliminate human trafficking throughout January. -FLEETOWNER



WOMEN OF TRUCKING

In March, TMAF highlighted the great work of the women in our industry. From drivers traveling millions of miles to the company leaders ensuring cargo and goods are moved on time, to groups of women banning together to rally the industry against human trafficking, women are making strides and making milestones happen for trucking. TMAF highlighted several women from different sectors of the industry through our digital platforms, including the TMAF blog. We featured a woman each week, describing their vital role in the industry. Engagement on social media was strong yielding 169K impressions and reach.

169K







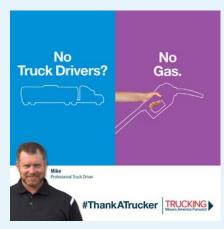




Trucking has opportunities in every aspect of fulfilling careers! Accounting, Sales, Account Management, Marketing, Safety, Driving, Maintenance, IT, HR, whatever is your skillset and talent you can contribute with advancement opportunities in this industry. -CARI BAYLOR, PRESIDENT, BAYLOR TRUCKING





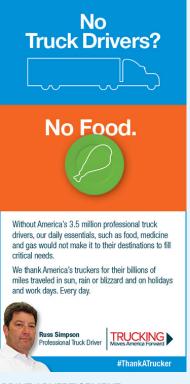


INSTAGRAM POSTS

NATIONAL TRUCK DRIVER APPRECIATION WEEK

During National Truck Driver Appreciation Week, TMAF launched a nationwide campaign to #ThankATrucker and educate the public. TMAF placed billboard advertisements along U.S. interstates featuring real award-winning truck drivers and messages of how life's essentials, such as food, gas or medicine, would not be possible without them. The billboards appeared on highways in Baltimore, Md.; Las Vegas, Nev.; Reno, Nev.; Indianapolis, Ind.; Des Moines, Iowa; Conway, Ark.; Little Rock, Ark.; Charlotte, N.C.; Dallas, Texas; Nashville, Tenn.; Dayton, Ohio and Buffalo, N.Y.

We also thanked America's truckers over the airwaves on iHeartRadio, Red Eye Radio, and Radio Nemo. TMAF's online campaign was featured on TMAF's Facebook, Twitter, LinkedIn, Instagram and Medium channels demonstrating the important and fun fall activities and events that America needs and enjoys, such as weddings, state fairs and school lunches were all made possible by trucking.



PRINT ADVERTISEMENT

MARKET/DMA	PANEL LOCATION DESCRIPTION	WEEKLY IMPRESSIONS
Washington DC/ Baltimore	I-95 WS 500ft N/O Hanover St F/N - S	1,946,910
Las Vegas	I-15 EL .4MI S/O WASHINGTON(X44)S/F	708,603
Reno	I-80 E SS 1000ft E/0 Exit 43 F/E	60,689
Indianapolis	N/S I-70 W, .9 MI E/O SR 267	278,960
Des Moines	I-235 WS 1000ft S/O Broadway Av F/S - 1	169,507
Conway	I-40 S/S .8 MI E/O HWY 286	226,150
Little Rock	I-30 S/S 0.4 MI E/O S HAMILTON P2-WF	295,533
Charlotte	I-85 0.3 mi N/O S MAIN ST (EXIT 22) ES	2,154,344
Dallas/Fort Worth	I-20 0.3 MI. W/O I-45 S/S	355,796
Nashville	I-24/40 @ Green Street N/S F/W	1,932,664
Buffalo	N/S I-90 2.00 mi E/O Junc. Rt.19/I-490 F/W	631,344

SOCIAL MEDIA











88.1M **LISTENERS**

RADIO		
STATION	MARKET	LISTENERS
Red Eye Radio	industry	83,000,000 listeners
Nemo Radio	industry	4,000,000 listeners
iHeartRadio	(10 markets)*	1,144,300 listeners

Albany, Albuquerque, Allentown, Bakersfield, Biloxi, Chicago, New Orleans, San Francisco, Sioux City, Toledo

TUNED IN ALL YEAR

For the first time, in 2018 TMAF was on the industry radio programs, Radio Nemo and Red Eye Radio with a new spot each month. From our 4th anniversary in March, to summer safety on the roads, to appreciating our industry's fathers on Father's Day, to National Truck Driver Appreciation Week in the fall, and holiday wishes and gratitude for our drivers, TMAF was heard though a constant drumbeat of positive and educational messaging on the radio.















TMAF CO-CHAIR KEVIN BURCH IS INTERVIEWED BY KC PHILLIPS OF ROAD DOG RADIO.

STATION	MARKET	LISTENERS
Red Eye Radio	industry	234,500,000 listeners
Road Dog Trucking Radio	industry	19,500,00 listeners
WTOP News Radio	Washington, DC	1,054,929 listeners
iHeartRadio	(10 markets)	1,144,300 listeners

254.2M

MAKING HEADLINES: EARNED MEDIA

THE MEDIA AS THE MESSENGER

Through print, online and radio outlets, TMAF continued to spread its message nationwide in 2018. TMAF issued press releases, which received more than 108,500 views during key events and milestones, such as MATS, Infrastructure Week and delivering the holidays. Prior to MATS, the TMAF Executive Committee hosted a press conference to provide an update on the movement's accomplishments on its four-year anniversary. At the end of the year, TMAF promoted stories through a press announcement to share how the industry gives back to the communities it serves.

Throughout 2018, TMAF secured 47 earned media stories for its campaigns large and small. TMAF placed 11 op-eds. Highlights include an Infrastructure Week piece in the Washington Examiner, a National Truck Driver Appreciation Week piece on Fox News Online and a Veteran's Day op-ed in American Military News. TMAF also placed op-eds from drivers in local newspapers, from Louisiana to Connecticut, on the truck driver shortage and on the role trucking plays during the holidays.

TMAF executives joined radio programs throughout the year and were heard coast-to-coast on Sirius XM's Radio Nemo, Road Dog Trucking and Westwood One Radio's Red Eve Radio, Overall, in 2018, our media efforts resulted in 35.5 million total impressions nationwide.

TIMES BULLETIN

Trucking: A community addressing a shortage

The Tribune

McCarty: We need more truck drivers to keep Colorado's economy moving

108.5K PRESS RELEASE

EARNED MEDIA

OP-EDS

35.5M



National Truck Driver Appreciation Week: Let's celebrate those who supply our lives and strengthen the economy





OPINION

Op-Ed: The trucking industry's commitment to hiring veterans



The fact is there are so many diverse jobs available for truck drivers. Flatbed, refrigerated, less than truckload (LTL) or truckload, are just a few examples of the many job opportunities available. These are jobs that offer great starting salaries and benefits, and provide the training needed to jumpstart a career.

-NATE MCCARTY, DRIVER, THE TRIBUNE



There's no greater feeling than knowing our deliveries are bringing joy to our fellow Americans, especially during the holiday season.

-HENRY BREWSTER, DRIVER, THE ADVOCATE







































The time is now to join the industry as it faces a driver and technical shortage of more than 50,000. Hiring more veterans helps the industry fill open positions with skilled and well-qualified workers - keeping the industry pipeline, and this great country, strong.

-GARY HELMS, DRIVER, AMERICAN MILITARY NEWS

SOCIAL MEDIA

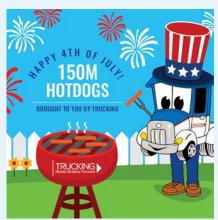
COMMUNITY ENGAGEMENT ONLINE

In 2018, TMAF's social media presence continued to flourish, and we developed a greater following online through our Facebook, Twitter, Instagram, LinkedIn and YouTube channels. Throughout the year, we engaged our community by sharing content of interest to our followers, including industry news and facts, inspiring images and stories, creative shareables and graphics. Our content also captured the attention of thousands of new people online who wish to join our growing social media community.

As part of our mission, TMAF helps broaden the message by providing social media content and resources for our members to utilize and share on their own pages, free of charge. We do this by sharing a monthly content calendar and creative graphics with social media managers throughout the industry at the beginning of each month. Members can then share the content and TMAF branded graphics on their own social media pages.

116%





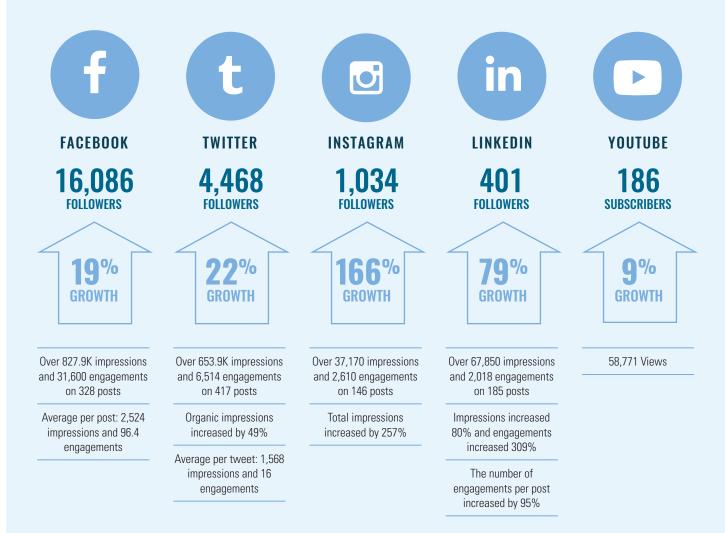








SOCIAL MEDIA SNAPSHOT



SOCIAL MEDIA GROWTH

Among the TMAF social media channels, Facebook continued to be the largest and most active community in 2018. Facebook grew 19% from the previous year and the page reached a high of over 16,000 followers. For the second year in a row, Instagram continued to skyrocket in popularity and growth as the account grew 166% from the prior year and reached 1,034 followers. Total impressions increased 257%. TMAF's LinkedIn page also had a surge in growth reaching 401 followers, which was an increase of 79% from 2017. Twitter grew at a steadier pace of 22% and reached 4,468 followers.

Messages around major image and industry events, including National Truck Driver Appreciation Week and Infrastructure Week, as well as around national awareness months, such as Women's History Month, drove engagement during the year on Facebook, Twitter and Instagram. Top performing content on LinkedIn were posts on advocacy and safety initiatives, such as action-driven content, including National Human Trafficking Awareness Month, National Safety Month and National Women's Equality Day.

THE TMAF BLOG: PERSONAL STORIES

TMAF enlisted authors to share their personal stories of what trucking means to them in the TMAF Medium blog in 13 posts throughout 2018.

During the first half of the year, TMAF featured important information during National Slavery and Human Trafficking Prevention Month; the professionals of the "Meet the Truckers" web campaign and the Women of Trucking campaign. In April, on Take Your Kid to Work Day, TMAF co-chair Kevin Burch discussed the nationwide event as a great opportunity to make trucking a family business and inspire the next generation of trucking.

During the busy travel month of June, TMAF promoted National Safety Month by sharing the industry's commitment to safety and featuring mascot Safety Sammy on the blog - our industry's symbol of commitment to safety.

After Hurricane Florence struck the coastal states in the south in September, TMAF shared the amazing recovery initiatives by the industry that helped fellow Americans. In November, TMAF featured Gary Helms, military veteran and professional driver who authored an op-ed in American Military News detailing careers and similarities between the two industries. At the end of the year, TMAF shared the industry's amazing charitable works during the holiday season; organizations from coast to coast are making a difference in American communities!











Because of my dad, our many trips together each summer, and my love for driving, I become a professional driver, too. - DION SAIZ, PROFESSIONAL TRUCK DRIVER

ADVOCACY



Strong infrastructure is critical to the success of the trucking industry and economic security of all of America.

- KEVIN BURCH. RED EYE RADIO TRUCKING







INFRASTRUCTURE WEEK

Investments in infrastructure are key to ensuring the trucking industry remains strong, which is why TMAF was proud to be an official affiliate of Infrastructure Week again, a series of educational and advocacy efforts aimed to highlight infrastructure as a key national policy issue. This year's message, "The future won't wait. Neither can we. It's #TimeToBuild.," was supported by a coalition of transportation and infrastructure groups. TMAF promoted Infrastructure Week with marketing and press materials. We placed Kevin Burch's op-ed in the Washington Examiner and his blog post on the InfrastructureWeek.com blog, which features several CEOs who are vested in improved U.S. infrastructure. To round out the campaign, trucking was heard on the radio that week on WTOP News Radio in Washington, D.C., Red Eye Radio and Radio Nemo through a flight of advertising



OPINION

Structurally sound and safe roads mean trucking can deliver

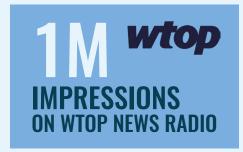
by Kevin Burch | May 15, 2018 09:33 AM 🔻 🚺 📵 🕒











MEASURING

NATIONAL POLLING

Creating and building a positive image of the industry is the top priority for Trucking Moves America Forward. TMAF commissioned research to measure the impact of the awareness and education campaign over the past four years. The online survey polled 800 American adults with driver's licenses from February 14-18, 2019, and it replicated a survey from April 28-May 7, 2015.

The findings revealed that the image of the country's trucking industry remains very positive, as motorists not only give the industry credit for moving more freight than railroads or airlines, but they overwhelmingly believe that the industry plays a very important role in the country's economy.

OTHER KEY TAKEAWAYS

- Americans describe the industry as the "backbone of our country" and say that "if the trucks stop rolling, the country stops rolling."
- Americans describe the industry's safety record as positive and as improving over the last twenty years. They believe that truck drivers are not only professionals, but safe drivers, with higher standards for safety than others on the road.
- Just about half of US motorists say they know someone who works in the trucking industry and describe them as being very positive about the industry.

SPECIFIC RESULTS



of American drivers have high regard for the trucking industry. This stayed virtually the same as 2015 at 68%.



of American motorists believe that trucks railroads or airplanes, an increase from 49% in 2015.



of those polled say they generally hear move more freight than more good things about the trucking industry compared to bad things or nothing at all, up from 34% in 2015.



of American drivers believe the trucking industry plays a very important role in the nation's economy, up from 71% in 2015.



of motorists are overwhelmingly positive about the trucking industry's safety record. This number was the same in 2015.

But there is still much work to do! Of those motorists who have seen, heard or read information about TMAF, 83% have a more favorable view of the industry. We need to continue to share our message. Stay tuned in 2019 as we extend our outreach and education efforts further to reach more of the motoring public and continue to shift the image of the trucking industry.

The survey was conducted by Public Opinion Strategies and had a margin of error of + 3.46%.

TMAF is once again grateful for all the support in 2018 through 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 and more. We thank you!

The trucking industry is a community that heeds the call in times of need. It's an industry that unites to lend support to fellow Americans in need.

-TMAF

STATEMENT AND ACTIVITIES

SUPPORT & REVENUE

PROJECT NET	\$ 661,796.40
Total Expenses	\$ 404,929.12
Events	\$ 9,050.00
TMAF Merchandise	\$ 9,925.00
PR & Advertising Programs	\$ 385,954.12
EXPENSES	
Total Revenue & Support	\$ 1,066,725.50
Other Revenue	\$ 13,910.30
Contributions	\$ 1,052,815.20

TMAF EXECUTIVE COMMITTEE

Steve Ponder

Executive Vice President Great West Casualty Company

Kevin W. Burch

President, Jet Express, Inc. Past Chairman (2016-2017), American Trucking Associations

Elisabeth Barna

EVP, Industry Affairs and Senior Advisor to the President & CEO American Trucking Associations

Wendy Hamilton

Senior Manager, Sales Marketing Pilot Flying J

Steve Bryan

President Vigillo, a SambaSafety Company























FINANCIAL DONORS

Allied Committee for the Trucking Industry (ACT I)

American Trucking Associations

Arkansas Trucking Association

Boyle Transportation

Colorado Motor Carriers Association

Covenant Transport

Great West Casualty Company

Indiana Motor Truck Association, Inc.

Iowa Motor Truck Association

Jet Express, Inc.

Maryland Motor Truck Association, Inc.

National Tank Truck Carriers, Inc.

Nevada Trucking Association

North Carolina Trucking Association, Inc.

Ohio Trucking Association

Old Dominion Freight Line, Inc.

Minnesota Trucking Association

Pilot Flying J

Specialized Carriers and Rigging Association

Texas Trucking Association

Toledo Trucking Association

Truckload Carriers Association, Inc.

Trucking Association of New York

COMPANIES WHO HAVE TMAF FULL TRAILER WRAPS TRAVELING OUR HIGHWAYS



Admiral Transport Corporation

American Trucking Associations

Baylor Trucking, Inc.

Britton Transport

Brown Integrated Logistics

C. B. Wilson Transport and Truck Repair LLC

Carbon Express, Inc.

Cargo Transportation, Inc.

Colorado Motor Carriers Association

Covenant Transport

Dayton Freight

Empire Truck Lines, Inc.

The Erb Group of Companies

Excargo Services, Inc.

Fox Valley Technical College

Garner Trucking, Inc.

Georgia Motor Truck Association

Goggin Warehousing LLC

Gully Transportation

Horizon Freight Lines, Inc.

Illinois Trucking Association

Indiana Motor Truck Association

Iowa Motor Truck Association

James R. Smith Trucking

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.

LA Delta Community College

Load One, LLC

Louisiana Delta Community College

Milwaukee Area Technical College

MTC Truck Driver Training

National Carriers, Inc.

New Mexico Trucking Association

North Dakota Motor Carriers

Association

Perfect Pallet

Pineallas Technical College

Pohl Transportation, Inc.

Pottle's Transportation LLC

Premier CDL Training Services,

Regency Transportation, Inc.

R. F. Chamberland Inc.

Steelman Transportation

Southern State Community College

Terminal Transport, Inc.

Texas Trucking Association

TCW, Inc.

Titan Transfer, Inc.

Transland, LLC

Triple G Express, Inc.

U.S. Legal Services, Inc.

USF Holland, Inc.

Veriha Trucking, Inc.

Waukesha County Technical

College

Werner Enterprises, Inc.

Williams System, LLC

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.



STAY TUNED FOR A NEW ADDITION TO THE FAMILY, SAFETY SAMMY 2.0. IT CAN WAVE AND SHAKE HANDS!













