

TRUCKING  
Moves America Forward

2020 ANNUAL REPORT

# TRUCKING

ON THE FRONT LINES  
DURING A PANDEMIC

# What We Do

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

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.

"What a great opportunity to grab this trailer load – 88 drums of hand sanitizer – and deliver it to the NYPD. ... We've done two shipments already. That's almost 10,000 gallons."

**JOHN MCKOWN, TRUCK DRIVER  
DURING THE PANDEMIC**



# Letter From Co-chairs



BOYLE TRANSPORTATION LEAVES A PFIZER WAREHOUSE IN MICHIGAN TO DELIVER ONE OF THE FIRST SHIPMENTS OF THE VACCINE AGAINST COVID-19.

2020 was an exceptional year unlike any other in recent times when a global pandemic hit America shutting down businesses and slowing commerce. But the trucking industry kept America moving as one of the nation's frontline essential industries. Trucking continued to deliver food and household goods but also toilet paper and hand sanitizers that were in high demand at the peak of the crisis.

When the medical community needed personal protective equipment (PPE), trucking was there. During the holidays, when online shopping was at an all-time high with consumers shopping from home versus at the mall, trucking delivered. And when the much anticipated and important vaccine distribution began in the U.S., truck drivers were a critical component in their safe delivery. Trucking never stopped. In fact, trucking rose to the occasion more than ever before.

It was a year to remember, and in this year's report, we will outline the educational efforts that TMAF led to further tell the story of trucking's essentiality. From the highways, to the radio airwaves, to consumers' laptops and cell phones, trucking was seen and heard throughout America in 2020.

Sincerely,



**KEVIN W. BURCH**  
**Co-Chair, TMAF**

President, Jet Express, Inc.  
Past Chairman, American  
Trucking Associations



**STEVE PONDER**  
**Co-Chair, TMAF**

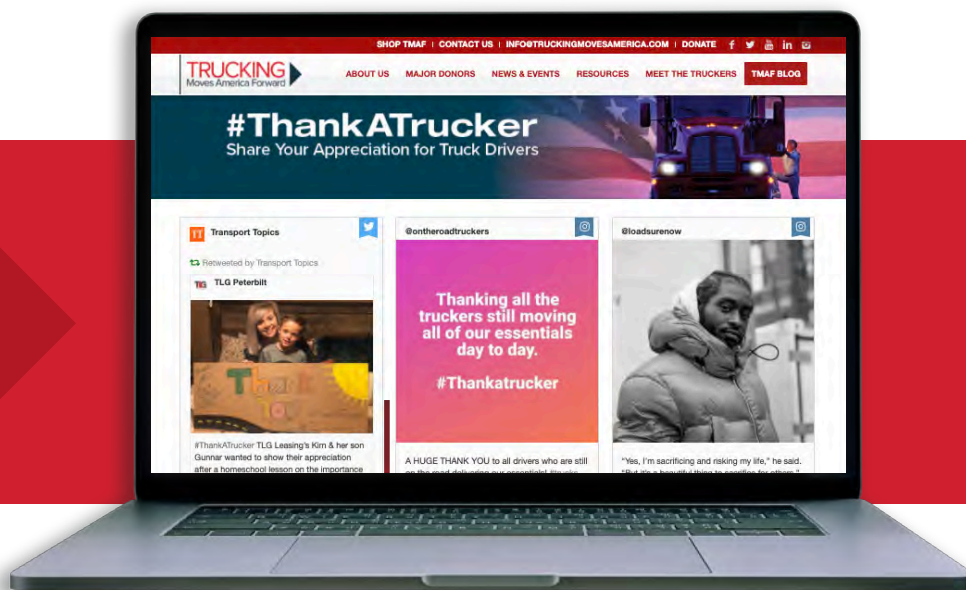
Executive Vice President  
Great West Casualty Company

# The TMAF Virtual Wall

## #ThankATrucker

When the pandemic struck America, trucking continued to deliver more than ever before. The stories of how trucking was on the front lines of the battle – despite being in harm's way – providing the critical goods; fuel, food, household goods, masks, disinfectants and sanitizers filled the internet, social media feeds and news outlets. TMAF collected these stories and created a virtual wall, which offered a real-time view of how trucking delivered, by those that included the hashtag #ThankATrucker. The wall remained active throughout the year as the pandemic continued to infiltrate and infect communities, to demonstrate the essentiality of trucking during this crisis.

**4,055**  
Views



[VIEW THE WALL](#)



# The Covid-19 Pandemic:

## A Crisis Hits America, and Trucking Delivers



BILLBOARD IN CHICAGO, ILLINOIS

During the onset of the pandemic when trucking responded to the crisis, while maintaining its current delivery responsibilities, TMAF implemented a highway billboard educational campaign to demonstrate gratitude. States were offered impactful and patriotic images that portrayed trucking as essential workers with the mantra “America Thanks You.” The highway billboards were on display in several cities, from Dover, Delaware to Tacoma, Washington.

### Billboards Displayed in April 2020

Arkansas	Little Rock	I-30 N/S .1 MI E/O Baseline Rd	Nevada	Las Vegas	1-15 EL, .58 S/O Sahara FS
Alabama	Birmingham	I-65 Northbound at Hwy 119	Nevada	Las Vegas	1-515 EL. 4 mi S/O Russell SF
Alabama	Birmingham	I-65 Northbound at Oxmoor Rd	Nevada	Las Vegas	1-15 EL, 9.25 S/O Chevenne NF
Alabama	Birmingham	I-59 W/L 500' S/O 31st St	Nevada	Las Vegas	1-15 OFRMP/US95 NL .41 E/O Rancho EF
Alabama	Montgomery	I-85 South (toward Montgomery) at Chantilly Pkwy Exit 11	Nevada	Las Vegas	1-15 EL, .58 S/O Sahara FN
Alabama	Montgomery	N/S 2625 Zelda Rd E/O Ann St F/W	Nevada	Las Vegas	1-15 EL, .25 N/O Washington FS
Delaware	Dover	Rt 13 (N. Dupont Pkwy), .75 mi. N/O Scarborough Rd WS FS	Nevada	Reno	I 580 ES 0.2mi N/O Glendale Av F/N
Illinois	Chicago	N/L Kennedy Expy (I-90) E/O Tri-State Twy (I-294) F/NW	Nevada	Reno	I 80 NS .5mi E/O I 580 F/E
Illinois	Chicago	S/L Stevenson (I-55) W/O Damen Ave F/W	Nevada	Reno	I 580 WS 2.5mi S/O S Meadows Pkwy F/S
Illinois	Chicago	W/L Tri-State Twy (I-294) N/O Grand Ave F/N	Nevada	Reno	I 580 WS 2.5mi S/O S Meadows Pkwy F/N
Illinois	Chicago	W/L Tri-State (I-294) 130' S/O Ridgeland Ave F/N	New York	New York	I-278 Goethals Bridge SS 2100ft E/O I-95 F/W - 2
Illinois	Chicago	E/L I-57 S/O Vermont St F/S	Rhode Island	Providence	I-95 @ Poe St. E/S
Nebraska	Lincoln	56th & Old Cheney	Tennessee	Memphis	I-240 (Midtown) WS 0.3mi S/O Lamar F/N
Nebraska	Kearney	Hwy 30	Tennessee	Knoxville	I-40.5 MI W/O Mabry Hood NS/FW
Nebraska	Hastings	Hwy 281 & N Shore Dr	Texas	Austin	W/S I-35 3 MI N/O CR 150 F/N
Nebraska	Omaha	72nd & I-80	Texas	Houston	Hwy 59 Eastex Frwy 0.3mi S/O FM 1960 F/N - 2
Nevada	Las Vegas	I-15 EL, 4mi S/O Washington	Washington	Seattle-Tacoma	I-5 200 ft N/O Birch St, N/F
			Washington	Seattle-Tacoma	I-5 200 ft N/O Birch St, S/F



BILLBOARDS

TMAF provided the trucking community with social media shareables to spread the message of trucking's role in the pandemic. We also created a blog post that detailed "10 Ways to Thank a Trucker" for the motoring public.



MEDIUM BLOG POST



SOCIAL MEDIA SHAREABLES



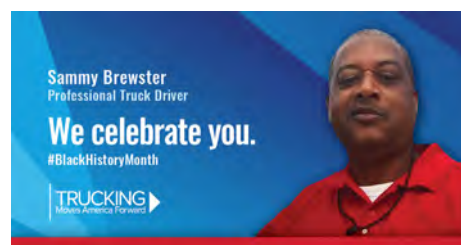
# Meet The Truckers

## BLACK HISTORY MONTH

In 2020, TMAF added *Black History Month* profiles to its *Meet the Truckers* features online. Joe, Henry, Alphonso and Sammy talked to TMAF about their road to a trucking career offering their career highlights and describing their most proud moments as road warriors.

"Trucking is what keeps this world going. Truck drivers deliver everything you rely on."

**JOE PRYOR**



SOCIAL MEDIA SHAREABLES

## WOMEN OF TRUCKING

In 2020, TMAF added several more outstanding women to the *Women of Trucking* profiles in the *Meet the Truckers* online campaign. India, Melissa, Kirsten, Kendra, Jessica and Khrista joined the ranks of being publicly celebrated for their dedication to the trucking industry and their career achievements were highlighted.

"This role allows me to see the tremendous generosity of the people of this industry."

**INDIA LOTH**



SOCIAL MEDIA SHAREABLES



POSTER

## HUMAN TRAFFICKING

The trucking industry's efforts to combat human trafficking continue each January. In 2020, we once again provided the information and resources truck drivers can use as the eyes and ears on the road to help stop the crime of trafficking. Images were shared with the community on social media to provide drivers with the warning signs of victims of human trafficking and the hotline number to call for help.



SOCIAL MEDIA SHAREABLES



**36.5M**  
Billboard Impressions

**26.7M**  
Radio Listeners



## NATIONAL TRUCK DRIVER APPRECIATION WEEK 2020

During *National Truck Driver Appreciation Week*, the billboard campaign continued and we celebrated the valiant efforts that America's truck drivers made during a pandemic. The theme was "Delivering America's Recovery," and state trucking organizations selected images of trucks to display along their local highway, which included company and association logos. Boards ran in Tennessee, Ohio, Kentucky and Idaho.

TMAF also implemented a radio campaign during the celebratory week with Westwood One Radio on its news talk and sports programming. The radio campaign included two eventful moments in time where we were able to insert trucking's message. The radio spots that aired on CBS Sports included the commercial breaks during the first professional football game of the season. The message of thanking America's 3.5 million truck drivers was heard during the busy news cycle of an Election season. Red Eye Radio, which broadcasts directly to truck drivers, was part of the radio buy, with a spot thanking drivers for their dedicated efforts, particularly in a pandemic. TMAF leaders were interviewed on the podcast by host Eric Harley, and the station included social media promotion.



BILLBOARDS





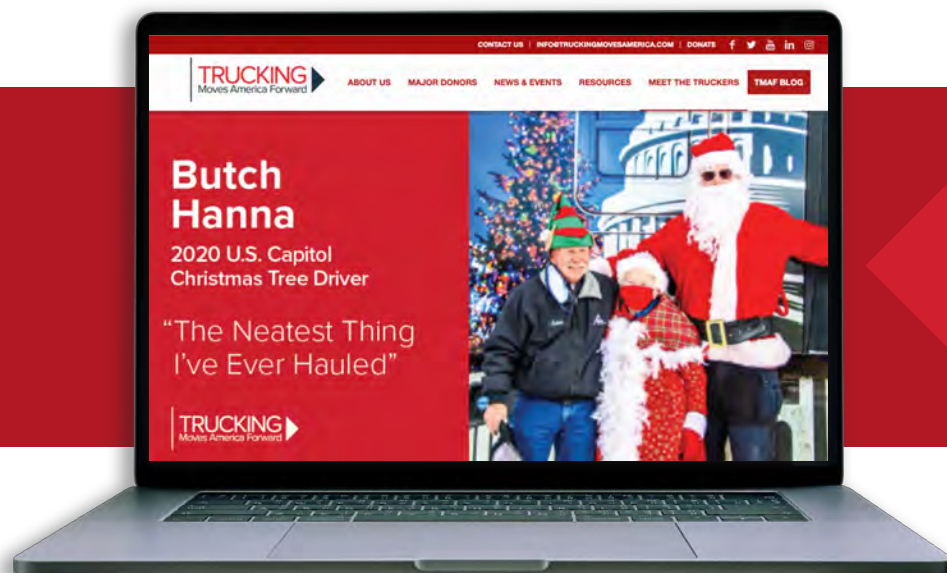
TMAF WEBSITE  
AND SOCIAL ADS

## SOCIAL MEDIA DURING NTDAW

The weeklong celebration of America's truck drivers was commemorated on TMAF's social media channels with the #ThankATrucker message, asking visitors to share their appreciation to drivers. The TMAF Virtual Wall display was also promoted so we could continue harnessing all the social media content that demonstrated support and gratitude for truckers.

## CAPITOL CHRISTMAS TREE DELIVERY

The truck drivers who make the special once-in-a-lifetime delivery to the nation's capital to deliver the Capitol Christmas tree were featured in the Meet the Truckers profiles. Larry Spiekermeier, Brum Stephens, Theron Schmalzried and Butch Hanna had wonderful stories to tell during their holiday season trek to Washington, D.C. and the people they met along the way during community stops.



TMAF WEBSITE

"I drove a truck for 41 years, and this is probably the neatest thing I've ever hauled."

**BUTCH HANNA**

# Earned Media

**497M**  
Media Impressions

In 2020, TMAF generated 22 earned media articles and radio and television interviews resulting in an estimated 497+ million media impressions nationwide.

TMAF earned coverage in industry trade journals, regional and local newspapers and radio stations, and local and national network television. TMAF executives also frequently joined trucking radio programs on Sirius XM's Radio Nemo, Road Dog Trucking and Westwood One Radio's Red Eye Radio to discuss the image of trucking.

To advance TMAF's mission of creating a positive image for the industry, TMAF promoted the contributions of the industry and its drivers. From celebrating diversity in trucking during Black History Month, to informing the media of trucking's charitable works around the holiday season, TMAF used the media as a tool to spread the message of the essentiality of trucking across the country far and wide.

During this unprecedented and challenging year, TMAF also implemented a robust media relations effort to promote trucking's role in delivering the U.S. Capitol Christmas Tree and the holiday season of giving. The story of the tour was particularly impactful this year and was well received by the press as a positive holiday story during a very difficult year. Throughout the course of the tour, TMAF secured media coverage in the states where the tree stopped to hold socially distanced community gatherings around the truck, and in Washington, D.C. upon its delivery. The good news story captured the attention of national news outlets, including Fox News Online, which ran an op-ed authored by one of the drivers, and Fox News Channel, who interviewed the driver.



EARNED MEDIA SAMPLES



**HILL.TV**

Trending: Immigration | Capitol Breach | Joe Biden | Donald Trump | Coronavirus | Sponsored: Federal Reserve

# Capitol Christmas tree completes its journey to DC

By Danika Baker - 10/20/2020 4:33 PM EST

48 Comments

1,406 Shares

Facebook Share Twitter Like Email Print

The Capitol Christmas tree, which arrived in Washington, D.C., on Friday, is not the first selected from the state of Colorado, but it promises to provide "a lifetime" experience.

"I never, never, ever expected to work for Apex Transpco me if I would do it, and I

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OPINION

Published November 20

# Truck Driver Theron Schmalzried: Delivery of a lifetime – driving Capitol Christmas tree from Colo. to DC

The opportunity to deliver the Capitol Christmas Tree, from Colorado to the lawn of the U.S. Capitol, is truly a once-in-a-lifetime opportunity

OPINION

By Theron Schmalzried | Fox News

► THERON SCHMALZRIED, TRUCKER

DELIVERY OF A LIFETIME

TRUCK DRIVER ON DELIVERING CAPITOL CHRISTMAS TREE

A cross-county trip with the Q

Truck driver Theron Schmalzried joins "The Q" to discuss his journey delivering the Capitol Christmas Tree from Colorado to the U.S. Capitol.

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[SWAN](#)

# THE DAILY SENTINEL

## Capitol Christmas Tree makes stop in GJ on way to D.C.

By NATHAN DEAL [Nathan.Deal@sentinel.com](#) Nov 12, 2020 Updated Nov 12, 2020

1 of 2



Christopher Tomlinson/The Daily Sentinel

Cars line up for people to get a sneak peek at the Capitol Christmas Tree at Two Rivers Convention Center on Wednesday as it begins its journey.

© Christopher Tomlinson

In all his years driving for Apex Transportation, Butch Hanna has never felt so much pressure on a delivery. He's delivered many items in his time, but this year is the first he's ever transported the








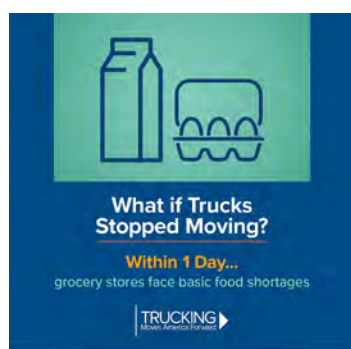
# Online Community Engagement

2020 was another record year for online engagement within the trucking community. Facebook and Instagram continued to lead in social media impressions among the TMAF accounts, and all channels including LinkedIn and Twitter displayed educational graphics, good news stories, charitable acts from the industry and stories from the front lines of a pandemic. Content promoting campaigns, including the *#ThankATrucker Virtual Wall* and *National Truck Driver Appreciation Week* solicited the most engagement.



## SOCIAL MEDIA SNAPSHOT

 <b>FACEBOOK</b>	 <b>TWITTER</b>	 <b>INSTAGRAM</b>	 <b>LINKEDIN</b>	 <b>YOUTUBE</b>
<b>19,737</b> FOLLOWERS	<b>5,767</b> FOLLOWERS	<b>1,902</b> FOLLOWERS	<b>922</b> FOLLOWERS	<b>196</b> SUBSCRIBERS
Impressions: 688,569	Impressions: 478,100	Impressions: 30,739	Impressions: 40,465	Views: 1,339
Engagements: 64,133	Engagements: 9,325	Engagements: 1,934	Engagements: 2,327	
Posts: 378	Posts: 364	Posts: 179	Posts: 279	
<b>Top content:</b> No Trucks=Empty Shelves	<b>Top content:</b> ThankATrucker Virtual Wall	<b>Top content:</b> NTDAW Billboard	<b>Top content:</b> Radio campaign	

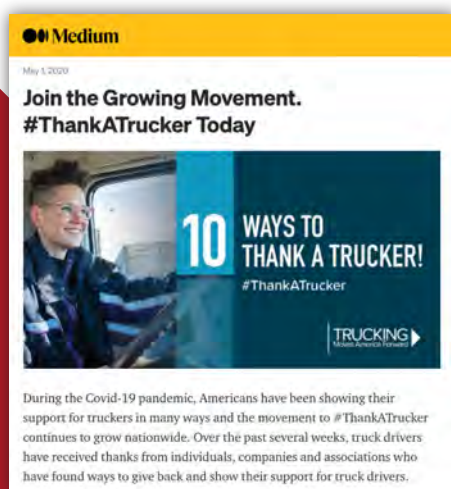


SOCIAL MEDIA SHAREABLES

# The TMAF Blog

## A Showcase of Personal Stories

11  
Blog Posts



#THANKATRUCKER BLOG POST



SAFETY BLOG POST



U.S. CAPITOL CHRISTMAS TREE BLOG POST

The TMAF Blog on Medium continued to serve as a showcase for the personal stories of professional truck drivers and industry members. TMAF displayed 11 blog posts in 2020. In January during **National Human Trafficking Awareness Month**, TMAF educated truck drivers and motorists about the warning signs of human trafficking and the important role that truckers – America's eyes and ears on the road – play in combatting this modern form of slavery. Throughout the month of February, TMAF celebrated four professional truck drivers for their achievements in trucking during **Black History Month**. TMAF interviewed four truck drivers, who were featured on the blog, to learn more about their jobs, commitment to safety and love of the industry.

The annual *Women of Trucking* campaign, one of TMAF's most popular campaigns, was featured on the blog in March in recognition of **International Women's Day** and **Women's History Month**. Six women were interviewed for the blog so readers can learn more about their careers, the stories of what drew them to trucking and how they got started in the industry.

After the **COVID-19 pandemic** hit the U.S., TMAF highlighted the essential role of the trucking industry by showcasing the role of trucking in keeping the supply chain strong, which included a roundup of news stories on the truck drivers who continued to deliver essential goods during the nationwide shutdowns. As national recognition and praise for truck drivers grew, TMAF posted ten small ways Americans can #ThankATrucker to show their appreciation for the everyday heroes during this unprecedented time.

During **National Safety Month** in June, TMAF published content on the industry's commitment to safety, which brought on a new meaning to truck drivers following the pandemic and nationwide protests. To round out the year, TMAF featured the two professional truck drivers who delivered the **U.S. Capitol Christmas Tree** to Washington, D.C. traveling two thousand miles from their home state of Colorado.

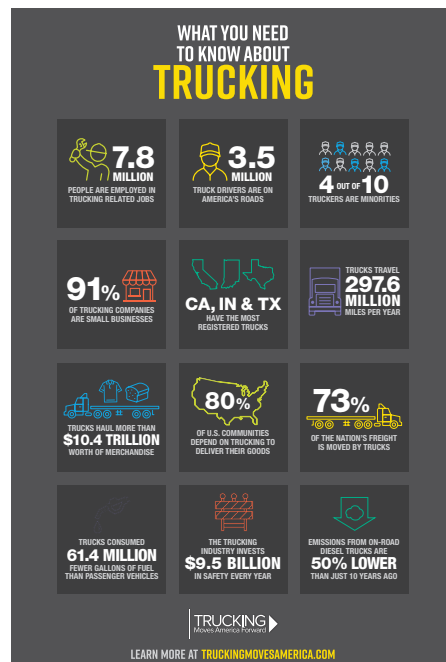
# Member Resources & Promotional Materials

## COMPLIMENTARY INDUSTRY RESOURCES

TMAF's set of free resources continues to grow and be available to promote America's trucking industry. TMAF offers posters, advertisements, videos, banner signs, social media images, educational hand-held fans, presentations and more, complimentary for members of the industry and its trusted partners. These materials can be proudly displayed on the walls of one's company; at an industry event; on the cab of a truck or window of a car. The resources can be found at [truckingmovesamerica.com/resources](https://truckingmovesamerica.com/resources).



SOCIAL MEDIA IMAGES



POSTER



PRINT ADVERTISEMENT

## ORNAMENTS

In 2020, TMAF continued its annual holiday season tradition. The new Christmas tree ornament was created for purchase at \$10, including shipping and handling. These ornaments are a thoughtful gift for friends, family members or co-workers and help to fund TMAF's education efforts. The commemorative ornaments are a great way to spread holiday cheer and the goodness of trucking!





## TRAILER WRAP PROGRAM

The customized “moving billboards” feature important industry facts and tell the real-time story of the truck driver behind the wheel. They’re not only a great way to educate the public – they’re also a great way to show your support for TMAF and the trucking industry. Through our trailer wrap program, companies can purchase the design and installation of the wraps and choose to display personalized designs, including a company driver, logo or personalized message.

**250**  
trailer wraps  
on the road



**16M**  
impressions  
per city, per year



# Total 2020 Campaign Impressions

**562M**  
Impressions

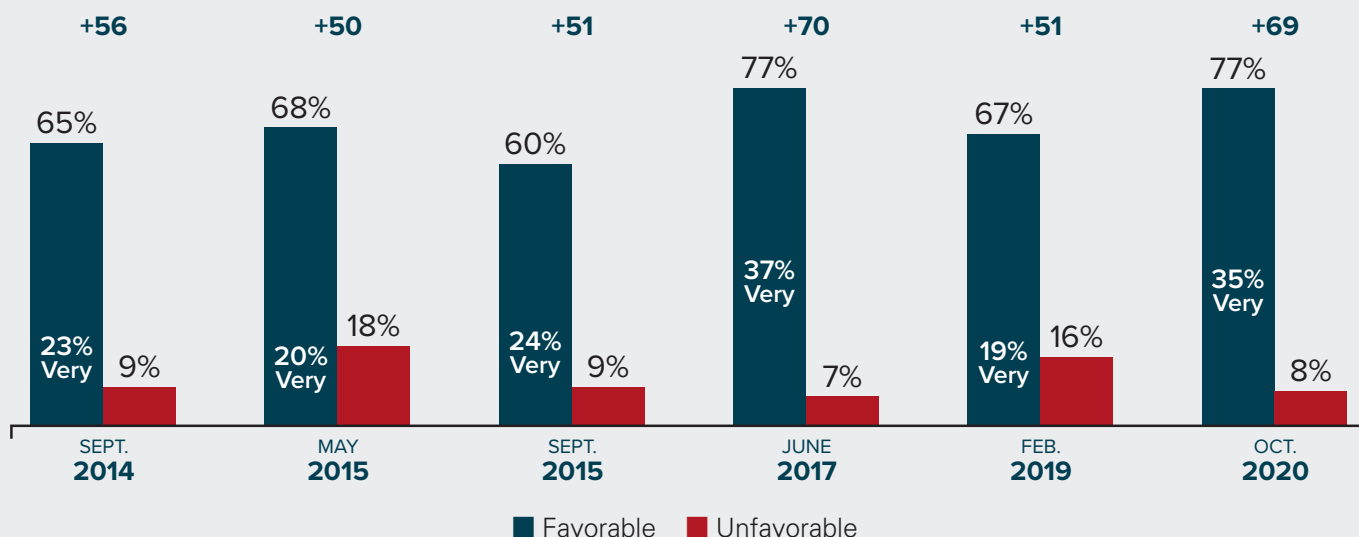
TMAF's traditional and new media campaigns, including social media, editorial coverage, the blog, the virtual wall, advertising on billboards and on radio, resulted in a total of more than **562 million impressions in 2020**.

Further, each of the 250+ branded trailer wraps traveling America's roads garner **16 million impressions per city, per year**.

## Trucking's Image since TMAF's Inception

The image of the trucking industry has greatly improved over the years due to the industry's overall efforts to promote its economic value and essentiality to America through ongoing education awareness and marketing campaigns.

The trucking industry's image is at its highest level to date when tested with market research.



1,220 polled in October 2020 by Public Opinion Strategies

# 2020 Financials

TMAF is grateful for all the support in 2020 through donations and contributions, large and small, as well as silent auction items and purchases of the TMAF ornaments and trailer wraps. We thank you!

## STATEMENT AND ACTIVITIES

### SUPPORT & REVENUE

Donations	\$	4,495,211.80
Merchandise & Products	\$	114,947.74
Silent Auction	\$	4,387.64
<b>Total Support &amp; Revenue</b>	<b>\$</b>	<b>4,614,547.18</b>

### EXPENSES

PR & Advertising	\$	2,490,324.80
Merchandise & Products	\$	120,899.60
Events	\$	23,833.00
<b>Total Expenses</b>	<b>\$</b>	<b>2,635,057.40</b>
<b>Total Project Net</b>	<b>\$</b>	<b>1,979,489.78</b>

## 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, Operations  
and Executive Support  
Pilot Flying J

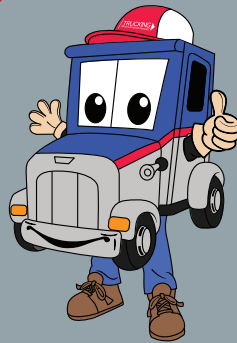


# Major Donors



## 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.



**TRUCKING** ▶  
Moves America Forward

WE WILL SEE YOU AT EVENTS SOON!



[www.TruckingMovesAmerica.com](http://www.TruckingMovesAmerica.com)