

2019 ANNUAL REPORT

# 5 YEARS OF TELLING OUR STORY

2014-2019



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# 2019 LETTER FROM CO-CHAIRS

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We can hardly believe it's been five years since we first officially launched Trucking Moves America Forward at the Mid-America Trucking Show (MATS) in 2014! What a ride it has been. We are deeply proud of the work that we have accomplished, not just an organization but as the movement we set out to establish five years ago.

In 2019, we celebrated our anniversary by kicking off the Mid-America Trucking Show with a press conference and celebration highlighting the accomplishments over the years. We will showcase those milestones in this year's report.

From reaching new heights with our billboard advertisements across America's highways, to adding more trailer wraps on the roads, to creating a second mascot – one with hands – ensuring that trucking is more frequently represented throughout important events, TMAF has made an impact.

Our message has resonated with many over the years as we built a steady following of dedicated industry warriors. We reached more people online through social media channels than ever before. Instagram engagement, in particular, continued to soar. We broadcasted regularly on the radio airwaves, including Westwood One Sports, with our leaders conducting interviews and through thirty-second spots thanking drivers and promoting smart advocacy. We told the story of trucking moving the national Christmas tree to the nation's capital on network news.

We thank the donors and sponsors who give so generously each year, or even one year, for their support. We thank all of the drivers, technicians, company leaders, partners and members of the media who have made the movement what it is today. Here's to the next five!

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

## WHAT WE DO

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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!**

# 2019 RESULTS

## MEMBER RESOURCES

**3,329**  
subscribers

We know how valuable time is for our industry members. TMAF strives to produce trucking's messages of essentiality for all industry members to share. TMAF offers posters, videos, advertisements, social media shareables and more, free of charge. The complimentary resources can be displayed at company events, inside office walls and breakrooms, on social media and during presentations.

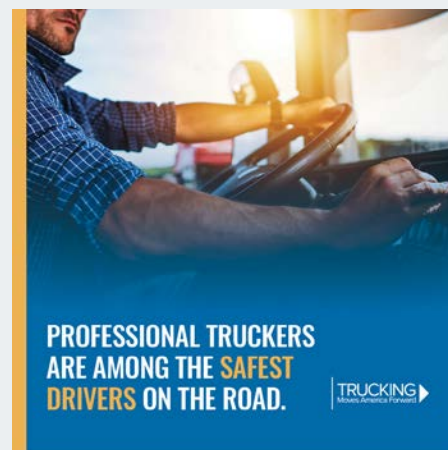
With the TMAF database at 3329, TMAF distributes important news, events and industry happenings to keep members up to date and to call for industry participation.



Posters



Print ads



Social media images



Billboards



## INDUSTRY EVENTS

For TMAF's 5th anniversary, we celebrated at the place where we first publicly launched: the Mid-America Trucking Show, in Louisville. To kick off a press conference, we played a video highlighting the members and donors, the news stories, social media engagements, trailer wraps on the road and places where the mascot made friends. During the press conference, TMAF leaders, and mascot Safety Sammy, highlighted in further detail the milestones achieved over the five years and the vision for the future. We also provided the results of recent polling that occurred just weeks prior to MATS to demonstrate the impact and understanding of the industry.



A video highlighted 5 years of results.  
[Click here to view video.](#)

### FIVE YEAR ACCOMPLISHMENTS ANNOUNCED IN MARCH

**200**

donors

**3,410**

subscribers

**240**

TMAF trailer wraps,  
reaching millions

**344M+**

advertising  
impressions

**200+**

earned media  
placements  
totaling 162 million  
impressions

**21,962**

social media  
followers:  
16,276 Facebook;  
4,586 Twitter;  
1,100 Instagram

**24**

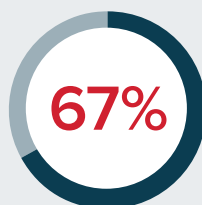
blog posts

“

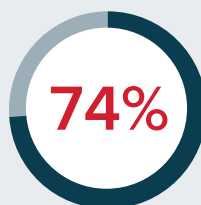
A new poll has confirmed that a campaign to improve trucking's image has been successful in nudging public perception toward a more positive image over the past five years, leaders of **Trucking Moves America Forward** said at a **March 28** news conference [here](#).

— *Transport Topics*

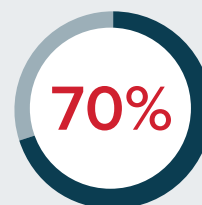
### TOPLINE POLL RESULTS



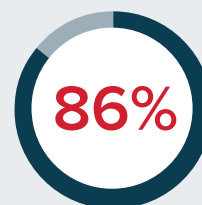
of American drivers have high regard for the trucking industry. This stayed virtually the same as 2015 at 68%.



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.



view trucking as a career versus a temporary job, the same as 2015.



Website promotion

We also worked with media partner and industry colleague Dave Nemo to help promote TMAF's anniversary through radio spots and interviews and Facebook content.

- We ran 20 :30 spots that totaled 1,480,000 impressions from March 25-30.
- The total impressions during the 15 min. MATS live interview were 2,220,000.
- Facebook views the three days of MATS totaled 5,474.



TMAF Co-chair Kevin Burch



Dave Nemo at the MATS 2019 Press Conference



Here's to 5 years! Yum!



TMAF Co-chair Kevin Burch, ATA EVP Elisabeth Barna and professional driver Russ Simpson



Speaking to NBC Louisville during MATS about the importance of safe driving



TMAF and Safety Sammy traveled the country to meet more than 150,000 fans at industry trade shows and conferences and to educate school kids about the importance of the industry.



New Safety Sammy debuts at Great American Trucking Show (GATS) 2019.



Law enforcement is all smiles for Safety Sammy at GATS!



Sammy greets GATS attendees.



Safety Sammy greets schoolchildren at a Bestway Event.



Sammy donning a hard hat for Work Zone Awareness Week.

## SAFETY SAMMY HANDS OUT EDUCATIONAL MATERIALS



Safety first! Pennsylvania Truck Driving Championships.



High fives all around at TMC 2019!

**250**

trailer wraps  
on the road

**16M**

impressions  
per city, per year



## 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 chose to display personalized designs, including a company driver, logo or personalized message.

In 2019, we launched the Safety Sammy Wants You campaign. We rounded out to 250 wraps on the road and counting!



Safety Sammy trailer wrap



“

“When you think about one trailer has over 16 million impressions, we have sold 240 now,” Burch said. “My goal is to have 1,000 trailers out there that are decaled explaining what we do, whether it’s medical goods or groceries or whatever it might be, and then advertise your company because you’re proud to be moving America’s goods.”

-CCJ



## SAFETY SAMMY WANTS YOU!

“

From mechanics and technicians to corporate and management positions, there are career opportunities for everyone in the industry if they are up for the challenge of helping to deliver to our communities.

*-Chuck Lobsiger,  
professional truck driver,  
in The Gainesville Sun*

A few decades ago when the government recruited young men for the Army, the patriotic campaign “Uncle Sam Wants You!” slogan was a massive promotional success. Now, Safety Sammy wants drivers to join the industry. See more in the new materials launched in 2019.



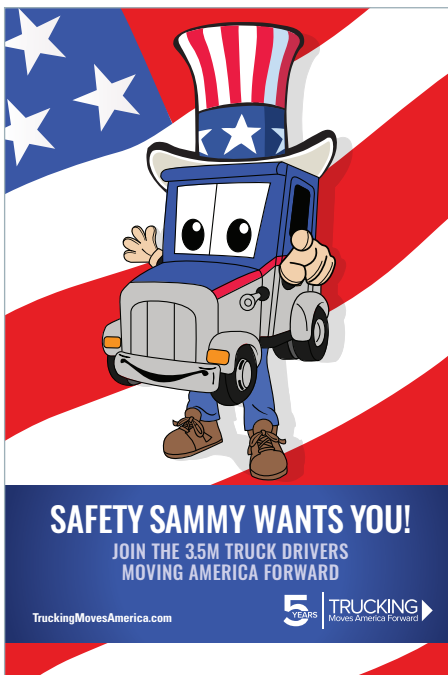
Donor cards



Social media



Trailer wrap



Poster



Tent cards



Print ad



Billboard

## HOLIDAY ORNAMENT

To commemorate the 5<sup>TH</sup> anniversary, TMAF's annual holiday ornament reflected the milestone. Industry mascot Safety Sammy was displayed on the back of a trailer with 2014-2019 and seasonal colors of red and green. The ornaments were created and priced at just \$10 a piece including shipping and packaging, in time for the holiday gifting season for families, friends and coworkers. They were marketed and displayed for sale at various industry conferences to help with ongoing fundraising efforts for TMAF.



Commemorative holiday ornament

# 2019 CAMPAIGNS

TMAF shined a light on industry groups and issues of critical importance in mini campaigns throughout the year.

## MEET THE TRUCKERS

We added more families to the Meet the Truckers website campaign. The Garcias, Pottles and Petersons all contributed to the campaign by telling their stories of their own generations of trucking and their love of the road.



Ralph Gracia and his brother Don and son Jake.

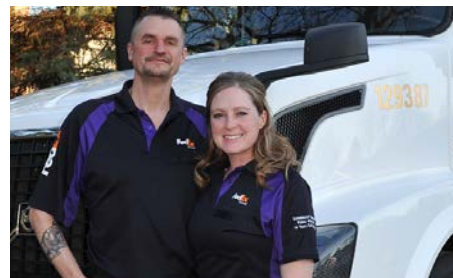


Chelsea Pottle Demmons and her family.

“

The Meet the Truckers campaign aims to share the personal stories of trucking families who demonstrate the generations in the industry, their rise to success and their motivation to keep on trucking.

-The Trucker



Tina Peterson and her husband Dave.

## HUMAN TRAFFICKING

In January, TMAF again raised awareness of this important month where the 3.5 million truck drivers can play an active role. We created an online campaign with facts and infographics on the tens of thousands of victims of human trafficking, the calls made by truckers and the hotline that can be a lifeline. We also provided a poster image of the infographic for industry use.



Social media



## WOMEN OF TRUCKING

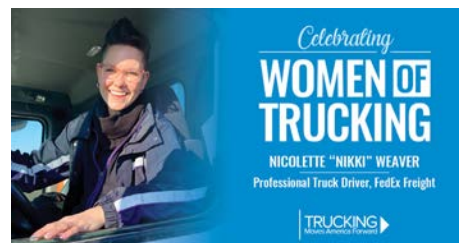
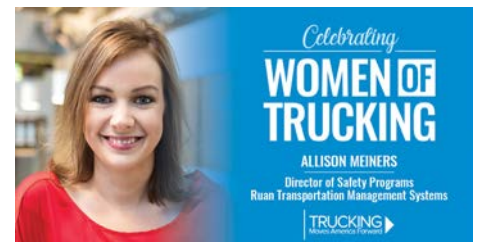
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When you have the right people in place doing their job exceptionally and professionally day in and day out in an ever-changing industry, there are no limits to our success. The passion of the people in the trucking industry is remarkable.

-Chelsea Pottle Demmons

**42K**  
impressions  
**1,866**  
engagements

One of the most popular campaigns, Women of Trucking, was once again implemented in 2019. We featured several new women who exemplify dedication in the trucking industry to achieve results. Anna, Dee, Tina, Marcia, Soona, Allison, Nikki, April, Lisa and Donna all fit the profile of successful women behind the wheel and behind the desk. They were featured on all of TMAF's social media channels and blog.



Social media images



Billboard in Nevada

## NATIONAL TRUCK DRIVER APPRECIATION WEEK

During National Truck Driver Appreciation Week, which was September 8-14 this year, we deployed billboard and radio advertising campaigns along with a robust social media push to thank our nation's 3.5 million professional truck drivers.

### BILLBOARDS

This year we were in seven major markets including Dallas and Las Vegas with billboards, with a new message, "Delivering Life's Moments" and scenes of families gathered at a picnic, playing baseball, celebrating a birthday and riding a bike.

**8M**  
billboard views

MARKET	LOCATION DESCRIPTION
Las Vegas	I-15 WS 700ft S/O US 95 F/S - 1
Reno	Interstate 80 At Keystone Avenue Offramp S/S F/W
Las Vegas	I-15 WS 1.3mi S/O Craig Rd F/N - 1
Buffalo	N/S I-90 10 mi. W/O Exit 48 Batavia F/E
Little Rock	I-30 S/S 0.4 MI E/O S HAMILTON P2-WF
Dallas/Fort Worth	SH-360 380' S/O HEATHER RIDGE, W/S
Nashville	N/L I-24 .4 mi E/O Haywood Lane F/W



**20M**  
listeners  
Westwood One Sports

## RADIO

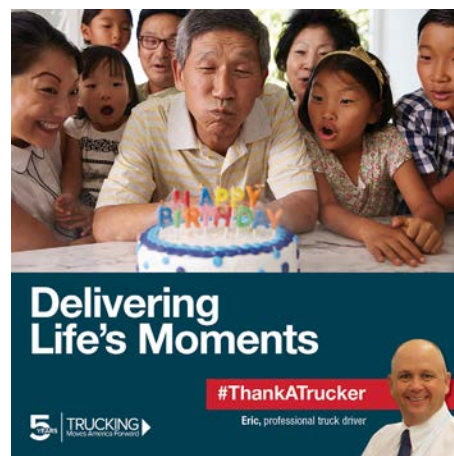
TMAF focused its radio advertisements on Westwood One Sports programs nationwide. Starting September 8, commercials thanked professional truck drivers and educated consumers on how essential the industry is in delivering all our products and goods. The spots aired on CBS Sports, NBC Sports and play-by-play broadcasts of professional football, reaching more than 20 million listeners.



## SOCIAL MEDIA

The Delivering Life's Moments campaign was shared with the online trucking community through the social media channels and through our distribution to the social media manager community. Each image during the week depicted a different special life moment in which trucking truly delivers.

Instagram and Facebook story ads



Social media images





Safety Sammy greets baseball fans.

“

Making special summer days happen is due in large part to the trucking industry: The food on the grill, floats in the pool and umbrellas on the beach were all delivered to you by a truck.

-Ron Vandermark,  
professional truck driver, in  
the Burlington County Times

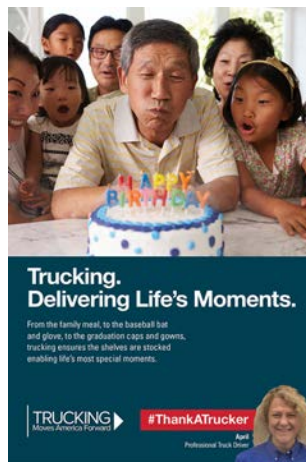
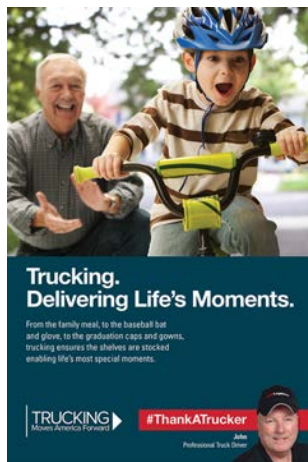
As part of NTDAAW celebrations, on Friday, September 13, it was “Trucking Day” in the Nation’s Capital hosted by the American Trucking Associations. Mascot Safety Sammy was at a popular ballpark metro station at Nationals Park greeting baseball fans and spreading the industry’s message. Additionally, truck driver Dion Saiz performed the National Anthem, and eight trucking representatives were honored on the baseball field prior to the first pitch.

## PRINT ADS AND POSTERS

Other materials were created for industry use including print advertisements and posters



Print ads



Posters

# EARNED MEDIA

Since the movement's inception, TMAF has harnessed the power of the media to tell our story to a broader audience. In 2019, TMAF continued to promote the movement's milestones and share industry updates with the media to reach readers and listeners from coast-to-coast.

## TELLING OUR STORY THROUGH THE NEWS

**35**  
earned media stories

**21.5M+**  
media impressions

**21**  
op-eds placed

TMAF earned coverage in industry trade journals, regional and local newspapers, and national and local 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.

In total, TMAF generated **35 earned media articles** and **placed 21 opinion pieces** resulting in an estimated **21.5+ million media impressions nationwide**.

At MATS, industry trade reporters attended TMAF's five-year anniversary press conference and covered the movement's progress and the results of a national poll demonstrating that the industry has been successful in shifting public perception of trucking toward a more positive image. While at MATS, Safety Sammy and a driver shared safety tips for drivers sharing the road with trucks during a television segment that aired on **NBC in Louisville**.

Throughout the year, TMAF helped raise visibility of industry events, such as Infrastructure Week and National Truck Driver Appreciation Week, by issuing press releases. During Infrastructure Week, TMAF placed an **op-ed authored by co-chair Kevin Burch in *Morning Consult*** to advocate for lawmakers to address the nation's infrastructure gap.



Safety Sammy shares safety tips on NBC in Louisville.



MORNING CONSULT

OPINION

### The Time to #BuildForTomorrow Is Now

BY KEVIN BURCH  
May 13, 2019

## AMERICAN MILITARY NEWS

OPINION

### Trucking's commitment to veterans' success after military life



## reno gazette journal

OPINION

We need to keep trucking industry thriving, says Dayton truck driver

## THE TRUCKER.COM

WE DRIVE THE WEB

THE NATION

### TMAF advocating safer roads, bridges during Infrastructure Week



Published 9 months ago on May 15, 2019  
By The Trucker News Staff



FEATURED

### Dave and Tina Peterson love life on the road, and to advocate it through TMAF



Published 3 months ago on November 7, 2019  
By The Trucker News Staff



TMAF hit the airwaves to give an update at MATS.

In the summer, TMAF launched an op-ed campaign to educate the motoring public about the driver shortage and the diverse jobs that are available within the industry. The **op-eds ran in publications in eight states**, including in Arizona, Florida, Georgia, Illinois, Mississippi, Nevada, New Jersey, and New York.

On Veterans Day, TMAF placed two op-eds authored by a veteran truck driver about the trucking industry's commitment to hiring veterans. The op-eds ran in the military publication, **American Military News**, and the driver's hometown paper in Alabama, the **Montgomery Advertiser**.

The new faces of TMAF's Meet the Truckers campaign were featured in industry trade publications. **The Trucker Magazine** conducted a series on the campaign publishing feature pieces on each of the three new families.



“

I am proud to be part of an industry that is doing its part to assist veterans' during a time when they need it most by providing job opportunities, training programs and career paths for America's veterans in the trucking industry.

- Alphonso Lewis Sr.,  
professional truck driver,  
in the *Montgomery Advertiser*



TMAF promoted the annual U.S. Capitol Christmas Tree tour during the holiday season, notifying local media about upcoming stops the truck was making in their neighborhoods. Pro truck driver Brum Stevens of Wilbanks Trucking Services in New Mexico who drove the last third of the journey spoke to ABC in Knoxville during that stop. Once the tree arrived in Washington, D.C., TMAF coordinated a national TV interview on FOX News with host Dana Perino who spoke with Brum about making the final delivery of the tree.

In December, TMAF issued its annual end-of-year press release that highlighted the many ways that trucking companies and organizations give back during the holiday season, from food banks to toys to shoe collections.

## Transport Topics

### TMAF Celebrates Five Years of Enhancing Trucking's Image



Burch (John Sommers II for Transport Topics)

LOUISVILLE, Ky. — A new poll has confirmed that a campaign to improve trucking's image has been successful in nudging public perception toward a more positive image over the past five years, leaders of Trucking Moves America



### Five years into campaign, trucking image group TMAF looks to continue growth

Matt Cole | @MattColeRR / August 28, 2019



TMAF is launching new trailer wraps that feature the group's mascot, Safety Sammy, with an Uncle Sam theme. The wraps can be customized for a fleet to feature a logo and the fleet name.

# ONLINE COMMUNITY ENGAGEMENT

In 2019 TMAF continued to provide monthly content calendars to the community at large. After five years, we are encouraged to see the growth and engagement online from social media managers across the country sharing trucking's positive stories. Organizations are encouraged to contact us to receive the content.

## SOCIAL MEDIA

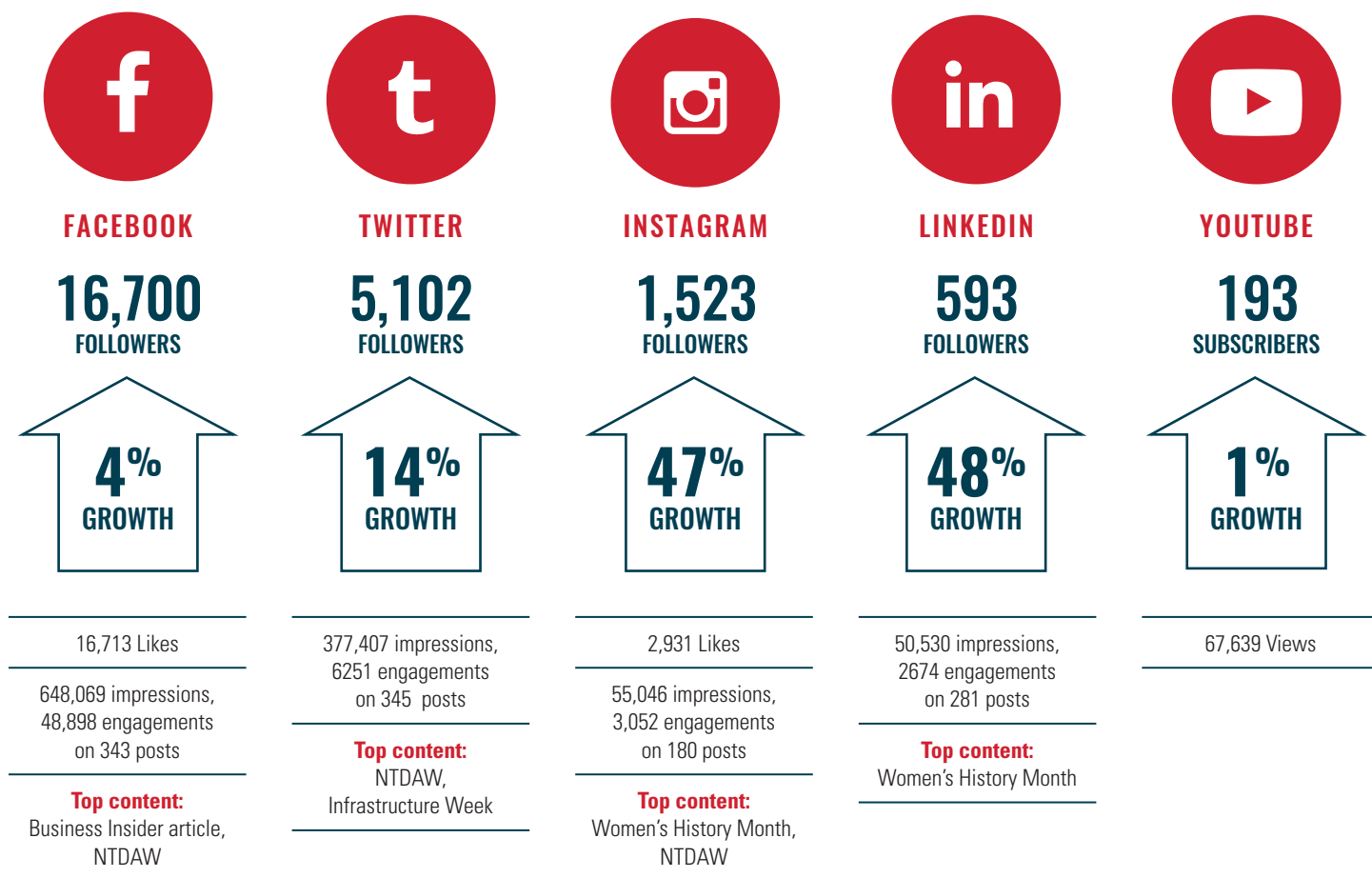
TMAF's Instagram continued to boom along with the global growth of the platform itself. LinkedIn also grew in followers and engagement, while TMAF's Facebook and Twitter gained slower but steady growth. Targeted campaigns such as Women of Trucking, Human Trafficking Awareness and NTDAW demonstrated peak times of growth in engagement, as did events, such as TMAF's 5th anniversary at MATS, Infrastructure Week and its participation at GATS.



Social media images



## SOCIAL MEDIA SNAPSHOT



Social media images

**14**  
blog posts

## THE TMAF BLOG



Meet the Truckers



NTDC  
Championships



TMCSuperTech  
Grand Champions



U.S. Capitol Christmas Tree



Charitable Works

## THE PERSONAL STORIES

The TMAF Medium blog featured the personal stories of trucking and industry efforts to better the communities they serve in **14 blog posts** throughout 2019.

TMAF featured drivers, technicians and industry members who shared what they love most about trucking. TMAF also highlighted the contributions that trucking has made in our communities through advocacy and charitable works.

In January, TMAF raised awareness of and educated truck drivers and the motoring public on the warning signs of human trafficking during **National Human Trafficking Awareness Month**. America's truck drivers – our eyes and ears on the road – are critical in the fight against human trafficking.

In February, a veteran truck driver discussed the exciting and unique opportunities that the industry provided him throughout his 50-year career in trucking. The personal stories of several **women with various jobs** throughout the industry were featured to help shine a light on the diverse jobs and careers available to women in trucking.

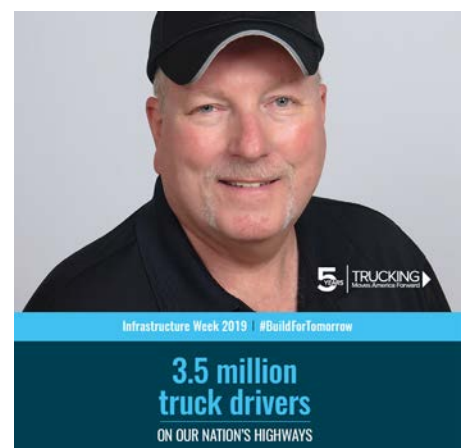
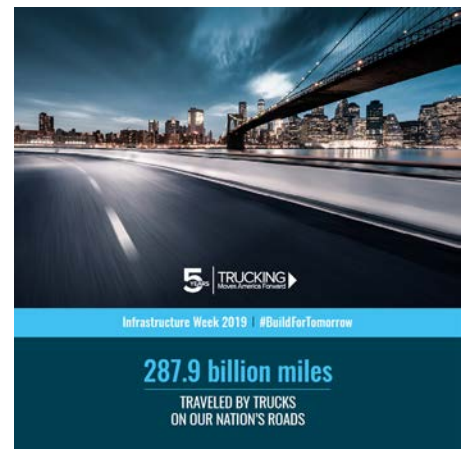
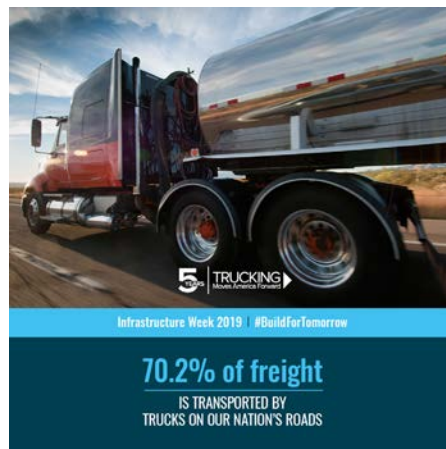
TMAF advocated for stronger and safer roads in communities during National Infrastructure Week in May and National Safety Month in June. The stories of three families who represent the generations of trucking – **the new faces of TMAF's Meet the Truckers campaign** – were featured in July.

In the fall, the **2019 National Truck Driving Championships (NTDC)** and **TMCSuperTech Grand Champions** discussed the industry's commitment to safety. TMAF thanked America's truck drivers during **National Truck Driver Appreciation Week (NTDAW)** and helped educate the motoring public on how essential the trucking industry is to their lives.

At the end of the year, the three drivers who **delivered the U.S. Capitol Christmas Tree** were featured on the blog. TMAF also recognized trucking companies and organizations who participated in **charitable works and gave back to their communities** during the holiday season.

## INFRASTRUCTURE WEEK

TMAF advocates for building better bridges and roads so the trucking industry can operate as safely as possible to deliver America's precious cargo. We announced our participation in the annual advocacy week, Infrastructure Week, promoting the message #BuildForTomorrow through a news release and with a national editorial authored by TMAF Co-chair Kevin Burch in the **Morning Consult** publication. We also deployed a campaign on social media with facts about the need for proper highway funding.



Social media images



# 2019 FINANCIALS

TMAF is once again grateful for all the support in 2019 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!

## STATEMENT AND ACTIVITIES

### SUPPORT & REVENUE

Direct contributions	\$	487,976.26
Product	\$	5,555.20
Silent auction	\$	4,387.64
<b>Total Contributions</b>	<b>\$</b>	<b>497,919.10</b>

### EXPENSES

PR & Advertising Programs	\$	245,045.19
TMAF Merchandise	\$	8,933.69
Events	\$	6,327.43
<b>Total Expenses</b>	<b>\$</b>	<b>260,306.31</b>

<b>PROJECT NET</b>	<b>\$</b>	<b>237,612.79</b>
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## 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

# MAJOR DONORS

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*Elite Suppliers to the Trucking Industry*



# TRAILER WRAPS



**250**  
trailer wraps  
on the road





# OUR MISSION

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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.



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