

ATA Councils

Business Home for Trucking Industry Professionals

Every industry needs its executives to perform at peak level, and trucking is no different. Industries also thrive when standardization and industry best practices drive inefficiencies out of the market. ATA recognized these two business imperatives and brought them uniquely together in the ATA Councils, groups of hands-on practitioners in key functional areas of trucking. Setting competition aside, council members have solved thorny industry problems and raised the bar of industry expectations in areas from equipment specification to safety management to finance and taxation, all while growing a new generation of industry experts. Here is a look at the ATA Councils:

Technology & Maintenance Council (TMC). In the beginning, TMC was part of an ATA Conference — the Regular Common Carrier Conference (RCCC). In 1956, Jack Snead of Consolidated Freightways and Woody Callan of Central Freight Lines saw the need for a Maintenance Committee at RCCC to bring carriers and manufacturers together to solve equipment problems. In those days, denial was the operative mode of communication between the two parties – “That’s the first time I’ve heard of that problem” or



“you must be the only one with that issue.” But by its 10th anniversary, the “M-Committee,” as it was dubbed, had developed mutual trust and a structure — Study Groups and

Task Forces — that allowed carriers and manufacturers to tackle tough issues together. That structure was the brainchild of Andrew Ambli of Briggs Transportation and continues today through 14 Study Groups and over 100 Task Forces. Their output, which first appeared in 1973, are the TMC Recommended Practices, industry “gold standards” for maintenance and engineering practices on topics from “Heavy Duty Alternator Mounting” (RP 101, the first adopted) to fuel economy test procedures. Today, the 2,400 pages of TMC Recommended Practices are in use internationally and so widely accepted that it is not uncommon to see truck parts carry a packaging label, “Meets TMC RP xxx.” Now in its second 50 years, TMC continues to meet

the challenges of new technologies and vehicle designs and is grooming the technicians needed to work on modern equipment through the TMC SuperTech competition.

Safety & Loss Prevention Management Council (S&LPMC). Best known for hosting the National Truck Driving Championships (NTDC), the



Safety & Loss Prevention Management Council traces its origins to the foundation of ATA in 1933. Charles G. Morgan Jr. was one of the eight original ATA staff members

and was assigned the task of developing ATA’s safety program. Where Morgan headed the ATA Safety and Operation Department, safety itself soon required full-time attention and, in 1947, Goley D. Sontheimer, a member of the Missouri State Highway Patrol, joined ATA as safety director. Within two years, Sontheimer had formed the ATA Council of Safety Supervisors, which in 1988 was reorganized as the ATA Safety Management Council. In 2000, the Safety Management Council merged with the ATA Transportation Loss Prevention & Security Council to form today’s S&LPMC.

On a day-to-day basis, S&LPMC promotes the “M” in its name — helping safety directors from all sizes and types of motor carriers build and manage a program that moves beyond simple compliance to a true culture of safety. Over the years, the council has launched a series of awards to encourage safety improvement throughout the industry:

- 1935 — National Truck Safety Contest
- 1947 — Driver of the Year
- 1961 — Safety Director of the Year

The Granddaddy of them all, of course, is the NTDC. Held annually since 1937 (except for 1942-1945 during World War II), the National Truck Driving Championships began with 20 drivers operating tractor-semis. The years brought more competition classes — straight

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The American Trucking Associations are keenly aware that manpower is the heart of the network of highway transport. A very important part of the Association's organization work throughout the year is devoted to raising the standard of driver safety, morale, efficiency, and courtesy, culminating in the annual National Truck Roadshow, for which all drivers with a one-year accident-free record are eligible to compete.

International Harvester publishes this page in tribute and appreciation to the highly constructive work of the A. T. A. and is justly proud that both the winner and the runner-up in the 1939 contest drove International Trucks.

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trucks in 1940, auto transporters in 1941, a sleeper berth class in 1997 to encourage truckload carrier participation. Today, 375 drivers compete in nine classes of equipment. And these are truly the "best of the best" drivers, having competed in a state truck driving championship while maintaining an accident-free record over the prior year. The coveted awards for Grand Champion driver and the national champions in each class are now joined by awards for vehicle condition, rookie of the year, lifetime volunteer and exemplary professionalism, making the NTDC a true celebration of safety and achievement among the men and women who move America's freight.

National Accounting & Finance Council (NAFC). Looking back at the history of the ATA councils, it is easy to see the need for industry practitioners to join together in areas central to trucking — everyone uses equipment, after all; safety is Job #1 and drivers are the backbone of the industry. But, accountants? Risk managers? Insurance and finance and tax
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Congratulations ATA!

It is a pleasure to congratulate the American Trucking Associations on the occasion of their 75th Anniversary. We salute the leadership you have provided the Trucking Industry over the past seventy-five years.



A S S O C I A T I O N