

## In Honor of Mike Russell

The award is named in honor of the late Mike Russell, a trucking industry supporter and media official who helped develop the "Good stuff. Trucks Bring It." campaign as Vice President of Public Affairs for the American Trucking Associations. Mike's commitment to trucking and tireless efforts to enhance the industry's image inspired this award.

## Previous Award Winners

2007 - Don Hayden - M&M Cartage, Inc.



2008 - Bridgestone Bandag Tire Solutions



Good stuff.



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

## Mailing Address

American Trucking Associations  
The Mike Russell "Good stuff"  
Trucking Image Award  
950 North Glebe Road, Suite 210  
Arlington, VA 22203-4181

The winners of the Mike Russell "Good stuff" Trucking Image Award will be announced during the American Trucking Associations annual Management Conference & Exposition, October 4-7 in Las Vegas, Nevada. Go to [www.truckline.com](http://www.truckline.com) for MC&E details.



Questions? Please e-mail

[ImageAward@trucksbringit.com](mailto:ImageAward@trucksbringit.com)

or call ATA Outreach at 703.838.1896

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## The Mike Russell "Good stuff" Trucking Image Award 2009

For those who best promote  
the trucking industry



Good stuff.



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## Join In

The "Good stuff" campaign is a collaborative effort that improves the perception of trucking companies and employees while highlighting the importance of trucking to the nation's way of life.

The Mike Russell "Good stuff" Trucking Image Award celebrates companies, organizations and individuals who creatively generate positive awareness of the trucking industry. Without the support of the individuals throughout the industry, the benefits of an improved image of the trucking industry would not be possible.



**TRUCKS BRING**  
*Life's Essentials*

## Submissions

Submissions will be evaluated by an expert impartial panel of judges based on the following criteria:

**Creativity** - What innovative or novel way has the image of trucking been promoted?

**Frequency and Reach/Impact** - Efforts should reach a significant and relevant audience.

**Execution** - All communications in the campaign should reflect the highest standards of quality and professionalism. Entries should include examples of any return on investment.



## Award Categories

- Motor carrier
- Industry supplier (such as OEM or service provider)
- Association or organization
- Driver/owner operator
- "Good stuff" ambassador

All entries must be submitted to the "Good stuff" campaign by September 4, 2009.

## Nominations

**All nominations must include the following:**

- Nomination Category
- Nominee
- Title
- Organization
- Address
- Phone
- E-Mail
- Nominator and Contact Information (if different than nominee)
- Description of Campaign
- Supporting Materials



All entries must be submitted to the "Good stuff" campaign by September 4, 2009.