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TMSA 60th Annual Compass Awards Honor the Best and Brightest in Transportation Marketing and Sales

New Categories Recognize Sales Professionals and Celebrate Diversity

PRINCETON JUNCTION, NJ – June 1, 2012 – Continuing to recognize the best in marketing, communications and sales within the transportation, logistics and passenger transit industries, the Transportation Marketing and Sales Association (TMSA) has announced the winners of its 60th Annual Compass Awards. TMSA launched several new sales categories to recognize the work of sales professionals within the association and a diversity category in partnership with the Women in Trucking Association, to recognize best practices in reflecting diversity in transportation marketing.

Industry professionals judged entries in the following categories: integrated communications program, single advertisement, sales collateral, advertising campaign, sales campaign, direct marketing campaign, sales and marketing collaborated effort, communications collateral, publications, web-based marketing, diversity campaign, integrated communications program, multi-media marketing, media relations and special events. Winners were selected based on the detailed write-up of their marketing or sales campaigns and the actual creative work samples.

“These winners represent the best and brightest in transportation marketing and sales and continue to set the bar for industry best practices,” said David Hoppens, TMSA President. “Each year the entries exceed expectations and further illustrate the value of an organization like TMSA that provides its members with the resources and tools needed to take their companies to the next level.”

All award recipients will be honored during the annual gala on June 5, 2012 following TMSA’s Annual Conference and Expo in Hollywood, Florida including winners of the Transportation Marketing Executive of the Year Award, Transportation Sales Executive of the Year Award as well as Best in Show in the Business-to-Business and Business-to-Consumer categories. This year’s Compass Award winners include:

Ad Campaign

- *Receiving Awards of Merit:* FedEx Freight

Communications Collateral

- *Receiving Awards of Merit:* Hub Group and Railinc Corp.

Direct Marketing Campaign

- *Receiving Awards of Excellence:* ALK Technologies, BNSF Railway and Pitt Ohio
- *Receiving Awards of Merit:* BNSF Railway, FedEx Freight and LeSaint Logistics

Diversity Campaign

- *Receiving an Award of Merit:* Get Loaded

Integrated Communications Program

- *Receiving Awards of Excellence:* Averitt Express, FedEx Freight and Nussbaum Transportation
- *Receiving Awards of Merit:* 407 ETR, C.H. Robinson Worldwide, Inc., Creative Marketing Alliance, FedEx Freight, Hub Group, Pulsar Advertising/ACCS and SMC³

Media Relations

- *Receiving Awards of Excellence:* Weber Shandwick
- *Receiving Awards of Merit:* FedEx Freight

Multi-Media Marketing

- *Receiving an Award of Excellence:* Pulsar Advertising/ACCS
- *Receiving Awards of Merit:* C.H. Robinson Worldwide, Inc. and LeanLogistics

Publications

- *Receiving an Award of Merit:* Ryder Systems

Sales Campaign

- *Receiving an Award of Excellence:* MindShare Strategies, Inc.

Sales Collateral

- *Receiving an Award of Merit:* LeanLogistics

Sales and Marketing Collaborated Effort

- *Receiving an Award of Merit:* Wabash National

Single Advertisement

- *Receiving an Award of Merit:* APL, Kemp Goldberg Partners and The T

Special Events

- *Receiving Awards of Excellence:* Averitt Express, Fresno and MindShare Strategies, Inc.
- *Receiving Awards of Merit:* Panther Expedited Services, SMC³, The T, TMW Systems and Transplace

Web-Based Marketing

- *Receiving an Award of Merit:* Pitt Ohio

For additional information on the 2012 TMSA Compass Awards, visit www.TMSAtoday.org or contact TMSA at 609-799-4900.

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About the Transportation Marketing and Sales Association (TMSA)

The Transportation Marketing and Sales Association (formerly the Transportation Marketing & Communications Association) exists to enhance the knowledge, connections, recognition and

solutions available to the marketing, communications and sales professions within the transportation and logistics industries including motor carriers, railroads, air carriers, ocean lines, 3PLs, OEMs, passenger transit organizations, media, and suppliers. The association is a resource for actionable tools, trends and insights for its nearly 300 members and the 7,000 professionals working in all modes and market segments of the industry. Member benefits include recognition of excellence through the annual Compass Awards, extensive educational programs and networking opportunities.