

Women In Trucking Association partners with Transportation Marketing & Sales Association to honor best Diversity Campaign

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Plover, WI: The Women In Trucking Association (WIT) is partnering with the Transportation Marketing & Sales Association (TMSA) to recognize best practices in reflecting diversity in transportation marketing. The TMSA Annual Compass Awards will now include a category that will improve the awareness of minorities (and women) in the transportation industry.

“Our goal is to recognize the companies that include women and minorities in their advertising and recruiting campaigns and use images and slogans that support the objective of a more diverse work industry,” said Ellen Voie, WIT’s President/CEO. Women In Trucking Association is sponsoring the newly created award category to be presented at the Compass Awards Gala during the TMSA Annual Conference, June 3-5 in Hollywood, Florida.

“We are pleased to have established this new partnership with the WIT and having this opportunity to celebrate diversity. By establishing this new Compass Award category we will promote the recognition of diversity programs in our industry,” said David Hoppens, president of the TMSA.

The TMSA Compass Award is the highest level of professional achievement and recognition in marketing, communications and sales in today’s transportation, logistics and passenger transit marketplace. The awards are judged by industry peers and evaluated using a six point scaling system. Winners will be notified in April and invited to attend the Compass Awards Gala.

TMSA members and non-members are encouraged to submit their entries produced to be launched/used during the 2011 calendar year. Entries can be submitted online at <http://www.tmsatoday.org/recognition/compass-awards> and must be received by March 7, 2012.

The Transportation Marketing & Sales Association (www.tmsatoday.org) (formerly the Transportation Marketing & Communications Association) exists to enhance the knowledge, connections, recognition and solutions available to marketing, communications and sales professionals 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. TMSA members and their companies account for over \$300 billion in revenue and over \$190 million in sales/marketing/communication budgets. Member benefits include recognition of excellence through the annual Compass Awards, extensive educational programs and networking opportunities.

Ellen Voie
President/CEO
Women In Trucking Association, Inc.