



*Knowledge. Connections. Recognition. Solutions.*

Contact: Kaitlin Friedmann  
(609) 297-2215  
[kfriedmann@cmasolutions.com](mailto:kfriedmann@cmasolutions.com)

## **TMSA 59<sup>th</sup> Annual Compass Award Winners Turn Up the Heat With Show Stopping Entries**

*Industry Award Winners Will Be Recognized at June 7<sup>th</sup> Ceremony*

**PRINCETON JUNCTION, NJ – May 9, 2011** – The Transportation Marketing and Sales Association (TMSA) (formerly the Transportation Marketing and Communications Association) has announced the winners of its 59<sup>th</sup> Annual Compass Awards, which recognize the best in marketing and communications within the transportation, logistics and passenger transit industries.

Entries were judged by industry professionals in the following categories: integrated communications program, single advertisement, advertising campaign, direct marketing campaign, communications collateral, publications, innovative publishing, web-based marketing, multi-media marketing and special events. The new innovative publishing category honored publishers who have used creative and innovative tactics to position the messages of their advertisers. Winners were selected based on the detailed write-up of their marketing campaign and the actual creative work samples.

“This year’s winners truly turned up the heat, showcasing the utmost creativity and uniqueness,” said Dick Metzler, President of TMSA. “It’s great to see industry professionals come together to develop campaigns that will ultimately grow their businesses and the transportation, logistics and passenger transit industries.”

Winners were also selected for the overall highest scores—Best in Show in the Business-to-Business and Business-to-Consumer categories. All award recipients will be honored during the gala on June 7, 2011 following TMSA’s Annual Conference and Marketing Expo in San Diego, California. Winners of Marketing Executive of the Year as well as the inaugural Sales Executive of the Year and Russell Award for Editorial Excellence will also be announced at the gala. This year’s Compass Award winners include:

### **Ad Campaign**

- *Receiving Awards of Excellence are:* Dallas Area Rapid Transit and Panther Expedited Services, Inc.
- *Receiving Awards of Merit are:* C.H. Robinson, FedEx Services and HMH.

### **Communications Collateral**

- *Receiving Awards of Excellence:* Dallas Area Rapid Transit and The Port Authority of NY and NJ.
- *Receiving an Award of Merit:* BART.

#### **Direct Marketing Campaign**

- *Receiving an Award of Excellence:* Con-way, Inc./KG Partners.
- *Receiving Awards of Merit:* Riverside Transit Agency, The T and VantagePoint Marketing.

#### **Innovative Publishing (New Category)**

- *Receiving an Award of Merit:* American Shipper.

#### **Integrated Communications Program**

- *Receiving Awards of Excellence:* FedEx Services and LeSaint Logistics.
- *Receiving Awards of Merit:* Circlepoint, Con-way, Inc./KG Partners, Exel Transportation, FedEx Services, Globe Express Services (Overseas Group), Levenson and Hill, MindShare Strategies, Inc., Pulsar Advertising and VantagePoint Marketing.

#### **Multi-Media Marketing**

- *Receiving an Award of Excellence:* Allegory Studios.
- *Receiving Awards of Merit:* C.H. Robinson and Ryder Supply Chain Solutions.

#### **Publications**

- *Receiving an Award of Merit:* San Joaquin Regional Transit District and Transplace.

#### **Single Advertisement**

- *Receiving an Award of Excellence:* C.H. Robinson.
- *Receiving an Award of Merit:* TriMet.

#### **Special Events**

- *Receiving Awards of Merit:* Con-way, Inc./KG Partners, MindShare Strategies, Inc., Ryder Systems, Inc. and San Joaquin Regional Transit District.

#### **Web-Based Marketing**

- *Receiving Awards of Excellence:* C.H. Robinson, HMH, Pacer International, Inc., Pulsar Advertising, Ryder Supply Chain Solutions and VantagePoint Marketing.
- *Receiving Awards of Merit:* BNSF Railway, Circlepoint, Crowley and Roundarch, Con-way, Inc./KG Partners, The T and TransLink.

For additional information on the 2011 TMSA Compass Awards, visit [www.TMCAtoday.org](http://www.TMCAtoday.org) or contact TMSA at 609-799-4900.

###

#### **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.