

Mid-America Trucking Show



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An eleven year sponsorship agreement has been signed between the Mid-America Trucking Show and Ol' Blue, USA (United Safety Alliance, Inc.). This agreement provides for the annual allocation of 3000 Sq. Ft. of floor space for Ol' Blue USA at every Mid-America Trucking Show through the year 2010.

Tim Young, President of the Mid-America Trucking Show, said "We are proud to have entered into this agreement with Ol' Blue, USA. Mid-America has long been a staunch supporter of the safety program brought to our show by Ol' Blue, USA." Young was careful to point out that this agreement, "Was the result of the fact that Ol' Blue, USA is the only safety program that has law enforcement endorsement and works hand-in-hand with the U.S. DOT as they bring safety issues to the forefront of the over-the-road drivers." The selection of Ol' Blue, USA was made after, "Consideration of Mr. Taylor's tireless efforts with regard to such a worthwhile and timeless program and his affiliation with law enforcement. The outstanding efforts made by all organizations involved in the safety issue, is recognized by the setting aside of this permanent slot for safety at the Mid-America Trucking Show for years to come."

RJ Taylor, founder of Ol' Blue, USA, said "This unique, long term arrangement with the prestigious Mid-America Trucking Show will ensure that the goals and aims of the Ol' Blue, USA will play a large part in the neverending process of bringing the message of Trucking Highway Safety before a wide audience for many years to come. I have always been pleased that the Young family has been so supportive of Ol' Blue, USA and that Tim Young has given so generously of his time and efforts not only at the Mid-America Trucking Show, but other shows and events as well over the past twelve years."

"Perhaps more importantly," Taylor noted, "is the recognition by the Mid-America Trucking Show that safety as an industry issue is a cornerstone for the trucking industry itself and needs to have a permanent seat at the table whenever this lifeblood industry is on public display. This agreement in effect is a recognition not only of the role Ol' Blue, USA has played in bringing the safety message to the public but that the message itself has great importance to all segments of the motor truck industry."

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