UTA in 2013: The Best is Yet to Come

It is difficult to believe that January 2013 is about half over and we are already immersed in planning our annual convention for November at the Swan & Dolphin Resort at Epcot. On the last weekend of this month the Used Truck Association’s Board of Directors is scheduled to meet at the 2013 convention site in Orlando for our annual business and planning meeting. There is a lot more planning at the business meeting than the convention. Each committee chairperson presents their 2013 goals and expectations, and develops his timeline for the most efficient path toward achieving his goals. With each presentation there is always plenty of discussion by all parties.

Currently, our membership numbers are hovering around 900, and we expect to break 1,000 members in 2013. Our past convention held in New Orleans had 612 people register, and we are forecasting that the 2013 Orlando convention to be around 700 registrations. That is a lot of interaction and managing for a volunteer board of directors to handle throughout the year. Therefore, as we look ahead we have decided to encompass the Grace Management Company (our association management company) more into the day-to-day operations of the Used Truck Association. We know that as the Used Truck Association grows in membership and convention registrations we must be prepared for the administrative and management challenges that come with a growing organization. By having Grace Management play a role with a number of our committees, we will have the infrastructure in place to continue to provide world-class service to our members.

The New Orleans convention set a record for sponsorship from our members. Because of our convention sponsors and their contributions toward our annual convention, each registrant saved about $280.00 in registration costs. We also expect an increase in sponsorship revenue for the 2013 convention. We believe this because the Used Truck Association convention is now the only place to meet and have a first-class convention, membership has increased each year, and the Membership Committee has been directly marketing to other trucking industry vendors to join our organization.

Looking forward to what’s ahead for the Used Truck Association in 2013, I know that many of the committee chairs are interested in doing more with their committees. Their intent is to give you more value for your membership. Ken Kosic’s Training Committee is proposing more retail sales and manager training, more training videos, and some interactive training. Amy Shahan has taken over the Medium Duty Committee and has an extensive list of goals that she plans to achieve throughout the year and convention. Mike Thurston has a whole new set of plans and goals for the Dealer Group that will bring value to the Independent Dealer, the OEM Dealer, as well as the Allied UTA Member.

Going into our business/planning meeting at the end of this month our focus is to bring as much value to you as a Used Truck Association member as we possibly can. If you have any suggestions please email us at contact@UTA.org.

Rick Clark
UTA President
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New Board Members and Those Who Just Left

Each year, the Used Truck Association Board of Directors changes as elections are held and some members fulfill their full terms. Currently, the board term is for three consecutive years, and board members may run for one additional term of three years. This year we had two long-time board members leave because their terms were up. They are Bryan Haupt of MHC Kenworth, and Tim Ormsby of T&R Truck Sales.

Bryan Haupt has been a staple of the Used Truck Association and its board of directors. Whenever the board was going astray on a subject, Bryan always had the ability to bring everyone back to the table with his common sense, knowledge, and managerial skills. He was very active in just about every committee, and got a number of them off the ground. He is a man of great management skills.

Tim Ormsby has also been a staple of the Used Truck Association and its board of directors. The most difficult position on the board is chairing the annual convention. This position begins the day after the previous convention closes. Although Tim is very quiet and unassuming, he is extremely intelligent, and always follows the best path for the organization’s benefit. Tim has been a great asset to the convention, the board, and the association.

We are always looking for new talent and different visions for our organization’s future. With the two new members of our board of directors—Amy Shahan of Bayshore Ford and Brock Frederick of Navistar—we have achieved both goals. Amy specializes in Class 3-7 trucks at her dealership, and has been selling trucks for more than seven years. She has been a tremendous asset to the UTA Medium Duty Committee, and has volunteered to chair that committee for 2013. Brock brings the large corporate vision to the UTA Board of Directors. He is currently the Manager of Pricing and Assets for Navistar under their Used Truck Organization. Brock has his pulse on the entire used truck industry at all times, and will be a great benefit to the Used Truck Association including franchise and independent dealers.

As a representative of the Used Truck Association Board of Directors, we welcome both Amy and Brock. They have volunteered their services and talents to make our association better for the future.

Rick Clark
UTA President
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Board News and Views

Smiles & Hugs

Today, while sitting at the house writing this Board News and Views, I must say I’m speechless about the shootings of the young kids and teachers in Newtown, CT. I have always told myself that I was not going to talk about politics and religion at work, or through the UTA, so I will try my best not to.

What I will talk about is the way we interact with people of all colors, all sizes, all makes, and all models (I sound like a truck guy, I know). I’m trying to put a smile on your face, however, and I know I just did. But the truth is, how many of us have pulled through a fast food restaurant and bought the food for the people behind us, when we didn’t even know them? I can say I have more than once. Did I get a thank you? No. Did I want a thank you? No. Did I get a pat on the back? No. I did it to make someone I didn’t even know have a better day, and put a smile on their face. If one out of 10 people did this each and every day just think how many people would have smiles on their faces thanks to you. I think that’s what our society needs—more smiles and hugs.

Most of you know I’m the type of guy who when I see ya I’m gonna HUG ya! I love seeing each and every one of my friends, and spending time with each of you puts a smile on my face. I’m also that guy that “ain’t scared” to meet new people, and guess what? They are gonna get a hug also because again I think our society needs more smiles and hugs. The UTA Board and its members have always had great hearts. (That is one reason I joined the UTA.)

There was a movie called “Pay it Forward,” and that is what I try to do each and every day. I would like to challenge you to “Pay it Forward” in some fashion once a month, and see if it puts a smile on someone’s face. Heck, you might even get a HUG!

As I close, I’m a man of faith and I believe in the power of prayer. What I ask of you is to keep praying for the kids, teachers, and family members of those involved in this terrible tragedy, and also pray for our leaders in Washington to help make the right decisions for a great nation.

Thanks for giving me the time to talk to you, and God Bless.

Bobby Williams
Website/Co-Chair UTA Dealer Group
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Happy New Year to all UTA Members

Although 2012 was certainly a dynamic year, for most of us it was also a good year. We now look forward to 2013, and the progress and changes we need to make throughout the year. I’m one of those guys who takes a quick glimpse in the rear view mirror to see what did and did not work for me in the past. If you know where you came from, you can set realistic goals to improve both personal and business challenges for the future. I call it “Directions for the Journey.” I know what I need to do for myself and my company, and I will accomplish these goals through determination, discipline, and the power of positive thinking.

The 2012 UTA Training initiatives were a success. We accomplished quite a bit, thanks to a great committee that unselfishly gave of their time, and to the UTA members who volunteered to help out. One of 2012’s training highlights was the completion of the Walk-Around video, starring UTA member Nick Lombardo, and produced by First Generation in Allentown, PA. Be sure to view the video on the UTA website under the “Training” tab.

In November 2012, we held a customized training seminar “Managing A Successful Sales Force,” in Kansas City, facilitated by George Papp. The session was well attended.

New for 2013: I invite you to view the new UTA e-learning initiative on “Prospecting.” Take a look at this, as I think it clearly explains what I mean by Prospecting for Success. We also have other great things planned for this year including a new series of e-learning initiatives on the wisdom of selling value, not price. And you’ll be hearing more from us regarding additional upcoming regional training seminars.

Thanks and the very best of success for the new year.

Sincerely,
Ken Kosic
UTA Training Committee Chairperson
ken@uta.org
Denny Christensen is Buyer and Seller for Wholesale Trucks of America in Kansas City, MO. He’s come a long way since he began selling GMC trucks 55 years ago. Not only has Denny built a successful career, and launched many others, when he was just starting his new venture in truck sales he was also operating his own gravel truck business. Clearly, Denny’s name and the idea of hard work seem to go together.

And that’s a good thing as Denny refers to used truck sales as a “marathon of endurance.” He recommends that those just starting out in their careers remember that this is not a business built on instant gratification. “You must network, continually making contacts,” he told us. “Learn your product,” he advised. That dedication to always striving for more opportunity and more knowledge has led Denny and his family on an interesting path.

“I owned my own company for several years, selling used trucks and trailers,” Denny said. The company had locations in both Houston, TX and Mitchell, SD. In 1985, Denny accepted a job as a wholesale buyer and seller for Arrow Truck Sales in Kansas City, MO, where he and his wife still live. Along the way he held positions with Kenworth, Volvo, and Western Star. Denny is enjoying his current position with Wholesale Trucks. “We at Wholesale Trucks buy and sell used trucks on a daily basis,” he explained. “We own what we sell, and we are not brokers. We try and match up dealers’ needs for used equipment.”

Denny enjoys talking to his dealers and reaching out to new ones. That is his favorite part of his job. “It’s enjoyable to offer them a fair deal and back up what we say.” And Denny would say his basic honesty is one of his keys to success, along with hard work of course. “A little luck don’t hurt either!” he said. For Denny success begins with these basics. “Back up your word, and don’t be afraid to tell a customer you don’t know an answer,” he advised. “Just say, ‘I will find out and get back to you.’”

Clearly Denny is a success. But his devotion to the success of others has led to the proudest moments of his career, as he watches the dealers he works with become successful. He is also very proud that his four sons have all followed him into the industry and that, spread among four different locations, they have all made successful careers for themselves.

Looking toward the future, Denny shares the concerns of so many in the industry about the challenges ahead in complying with “ever-changing state and federal regulations.” But Denny is also concerned about the need for more people to come into the trucking industry. Finding qualified drivers to fill seats concerns Denny. “Dealers are also having a problem finding qualified sales people,” he noted.

Denny and his wife Sheryl have been married for 56 years. In addition to their four sons, the couple also has a daughter who lives with her husband and family in Tucson, AZ. Denny enjoys Royals baseball and Chiefs football in his spare time. Another interest is the National Negro League Museum in Kansas City. He and his sons are involved with National Hot Rod Association top fuel and funny car races. Not only has Denny gone to the races, but two of his sons are involved with funny cars, holding both national championships and a world record!
It's always a treat to welcome new members to the Used Truck Association. Each month we profile our new members in this newsletter. New members have the opportunity to complete a bio and send a photo so our current members can learn more about you. We hope to learn not just how to reach you, but what you enjoy about the work you do, why you joined the UTA, and what gets your gears going as a person. So please return your questionnaire so your fellow UTA members can get to know you!

If you'd like a copy of the new member brochure handed out at the convention, please contact David Grace at davidgrace@charter.net or 770-389-6528 ext. 404.

New Members continued on page 6
### New Members continued from page 5

**Doug Gustavsen, Sales Consultant**  
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Doug’s family has been in the trucking industry for three generations, so it’s no wonder that he really enjoys his work. He himself began as an owner operator and then became a fleet owner. As someone who has bought used trucks in the past he says the customers he works with are the best part of his job.

**Daniel Hughes, Sales Consultant**  
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Daniel is also part of the group of new Arrow Sales Consultants we are welcoming to the UTA this month. He shared with us some specific reasons for why he’s joined the UTA. “I would like to gain more knowledge about the truck industry,” he said. “I would like to receive info about current and future trucking issues, events, regulations, etc. I would like to shake hands with different people and gain a network of associates that I can depend on for any questions and concerns I may run into in the trucking industry.”

“Meeting people” is what Daniel likes best about his job, as well as the chance to be a “helping hand.”

Daniel is also really into music and could see himself in the music industry were he not in the truck business. “Music is one of my outlets,” he told us. “It’s where I can express myself totally without being judged. Music is therapeutic to me.”

Daniel is also into tennis and said that although he hasn’t played in years he loves the sport.

Finally, Daniel wants other UTA members to feel free to contact him. “I’m new to this industry and strive to be the best at whatever I’m doing. I’m open to learning as much as my brain can attain about the trucking industry!” he said.

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Daniel is also into tennis and said that although he hasn’t played in years he loves the sport.

Finally, Daniel wants other UTA members to feel free to contact him. “I’m new to this industry and strive to be the best at whatever I’m doing. I’m open to learning as much as my brain can attain about the trucking industry!” he said.

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Compared to the vast majority of this month’s new UTA members Matt’s an old-timer, having joined the industry in 1992. His first job was working for a moving company, which he did throughout high school and college.

Now that he’s joined us here Matt said he’s hoping to network with other UTA members who is getting his start with Arrow. He’s in the right job because the things he likes best about his work are “selling and building unique relationships that benefit us and them.”

Outside of trucks Matt’s interested in coaching youth sports.

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Brett’s another newcomer to our industry who is getting his start with Arrow. He’s hoping to network with other UTA members now that he’s joined our association.

He’s in the right job because the things he likes best about his work are “selling and people.” When he’s not at work he loves following his local sports teams: the KC Chiefs, KC Royals, and the University of Missouri Tigers.

When we asked what other business he might be in if not for trucks Brett said, “Couldn’t imagine being in any other business. Selling trucks is a blast!”
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For Cesar, too, the job he has with Arrow is his first in the industry. As a salesperson he enjoys “meeting different people every day and doing what I can to make them happy and get them on the road with a quality truck.”

If Cesar wasn’t in the truck business he’d still be in sales. “I like to meet and talk to others and hopefully put a smile on their faces,” he tells us.

A family man (that’s his nephew he’s posing with in the picture) Cesar enjoys being with his daughters in his spare time. Golf is another interest. “If I am not playing with my daughters you will find me at the nearest golf course,” he said. “I like to golf as much as possible.”

Cesar asked that we share that he speaks Spanish so that if other UTA members need assistance in Spanish he can help!

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Gerrid knows trucks inside and out. He got his start washing trucks for the truck sales and salvage company his dad works for in Iowa/ South Dakota/ Nebraska.

There’s no doubt, as a UTA member he’s joined the right organization. He says he hopes to gain “advice and powerful networking from people with as much interest and passion for the industry as myself.” He added: “I also hope to provide another channel for dealers, wholesalers, and trucking companies to easily and effectively sell trucks and equipment.”

Yes, Gerrid’s passionate about trucks and can’t get enough of them. He loves that his job lets him “talk about and be around trucks all day.” He also likes that his job gives him the chance to meet lots of people who have been in the industry while learning new and different perspectives. “I especially enjoy talking to some of the veterans of the industry and hearing how trucking has changed over the years,” he said.

The auction business is something else Gerrid’s passionate about. In fact, he says he’d probably still be involved in that business even if he wasn’t involved with trucks. “It is an exciting industry that never holds the same thing two days in a row. Today we might sell 60 trucks on auction, and tomorrow a furniture factory,” he said.

When he’s not thinking about work he enjoys hunting, referring to himself as “an avid hunter – primarily duck and pheasant.”

Gerrid concluded by saying he’s excited to be a part of this organization, and hopes that he will be able to contribute to its success, and also provide a valuable service to its members.

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Cora’s current job with River Valley, which she started in 2012, is her first with the truck industry.

She shared some specific reasons for why she joined the UTA. “I hope to meet as many people as possible in the industry,” she said. “I also hope to learn more about the industry through my membership. Being part of a brand new culture can sometimes be hard because you feel like you don’t know anything. I figure the more people I can build relationships with, the easier it will be to learn about what’s going on in the trucking world.”

Cora loves her job because she finds it challenging. “It keeps me on my toes,” she said. “This is the first sales job I have had. It keeps me motivated knowing that my co-workers and I will receive rewards with each deal. We also have a really motivated, young, fun staff here at RVCC. We all work hard yet play hard. The fact that we all enjoy each other’s company really helps with the success towards our goals each month.”

Cora found the last UTA Convention really worthwhile, calling it one of the best experiences she has had professionally. “There’s something so great about meeting people face to face rather than over the phone or through email,” she added. “New Orleans was a perfect place for everyone to relax and be at their best while also networking and having fun.”

If for some reason she ever left the truck industry Cora said she would go back to grad school and get her Masters in Counseling. “I’ve always loved Psychology (which was my major) and I originally wanted to be a Guidance Counselor for junior high or high school age kids.”

Cora is also a sports nut. “I played soccer for 14 years and my team won a state championship in high school,” she told us. “I LOVE soccer. I still play on Wednesday nights. I also love boxing (but still don’t like getting hit). I guess I’ll have to get over that if I ever want to be a “Million Dollar Baby,” she added.

Finally, Cora had more to say about the last convention. “The UTA Convention was a BLAST! I hope to be there again next year!”

New Members continued on page 8
New Members continued from page 7

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As with most of the new Arrow members we’re welcoming to the UTA this month this is Jarrett’s first job in the truck industry. Although he just joined the industry in 2012 he feels he’s already learned a lot. “Arrow Truck Sales is my first position in the truck business,” Jarrett said. “From the short time I have been here I have learned such a vast amount of information on a wide variety of Class 8 semi trucks.”

An ambitious young salesperson Jarrett said he’s joined the UTA to further increase his knowledge of the used truck industry. “There is new knowledge I gain everyday while working, and I want to gain the knowledge at a faster pace,” he said. “I also want to keep myself up to date on what is going on as far as freight costs, trucking costs, and what the future will bring.”

Working closely with customers and meeting them face to face is Jarrett’s favorite part of his job. “A lot of the time I am speaking with my customers on the phone and assisting them with any truck purchases, but nothing is as great as interaction and showing them, hands on, what exactly they are looking for and what they need in their business.”

If he was not in the truck business Jarrett says he’d like to be in the construction industry. “My father has always owned his own construction company, so every summer job I ever had while going through school was with him working construction. I attended Missouri State University where I obtained a bachelor’s degree in construction management. Interaction with people is my strong point, so I wanted to be a consultant for them and help with knowledge and purchases of trucks.”

Jarrett tells us that nutrition is another strong interest of his. In fact, he says nutrition is the “second passion” in his life. He moonlights at a nutrition store where he advises customers about “what they should be eating and taking for optimum performance and help them reach their goals.” He also helps customers develop workout and meal plans “to get them jump started and set them down the proper path. I myself keep to a strict diet and exercise routine to keep my energy levels high and to stay in shape,” he said.

Finally, Jarrett notes that although he’s only been working at Arrow a short time he can tell it’s a company he’d “love to continue to progress with and continue to grow.” Furthermore, he says “they not only make sure all customers are satisfied with their truck purchases but also the employees, which is a huge asset to the company. I look forward to making advancements in the company for many years to come.”

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Jim got his start in the truck business in 2002 as a driver. He tells us he’s looking for “camaraderie” from his UTA membership.

“Trucks and people” are what Jim most enjoys about his job. Even outside of work trucks are a passion--antique trucks are a special interest of his. If Jim wasn’t part of our industry any longer he said he’d like to be a fishing guide.

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This is also Matt’s freshman year in the truck industry! Let’s welcome him as he seeks to network with other industry members to help further his career in the truck business.

Matt’s a lucky guy. He says he enjoys almost all aspects of his job. “I enjoy my fellow employees, my managers, as well as the job I do in selling trucks,” he said.

When he’s not looking at the road you may find him looking at the sky. That’s because aviation is another field in which he can picture himself. Matt has an associate’s degree in Aviation Technology and a bachelors degree in Professional Aeronautics. He’s been a pilot since 2000. Other interests include boating, flying, and motorcycles.

Matt wants his fellow UTA members to know that if there’s anything he can help anyone with he’d be more than happy to do so.

Photo Caption: Here’s Jarrett (right) with a friend at a “Gun’s and Hose’s” charity event. This was an event where the Kansas City Police department and the Kansas City Fire department held boxing matches for charity.
Ryan Sorensen, Truck Sales
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This too is Ryan’s first job in our industry, making it even more likely that 2012 will have the biggest freshman class ever of used truck industry members! He comes to the UTA seeking to gain valuable information about the trucking industry as well as gain important connections.

The best part of his job is that “each day is different,” Ryan said. If not for trucks you might find Ryan in the construction industry. He also enjoys flying single engine planes.

Stephen White, Director: New Technology
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Stephen is excited that his company is now part of the UTA and sees its membership as a chance to develop friendships, connections and insights into the industry. He noted that First Generation has been working with partners in the truck business for 25 years, and the company’s first industry-related work was developing training videos for Mack trucks.

Stephen feels with the experience his company has in the trucking and heavy equipment markets it’s “uniquely positioned to create solutions that engage your audience, empower your employees and build your brand.” Adding, “We are excited to be a part of and participate in the success of the UTA!”

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“A group to network with” is what David is looking for from his new UTA membership. He’s another industry freshman, starting in sales at Arrow just last year. He feels the best part of the job he has now is “meeting, working, and learning from people on a daily basis.”

David enjoys cycling in his free time.

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In the world of sales, the biggest mistake a salesperson can make is to assume and not verify.
The beautifully remodeled Hyatt Regency, located in downtown New Orleans, hosted our 2012 Convention. Based on your feedback the 2012 UTA Convention was an undeniable success with our highest attendance ever!

We began on Wednesday evening with our “Meet and Greet Reception” that launched our Mardi Gras-themed meeting. It was jam packed with attendees spurred on by live Zydeco music. What a way to start our annual convention with networking, meeting old friends, and starting new relationships.

Our official convention meeting started bright and early Thursday morning, which led up to our keynote speaker JR Martinez. Then we broke for the afternoon with our annual golf tournament, and offsite tours scattered around the beautiful city of New Orleans.

When all attendees returned from their activities of the day we began our Vendor Exposition and Reception. Both the vendors and attendees appreciated the expansive hall. Food and beverage stations were conveniently located, which meant there were always plenty of people visiting all of our displaying vendors. The Vendor Exposition was the convention’s high point, and attendance remained constant throughout the evening. The vendors that displayed all said they could not have been more pleased with the reception they received from the attendees. They were so satisfied many vendors have already asked for registration information for 2013!

Bright and early Friday morning we began our meeting with a quick opening, and then moved directly into our industrial-related workshops. The workshops included a Medium Duty Truck presentation, and covered how to use the UTA Website, and Diesel Particulate Filter Cleaning and Technologies. This last workshop followed a presentation from a number of professional leaders in the trucking industry relating to DPF, and Selective Catalytic Reduction.

With a complete Friday morning of industry education we then broke for lunch, which led into our second keynote speaker, Bill Graves, President and CEO of the American Trucking Association. After Mr. Graves’ keynote speech we entered into more trucking-related educational workshops called the UTA Truck Laboratory. Our attendees always find the Laboratory successful as well as educational.

Our Friday night dinner and awards ceremony topped off the convention with great food and service provided by the Hyatt Regency. The Dealer/Vendor awards were well represented by the nominees and winners. The highest award we present each year is our Life Time Achievement Award. This year it was won by the late Tom Horne. This well-deserved award brought much emotion to the ceremony during the presentation.

But enough of my reporting, here are what convention attendees had to say:

“I am glad that UTA invites the spouses. This gives the spouse a chance to see and meet the people that we deal with on the phone and to see the used truck business from a different perspective.”
Wrap Up: the Good Times Rolled!

“I enjoyed all the events. It was GREAT. The Vendor night was great this year—everyone I talked to thought so too. That is one night they can promote their products. Very Good Convention.”

“This is my first time attending the UTA Convention. It was extremely beneficial to me. I started in the industry only about 6 months ago. The convention gave me the opportunity to meet many of my customers/potential customers face-to-face and really get to know them. I really liked the Vendor Expo because even though there were many opportunities to network, the expo made networking not so intimidating-- we had a constant flow of people stopping at our booth all three hours. I left the UTA Convention with more understanding, confidence, and excitement about my job. The relationships I was fortunate enough to make have and will be priceless! I hope I am lucky enough to go next year and the years to come. Thank you UTA! The week was a total success!”

“The overall turnout was fantastic as usual. It’s great seeing everyone you have met at previous conventions and especially meeting new people.”

Now how can I top comments like these? They say it all!

Everyone on the Convention Committee and the Board of Directors is deeply grateful for the opportunity to see such wonderful people at the conventions every year. So, with 2012 under our belts, we are ready to move on to bigger and better things! I wish you a successful and prosperous 2013, and look forward to seeing you all at the 2013 convention being held at the incredible Swan and Dolphin Resort at the Epcot Center in Disney World!

Sheri Aaberg
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The UTA Dealer Group Awards

**Member of the Year**

- **Dick Bennett**
  - Bennett’s Truck Source

- **Kevin Hollaway**
  - Central Illinois Trucks, Inc.

- **Ronnie Jordan**
  - Jordan Truck Sales

- **Craig Kendall**
  - The Pete Store

- **Paul Muldering**
  - Peterbilt of Utah

- **Benji Pavelka**
  - J&B Pavelka, Inc.

**Vendor of the Year**

- **Lee Chapin**
  - Truck Paper
It was a very moving and emotional time at the 2012 Marvin F. Gordon Lifetime Achievement Award ceremony at the Used Truck Association Annual Convention. This year’s winner, Tom Horne, was loved by all who knew him and his passing this year left a gaping hole, not only in his family, but also in the used truck industry. The UTA was pleased to have Tom’s wife, Amy, his sons Sam (16) and Ethan (12) and Tom’s parents, Tom and Betty Horne, attend the ceremony. And special thanks go to the Hunter Group for coordinating all of the travel for the Hornes.

Mike Thurston started things off with a heartfelt tribute to Tom. My favorite part of Mike’s presentation was when he talked about Tom’s initial interview with Harry Hunter of The Hunter Group. Tom told Harry “I’ll take the job; I don’t care what it pays. Pay me for my performance.” This surprised Harry since he hadn’t offered Tom the job yet but it showed the kind of person Tom was. Mike went on to talk about Tom’s important contributions to the growth and success of the Hunter Group, about Tom’s roaring laugh, and about the respect he earned from everyone he dealt with. But most of all, Tom was a dedicated husband and father.

Next, Tom’s son Sam got up in front of the crowd of about 400 and said a few words. The poise and composure that this young man demonstrated was extraordinary. It’s clear the apple didn’t fall too far from the tree in this case, and hardened veterans from the used truck industry struggled to keep it together. We truly believe wherever Tom was on that night he looked down proudly at Sam.

Tom Horne joins a very distinguished list of former Lifetime Achievement Award winners, and is exactly the kind of man, or woman, the Used Truck Association is proud to honor with our most prestigious award. All who knew Tom will greatly miss him, but we can honor him by continuing his legacy of hard work, integrity, and love of family.

Thanks to all those who contributed to this special evening.
George Barnett
UTA Elections Committee Chairman
gorge@uta.org
Depreciation Moderates to Close Out 2012

By Chris Visser, Senior Analyst and Product Manager, Commercial Trucks

Summary

2009 and newer model years, which represented the bulk of sleeper tractor depreciation throughout 2012, flattened out in the late 4th quarter. Pre-2009 sleepers remain steady. NADA expects flat to slightly upward pricing for used sleepers in the first quarter of 2013. Certain models fared better than their competition, as we examine.

Medium duty trucks, as represented by Class 3-4 Cabover and Class 6 Conventional, fared worse in 2012. This cohort has likely seen the bulk of their depreciation, but will still likely see mild downward movement in the short term.

Fleets and trucking-related businesses should be more willing to invest now that their tax responsibilities are known. Also, the reinstatement of the 50 percent bonus depreciation and restoration of the $500,000 limit on Section 179 deductions provide additional support for acquisitions.

Sleeper Tractors – Retail

Sleeper tractors sold in November brought $49,280, had 542,090 miles, and were 78 months old on average. Compared to the previous month, pricing was essentially identical, with an $86 drop. Mileage was similar, with a drop of 9683 (or 1.8 percent). Age was older by 1 month. Compared to November, 2011, pricing was $1385 (or 2.8 percent) higher, mileage was 9505 (or 1.7 percent) lower, and age was 7 months older.

Firming pricing in the newest model years was responsible for the relaxation of average depreciation. The 2009-2011 model years lost only 1.3 percent of their value on average month-over-month. The 2010 model year in particular has firmed up since September. As DPF-equipped trucks increasingly become the only game in town if one wants a lower-mileage truck, the market is likely approaching a comfort zone with this cohort.

Going forward, we will likely see continued downward movement for SCR-equipped trucks (2011 and newer), while 2009’s and 2010’s will likely firm up mildly.

Sleeper Tractors – Wholesale

The wholesale market ticked up slightly in November. Sleeper tractors sold that month came in at $38,809, a $1225 (or 3.3 percent) increase over October. Mileage was very similar, with a 4484 (or 0.7 percent) decrease. Age rose by a substantial 8 months. Year-over-year, November’s results were $9419 (or 25 percent) lower on price, 28,003 (or 4.4 percent) higher on mileage, and a whopping 25 months older. The major difference in average age accounts for the majority of the average price difference.

With a minor month-over-month uptick in pricing, our assessment of the wholesale market remains consistent. We continue to see that market as stable, with predictable pricing at a given mileage level.

Special Study – Four-Year-Old Competitive Makes and Models

The graph for this section shows the overall 2011 and 2012 average performance for four-year-old aerodynamic sleeper tractors. Results include only big-bore engines (C15/ISX and proprietary engines). Figures have been adjusted for mileage but not other specs such as transmission or aluminum wheels.

2012 saw shifts in competitive price positioning for this cohort. Most notably – and surprisingly - the Kenworth T2000 returned a much stronger performance in 2012 to move from the back of the pack to the #2 position. Also of note was the Volvo VNL 730/780, which improved year-over-year to finish out in the lead for 2012. The marketplace placed slightly less premium on the Freightliner Cascadia and Peterbilt 386 to move those models back two spots.

Most interestingly, the International ProStar’s performance in 2012 was nearly identical to its 2011 result. Since we’re only looking at the 2009 model year, the MaxxForce engine is not a factor here. However, we have seen a wide range of selling prices for all model years of ProStar, which suggests marketplace uncertainty. So this relatively strong average performance is encouraging for that model.
A deeper analysis adjusting for additional specs would potentially shift results a bit, but given the limited volume of data for a single model year, those results might not be statistically meaningful. As such, we are confident this graph is a valid representation of current performance of four-year-old trucks.

**Class 6 Conventionals – Wholesale**

This popular segment of the medium duty market continues to depreciate thanks to a supply of available trucks that does not support strong pricing. Supply started to increase early in the 2nd quarter of 2012 — we show a 32.2 percent increase in number of sales reported in November vs. April. This influx of trucks had higher mileage than in previous months, which further encouraged monthly declines in pricing.

From January to November, Class 6 Conventionals lost $3089 (or 23 percent) of their value on average, with mileage 34,938 (or 18.6 percent) higher. Surprisingly, average age decreased by more than two years during that period. Unfortunately, the higher average mileage overrode any pricing benefit the younger age would have had.

At the same time, November’s pricing was nearly identical to October’s, with mileage 11,936 (or 6.0 percent) lower. As with the class 8 market, it is possible depreciation has begun to moderate.

For reference, the average Class 6 Conventional sold at auction or dealer-to-dealer in November brought $10,190, had 188,294 miles, and was 97 months old.

Currently, we view this segment of the market as saturated. Consumer spending and light construction will need to improve more notably before demand picks up enough to support increased pricing.

**Class 3-4 Diesel Cabovers – Wholesale**

This segment exhibited a pattern similar to conventinals. A notably increased volume of trucks cycled through the wholesale channels in April. Volume appears to have reached a peak in July and August, and decreased back to early-2012 levels in September. However, price did not increase in step with the reduction in volume.

Specifically, the average Class 3-4 Cabover sold in November brought $6090, had 143,748 miles, and was 121 months old. Compared to the previous month, price decreased by $1623 (or 21 percent), mileage increased by 16,006 (or 11.1 percent), and age increased by 12 months. We attribute the downward month-over-month swing in price mainly to the older and higher-mileage mix of trucks sold in November.

The year-to-date price difference tells the real story. Since January, Class 3-4 Cabovers have lost $4461 (or 42.3 percent) of their value. Admittedly, November’s average mileage was 16,197 (or 11.3 percent) higher than January’s. However, October’s mileage was nearly identical to January’s, and that month’s result was still 26.9 percent lower. So there has been clear and substantial depreciation in this segment.

As with conventinals, there are currently more trucks available than the market needs. Going forward, it is possible that the cyclical influx of trucks from rental companies will be better matched to increased demand if consumer spending increases in the short term.

**Class 8 Sales Volume**

After an August peak, retail sales per dealership declined in the 4th quarter to end at 5.6 in November. While not the lowest result of the year, that figure is 6.7 percent below the 2012 average. November was a weak month in both 2011 and 2010, so we are not overly concerned about this result. In addition, 2012’s average of 6.0 trucks per month is only 1.6 percent lower than 2011’s average, so we consider the past two quarters simply average. As with pricing, we expect some near-term improvement in volume given the recent tax policy agreement.

**Conclusion**

There has been a disconnect between general economic performance and new and used truck market activity in recent quarters. The Legislative and Executive branches fomented uncertainty by waiting until the last minute to pass tax legislation. Now that businesses crucial to the trucking industry know what their tax responsibilities are, they can decide whether to move forward with needed acquisitions. In addition, the Section 179 benefit and 50 percent depreciation should further encourage demand.

At the same time, there is a fundamental, long-term unemployment problem that will keep something of a lid on consumer spending. Businesses are still reluctant to greatly expand their number of employees. This situation will not change drastically in the short term, and will continue to impact medium duty segments to an extent.

Bottom line – expect Class 8 conditions to strengthen mildly starting now. Medium duty segments have likely seen the bulk of their depreciation, but conditions will likely remain mediocre in the near term.
**NADA Reports Sheds Light on Dealer Workforces**

NADA’s education and training arm—NADA University—recently published an industry report covering car and truck dealership employee compensation, benefits, retention and turnover, and hours of operation and work schedules. The 2012 Dealership Workforce Study Industry Report was prepared by Northwood University, with whom NADA has had a longstanding partnership.

NADA says the report analyzes its 2012 Dealership Workforce Study results with data for every U.S. region. The study was based on 350,000 payroll records provided by nearly 2,500 dealerships. The new report greatly improves upon the previous NADA biennial Compensation Study, NADA says.

Highlights of those improvements:

- Captures enhanced and more timely data and trends on an annual basis
- Compiles data nationally, regionally, and statewide
- Simplifies participation through a web-based portal
- Offers separate individualized reports to participating dealerships, so they can compare their numbers against data aggregated on a regional and national basis, and by state/metro area and franchise

“This is the most comprehensive dealership workforce report ever produced in our industry,” said NADA Chairman Bill Underriner. “The level of detail and planned annual updates will prove to be an indispensable resource to help dealers manage their workforce more effectively in a competitive marketplace,” Underriner added.

Among the key findings in the Industry Report, based on 2011 data:

- Most key dealership positions had higher individual average salaries than the median household income in their regions. All exceeded the national average individual wage index.
- Job retention, turnover, and tenure were more favorable than the national norms in most key job categories analyzed.
- Turnover rates for sales consultants in a number of regions were close to, or exceeded, the average of 39.9 percent for all industries.
- Tenure for sales consultants is below the national job average of 5.1 years in all regions.
- Tenure for F&I directors/managers, sales managers, and service advisors is below national levels in some regions.
- There is a positive connection between years of tenure and increased new—and used—vehicle sales.
- There appears to be a strong correlation between dealership sales hours and new-unit sales.
- Increasing dealership used-vehicle sales has a smaller impact on compensation than increasing new-vehicle sales.

The breakouts of nine U.S. regions also include a “happiness” index, produced by the Gallup organization. Its purpose is to help develop connections and draw conclusions relative to productivity and economic growth based on a variety of “well-being” factors in each region.

The report will give dealers “a much clearer picture of how they stack up against their competition and the entire industry in terms of attracting and retaining top talent,” said Ted Kraybill, of DeltaTrends, which designed the study and also handled data collection.

A Northwood University team, led by Dr. Tim Nash, Northwood vice president and professor of economics, analyzed national and regional data for the Industry Report.

The workforce study industry and individualized comparative reports are provided free of charge to dealerships participating in the data collection. Those interested in purchasing the 2012 Dealership Workforce Study Industry Report may contact NADA University Customer Service at (800) 557-6232, or complete the form at www.nadauniversity.com/workforcestudy for more information.

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**Volvo’s November Truck Deliveries Down 15 Percent**

The Volvo Group had some disappointing sales numbers to report recently. Total deliveries from the Group’s truck operations for November 2012 were 19,104 vehicles—a drop of 15 percent compared with November 2011’s tally.

Volvo branded truck deliveries for the month dropped by 17 percent to 9,446 vehicles compared with the same month in 2011.

In Europe, deliveries dropped 13 percent to 3,835 trucks versus November 2012. In a release the company said the drop in these numbers reflected “the current slowdown in economic activity and uncertainty about the future business climate in the region.” Volvo added it’s decreased European truck production by “removing shifts and using stop days for the remainder of the year to meet the lower demand.”

November deliveries in Asia amounted to 1,132 units, a drop of 19 percent compared to the same month last year.

November deliveries in North America fell 24 percent to 2,243 vehicles compared with the last November. Volvo noted that “concerns about the economy continued to affect the market, and a combination of stop days and rate reduction is being implemented to align production with demand.”

Finally, South American deliveries fell 21 percent for the month compared last year’s figure. “The decrease was primarily driven by lagging effects of the sluggish economy, but government stimulus efforts in Brazil are having an impact, and demand continues to improve,” Volvo said.
Navistar Lost $2.8 Billion for 2012’s 4th Quarter

Navistar International Corporation announced a fourth quarter 2012 net loss of $2.8 billion versus 2011’s 4th quarter. If a bit of sunshine can be found here it’s in the fact that Navistar exceeded its fiscal year 2012 guidance “with $1.5 billion in manufacturing cash and marketable securities,” the company said.

“We continue to make significant progress on our turnaround and the complexity of this quarter’s results is reflective of the actions necessary during this time of transition,” said Lewis B. Campbell, Navistar chairman and chief executive officer.

“The team has delivered numerous successes, including exceeding our cash guidance, launching the ProStar with the ISX 15-liter ahead of schedule, and moving forward with several opportunities identified during our ROIC-focused business reviews. Additionally, with the improvement to our manufacturing footprint by closing our Garland, Texas, manufacturing plant and the completion of workforce reductions in North America and South America, we are positioned to exceed our goal of reducing structural costs by $175 million.

“Unfortunately, we saw a spike in warranty spend in late October and early November for the few remaining engine issues and the cost to take the proactive actions to support our customers and fix those items is higher than we anticipated,” Campbell continued. “However, the fact is that customer feedback and positive three- and nine-months-in-service data show today we are delivering the highest quality trucks since the 2010 launch, and quality will continue to be our top priority.”

The net loss for fiscal year 2012 was $3.0 billion, or $43.56 per diluted share, versus net income for fiscal 2011 of $1.7 billion, or $22.64 per diluted share.

November’s Class 5-8 Net Orders Down from October’s Highs: ACT

Given the news from Volvo and Navistar it should come as no surprise that ACT reported North America heavy duty GVW Classes 5-7 preliminary net orders for November fell to “prevailing trend levels,” and Class 8 orders fell from October’s “best since January” volume.

ACT said the final numbers will approach 13,900 units for medium duty Classes 5-7 vehicles and trucks, and 20,200 for heavy duty Class 8.

“The pullback in medium duty was across all three vehicle types,” said Kenny Vieth, president and senior analyst, ACT Research. “With a very low factor, seasonal adjustment boosts orders to 14,100 units. Seasonal adjustment trims November’s Class 8 order volume to 19,000 units. The low-end of expectations Class 8 order total is likely tied to short-term demand challenges. Those issues include a tax pull forward into Q4, a deferral into Q2 for more fuel efficient MY’14 units, and that dealer inventories are already reasonably making meaningful stock accumulation in Q1 unlikely.”

Mack, Volvo Meet 2014 Fuel/Emissions Standards

The US Environmental Protection Agency (EPA) and National Highway Traffic Safety Administration (NHTSA) have certified all Volvo Group trucks in the US, both Mack and Volvo branded, in accordance with 2014 fuel efficiency and greenhouse gas regulations.

“The Volvo Group is committed to leading the way in fuel efficiency, and to reducing the carbon footprint of our operations and products. This shows that the Group is at the forefront of technology development and that the development benefits the entire Group and our brands,” said Dennis Slagle, Executive Vice President Group Trucks Sales & Marketing Americas.

Volvo Group reported that Mack Trucks’ full lineup of model year 2014 trucks and tractors, and Volvo Trucks’ entire Class 8 vehicle lineup are now “fully compliant with the greenhouse gas regulations.”

October’s Shippers Conditions Index Up Ahead of 2013’s Anticipated Deterioration

FTR Associates’ Shippers Conditions Index (SCI) for October improved month-over-month by nearly two points to a reading of -5.0. FTR projections suggest this improvement will give way to a “gradual deterioration in shipping conditions as 2012 ends and throughout 2013.” The forecasting company further noted that new trucking regulations combined with slowly rising freight volumes will cause capacity to tighten. “Although the capacity situation is not expected to reach an acute phase, it will be sufficient to result in higher rates for shippers,” FTR added. Details of the factors affecting the October Shippers Conditions Index are available in the December issue of FTR’s Shippers Update.

Larry Gross, Senior Consultant for FTR, commented, “Shippers need to be aware that the current relatively benign conditions are not expected to last. The fundamentals of our economy are improving and will continue to do so unless our government snatches defeat from the jaws of victory by failing to reach a fiscal cliff agreement in a reasonably timely fashion. Areas of strength include a recovering housing sector and low energy prices. Changes in trucking regulations are looming although court challenges may yet throw a monkey wrench into the proceedings, delaying implementation and the resulting tightening of capacity. But putting it all together, FTR feels the most likely outcome will be a more difficult scenario for shippers in 2013.”
Industry Events Calendar 2013

JANUARY 2013
21 – 24 • Heavy Duty Aftermarket Week
Las Vegas, NV
The Mirage
www.hdaw.org

FEBRUARY 2013
8 – 11 • ATD/NADA
Convention & Expo
Orlando, FL
Orange County Convention Center
http://www.nadaconventionandexpo.org/

MARCH 2013
6 – 8 • The Work Truck Show
Sponsored by NTEA
Indianapolis, IN
Indiana Convention Center
http://www.ntea.com/worktruckshow/

18 – 20 • ACT’s Commercial Vehicle Industry
Review & Forecast Seminar
Columbus, IN
Location TBD
www.actresearch.net

21 – 23 • Mid-America Trucking Show
Louisville, KY
Kentucky Exposition Center
www.truckingshow.com

APRIL
23 – 26 • NAFA 2013 Institute & Expo
Atlantic City, NJ
Atlantic City Convention Center
Sponsored by NAFA Fleet Management Association
www.nafa.org

MAY
30 – JUNE 1 • The Great West Truck Show
Sponsored by
Randall-Reilly
Las Vegas, NV
Sands Expo & Convention Center
http://www.greatwesttruckshow.com/

AUGUST
22 – 24 • Great American Trucking Show
Sponsored by Randall-Reilly
Dallas, TX
Dallas Convention Center
http://www.gatsonline.com/

SEPTEMBER
10 – 22 • Review & Outlook 2013-2017
Columbus, IN
Sponsored by ACT Research
www.actresearch.net

27 – 28 • Guilty By Association Truck Show
Sponsored by
Chrome Shop Mafia
Joplin, MO
4 State Trucks I-44, Exit 4
http://chromeshopmafia.com/events/gbats/

OCTOBER
19 – 20 • Golden State Trucking Expo
Sponsored by
CAP Companies, LLC
Pomona, CA
Fairplex
http://www.goldenstatetruckingexpo.com/directory.html

19 – 22 • 2013 ATA Management Conference &
Exhibition
Orlando, FL
Orlando World Center
http://www.trucking.org/Pages/Home.aspx

NOVEMBER
6 – 9 • 14th Annual UTA Convention
Orlando, FL
Swan and Dolphin Resort at Walt Disney World
From Where We Sit

Yes, as you read this the long and dreary month of January will have been upon us for what probably seems like forever. But, as editorial schedules happen, we’re writing this in the week before Christmas. It’s that time of year when light is fleeting, and darkness is long. And yet, maybe because it is in such short supply, the light in the month of December (at least in our little corner of the world) creates some of the most beautiful days of the entire year. With the sun’s rays so low to the ground, shadows fall in shades of baby pink and powder blue. As traffic builds in all parts of the country with shoppers and travelers scurrying about, the crowds and cars are all bathed in this gentle fleeting light. This was, indeed, our experience as we ran our brief errands in today’s fading afternoon.

Out of this gentle and beautiful day, the flag at half-staff reminded us like a swift slap in the face that this holiday season is somewhat different from so many others. It is the stark reminder that ours is a world where children and teachers are not necessarily safe. It will be fitting for all Americans this year to hold a special thought, as we celebrate our holidays, for the families and their lost loved ones who belonged to us all. With every faith we believe Americans all over the country will do just that.

We’d like this little column that ends the newsletter to echo the wisdom of Bobby Williams, whose words got us started. More hugs and more smiles would certainly help! We’d also like to call on everyone to be a little more patient in traffic, show a little more kindness to strangers, reach out to others within our community who may be in need. Deep within the American spirit is the unshakable instinct to pull together in the face of hardship and tragedy. This instinct has helped us remain an optimistic people, always believing that in the end, we will prevail, and we have. As we look forward to a new year, these thoughts can bring us cheer.

The future is ours to embrace, and embrace it we will. The work we do will strengthen our families, our businesses, our communities, and our country. Doing this work with positive energy and hope for the future we will all create is one way to bring that beautiful December light back into this particular darkened December. So, with optimism, we offer all good wishes for a happy, healthy, prosperous New Year. At least that’s the way it looks from where we sit.

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Day by day, what you do is who you become
~ Heraclitus

www.UTA.org

January 2013