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# UTA INDUSTRY WATCH

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Volume 3, Issue 6

June 2002

## UTA Convention

Nov. 7-9, 2002

### “Revisiting the Fundamentals of the Used Truck Industry.”

Among the business activities planned for the UTA’s Third Annual Convention, Nov. 7-9 at the Arlington Resort Hotel & Spa in Hot Springs, Ark:

- Reports on the state of the used truck industry.
- Guest speaker: Dan Baker.
- Economic Summit featuring used truck buyers.
- Allied Member presentations.
- “UTA Think Tank Continues” with roundtable

discussions on warranty/trade terms, successful used truck management, ‘best’ finance practices, among other topics.

For details and information on sponsorship opportunities, contact Sue Dorso at 701-293-6941.

## President’s Message

Being a member of the UTA not only gives us a feeling of being a part of something, it also gives us a heads up on what is happening all around us.

This industry is fast paced and ever changing. If you are not in tune to what is going on in your own store and across the country, you can get behind very quickly. Different markets for certain model of trucks change, values change, pricing changes, availability of products change and sales strategies must be altered along with these changes.

Networking with a group of professional used truck people facilitates our being able to recognize when these changes are taking place and provides the ability to take advantage of the opportunity.

I believe that the UTA gives its members a more realistic view of doing business at the level where the seller meets the buyer and what it takes to keep that buyer coming back year after year. The process of getting prepared, being prepared and staying prepared are the secrets of our business and each one of us spends the majority of our time doing just that.

We all spend countless hours creating that single event: “an opportunity.” Once we’ve done that, we train, instruct, arrange and

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How are YOU supporting the UTA?

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# **- Welcome - NEW MEMBERS**

Here is a listing of new UTA members since the first of the year:

A. J. Garrett Truck Sales - Paul L. Beerman  
Adesa Corp - Kathy Bramel, Greg Lingner, John Maurer,  
Tony Mohler  
Adesa-Atlanta - Glenda Rochester  
Adesa-Des Moines - TBA  
Adesa-Orlando-Sanford - Ruth Schofield  
Adesa-Pittsburgh - Dave Hockenberry  
American Trucker - Dan Sadler  
Arrow Truck Sales - Cory Spitcaufsky, Lee Wallace  
Arrow Truck Sales, Inc - Jim Stevenson  
Atlas Truck of Texas - John Keto  
Auction Broadcasting Company, LLC - Dale Frauhofer  
Broadway Truck Centers - Ronald Buskirk  
Buckshot Truck Sales, Inc - Sheila Omilian  
Crook Motor Co. - Richard Almond, Rudy Cranford  
Dallas Truck Center - Tony Chiarello  
Dave Ward Trucking & Truck Sales - Dave Ward  
Dieterich International Truck Sales, Inc - Mark Sorensen  
Duthler Truck Center Inc. - Doug Cisler, Mike Linsea  
Equipment Assurance Corp - Jay Caron  
Esposito Holdings Inc - Kimberly Esposito  
Exhibit Management Assoc - Tim Young  
Five Star International, LLC - Fredrick P. Scheler  
Fox Brothers of Sanborn, Inc - Lance Larson  
Freightliner Trucks of South Florida - Bruce Wyman  
Fresh Start Motors - Mike Rhima  
FWF Inc - Dick Fellows  
Harrison Truck Centers, Inc - Brian Harrison  
Illiana Truck Parts, Inc - Andrew Nickel  
Inland Kenworth - Joe Galowitch

Interstate 65 Truck Sales, Inc - James Joyce  
Janoe Kenworth Trucks - Robert Mollica  
Kenworth - John Sheldon  
Lakeside International Trucks - Alex Mackiel  
Lepak Truck Center - Mike Lepak  
MGC Truck Sales, Inc - Mack Crews  
MHC Kenworth-Joplin - Bobby Williams  
Michigan Truck & Equipment - Brian Smith  
Midwest Truck Sales - Mark Sails  
NASAIC - Rudy Jose Gonzalez  
National Auto Research-Black Book - Wes Mitchell  
Newt's Sales - Elam R. Newsom  
Performance Truck - Tommy Finklea  
Premier Truck Sales & Rental Inc - Joey Lojek  
Regional International Corp - Jason Carello  
Selectrucks of Grand Rapids - Gene Burnett  
Shanklin's Truck Sales, Inc - William Shanklin  
Taylor & Martin, Inc - Kyrsten Parker  
TEAM Vehicle Sales Inc - Daryl Cornell, Scott Fagan, Scott  
Grushoff, Jim Guice  
Truck Black Book - Mike Rafferty  
Truck Market News - Terry Davis  
Trucks Incorporated - Jack L. Garland  
UD Trucks - Bruce Meador  
Utility Trailer of Dallas, Inc - Packy Watson  
Valley Freightliner Inc - Terry Hodge  
Weldon Manufacturing - Besti Goode, Becky Nussbaum  
Wholesale 911 - Ken Kosic

**Reach the UTA  
Toll - Free  
877-GETS-UTA  
(877-438-7882)**

## President's Message (continued)

position ourselves and our coworkers to take full advantage of that opportunity when it comes through our doors.

When it's gone - win or loose - we polish, shine, follow up and follow through, making sure we stay ready. The process is never ending. It goes on day after day.

Being a member of the UTA gives each of us an alliance with others that do the same thing. Membership also gives us a break once a year - at our convention - to sit face-to-face with these friends and competitors and compare notes.

Last year at our convention, during one of the roundtables, the matter of advertising and marketing was discussed. The question came up: Did anyone use a specified 800 number in his or her ads to track feedback in order to make a more informed decision about where to spend marketing dollars.

A number of the participants said they did; all agreed it is a good idea.

I have done this for years. I believe tracking the feedback is the key. I always looked at the number of calls I received from a particular ad in a particular medium, and made my decisions accordingly.

I was asked why I didn't I go further and look at the numbers that actually made the calls and analyze them. Today, I don't use that process but if I did, I can assure you, I would look at every number, the origin and time that call made and how long it was.

Networking with people that may have a

better idea is what the UTA is all about.

The discussions made me realize that I needed to go the extra mile to make sure the marketing decisions I was making were the right ones.

You never know what small tidbit of information will come from the UTA's next meeting that could save you time, energy and money.

One thing I can assure you of, **if you are not at a UTA event**, you won't have the one thing we all work so hard for: **an opportunity**. In the case of the UTA's upcoming annual convention - Nov. 7-9 in Hot Springs, Arkansas - it is the opportunity to gain ideas, information, resources and contacts to help you be more successful.

A part of being prepared is getting involved in the UTA. A part of staying prepared is supporting the UTA and getting others to join.

I hope to see you in Hot Springs in November.

-- H.E. "Eddie" Walker  
President, UTA

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## Share Your News

*UTA Industry Watch* is published monthly. Submissions, ideas and comments are welcome. Contact:

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## Business Briefs --

**Freightliner** to reintroduce this summer its Coronado conventional tractor aimed at owner-operators.

**Michelin** ranks highest for overall satisfaction (tire, safety, wearability, tread life, tire value) in J.D. Power & Associates' 2001 Heavy Duty Truck Original Equipment Tire Study.

**NTEA** (National Truck Equipment Assn.) releases new edition of its Truck Equipment Handbook, a pocket-sized reference. For info, call 800-441-6832.

**Peterbilt** to base replacement for Model 300 low cabover on European DAF LF Series; due out later this year.

**SelecTrucks** begins turning sleeper cab Century Class tractors into day cab models.

**Health & Welfare:** The UTA wishes to express its condolences to Al Hess, Wholesale 911, on the recent loss of his father, and to Dick Vulgamore, PACCAR national used sales manager, on the recent loss of his mother.

Used Truck Association  
P.O. Box 603  
Indianapolis, IN 46206

## Annual Industry Service Award

There's still time to nominate deserving individuals for the UTA's Marvin F. Gordon Lifetime Achievement Award. The annual award recognizes individuals who have made significant contributions to the used truck industry.

To qualify for the Award, a candidate must have a proven career record of accomplishments within the used truck industry, have demonstrated his capacity for maintaining the highest business practices and standards, and have advanced the goals and objectives promoted by the UTA.

Nominations for the Award may come from anyone, including the nominee. Membership in the UTA is not a requirement.

This year's Award will be presented during a dinner banquet at the UTA's annual convention, Nov. 7-10 at the Arlington Resort Hotel & Spa in Hot Springs, Ark.

For an Award nomination form, visit the UTA's web site at [www.uta.org](http://www.uta.org) or contact UTA Vice President Doug Dressen at 651-260-6878.

The deadline for nominations is Aug. 23, 2002.