



Think You Know Your Industry?

Just how well do you know truck history and trivia? Test your knowledge with the following test from the reclusive truck industry pundit, Professor Farbish Thumbetting.

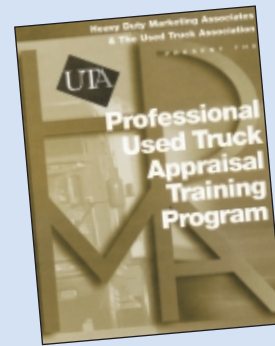
Fax your answers to the professor, in care of the UTA, at 410-374-9196. Deadline for submissions is Sept. 26, 2002.

One winner will be selected at random from all the correct entries. The winner will receive a hardcover copy of the limited-edition history book, *100 Years of Trucking*.

The correct answers to this month's quiz will appear in the October issue of the *UTA Industry Watch*.

1. International Harvester was renamed Navistar International Transportation Corporation in what year?
2. What truck manufacturer produced America's first motorized hook-and-ladder fire truck?
3. In what year did Cummins introduce its Signature 600 engine?
4. Name something that both swimmers and drivers are required to stay in?
5. What national trucking company was the first to outfit its tractors with satellite communications?

Appraisal Training on Videotape



Professional Used Truck Appraisals is a video-based, eight-part, "in-house" training program. It presents an easy-to-follow, step-by-step appraisal process intended to improve

anyone's used truck appraisal process. The process is designed to help protect profits by minimizing errors and maximizing consistency and accuracy. UTA member price: \$129.50 plus shipping & handling; non-member price: \$149.50 plus shipping & handling. Satisfaction Guaranteed. To order a copy, or to obtain more information, please contact HDMA, Inc., toll-free at 866-454-4362.



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September 2002

President's Message...

Here we are in September one more time and we will all think about it as being one year after 9/11 - a turning point for us nationally and individually.

Everything that happened in our lives seemed to take second place after the tragedies in New York, Pennsylvania and Washington, DC. We all had to search hard to find something that we could get a focus on or lose ourselves in, so that we could feel we were accomplishing something in the midst of the devastation.

We needed the assurance and success of small moral victories. We needed to feel that we belonged and were contributing to something, anything.

Most warm-blooded Americans felt a definite and painful loss, and wanted to give a hand or speak out in some way in support of the nation as a whole. Each one of us accomplished this in his or her own way. Each one of us tried a little bit harder.

A year ago, the UTA chose to stand together as a group and go ahead with its convention as planned, even though many national associations cancelled their meetings. This year we will do the same in November.

I have found my share of small victories in working with the present board, building a stronger organization. We have grown not only in numbers but also in character and strength of resolve.

While working on my latest project - selecting panelists for the workshops at the convention - I was overwhelmed with the response. I sent out 38 requests and within two hours, received over 50% response and 90% of those were positive. One cannot ask for anymore.

Even though our numbers have grown, we have over 50

members that have not renewed from last year. It is normal to loose a small percent from year-to-year, and we expect that, but we should try our best to get at least 80% of those members to sign back up. They are friends of yours and mine. We will truly miss them.

Their names are listed elsewhere in this issue. Call them. Ask what it will take to get them to re-join. We need them.

My thanks to Justina and her crew at *American Trucker* for the face-lift on our newsletter. It looks great! Kyle, I understand that it was your idea. (Another small victory.)

I know September will always stand out in our minds and lie deep in our hearts. But, don't forget that school starts, football kicks off, the fall season arrives and leaves start to turn their happy colors.

The Labor Day holiday helped us again to recognize the value of work and those who have contributed their labors to our lives. At least one of your friends has a birthday, or is getting married or having a baby (Cheyenne and Kim, our kids, are expecting twins.)

All of these life-affirming events come just before the UTA convention and yes, the anniversary of the tragedy in New York. It is all in how we choose to view life.

I once read that **the wisdom of life is to endure what we must and to change what we can.**

This, then, is how we must live.

I think the UTA and its members are doing just that. See you at the convention.

— Eddie Walker
UTA President

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SHARE YOUR NEWS

UTA Industry Watch is published monthly. Submissions, ideas and comments are most welcome.

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The printing of this newsletter has been donated by American Trucker as a service to the Used Truck Association.

Used Truck Industry Giant Marvin Gordon Passes



Marvin Gordon

Used truck industry veteran Marvin Gordon died August 8 at age 77. A long-time force in the used truck industry, Gordon made numerous and significant contributions to that marketplace.

Several years ago, in recognition of his extraordinary accomplishments and his lifetime achievement within the used truck industry, the UTA created an annual award in his honor: the Marvin F. Gordon Lifetime Achievement Award. He was the first recipient of the award, presented in 1999.

Along with his passion for the used truck industry, Gordon was committed to serving his community. For more than 55 years, he was an active member of B'Nai Brith, the Shrine, Kiwanis, Scottish Rite and Masons.

A native of Topeka, KS, Gordon first became involved with used trucks in 1969 when he sold his commercial real estate and insurance business in his hometown and went to work for the state's Department of Revenue.

He directed motor carrier appraising for the agency out of Topeka. Among his responsibilities, he oversaw taxation of motor carriers that came through the state (approximately 2,500 carriers) and wrote appraisal manuals for heavy equipment, trucks and cars.

Gordon joined National Market Reports in Chicago, IL, on Sept. 17, 1973, as editor of its valuation guide-books. Five years later he was promoted to associate publisher. He became publisher in 1981, vice president/general manager in 1984 and then in 1988 was named vice president/publisher of the company's Blue Book (valuation guides) Division.

Shortly after joining the company, Gordon created the Used Truck Workshop, an annual meeting where key used truck industry people gather together to review the Blue Book guides and discuss trends and issues. The inaugural workshop was held Oct. 5-7, 1976, in Lincolnshire, IL.

During his tenure at National Market Reports, Gordon took the *Truck Blue Book* from a semi-annual to quarterly publication and helped create a video training program to aid users of the that valuation guide. He bought and redid the *Commercial Trailer Blue Book*, *Recreation Vehicle Blue Book* and *Mobile Home Blue Book*. He created and published the *Truck Residual Value Book*, *Older Truck Blue Book*, *National Boat Blue Book* and *Motorcycle Blue Book*, and helped revamp the *Older Car Red Book*.

Recognizing the need for an annual convention for companies, organizations and individuals involved in the used truck industry, Gordon created the Used Truck Seminar. The first Seminar was held June 3-5, 1984, in Schaumburg, IL.

Gordon was instrumental in creating the Used Truck Sales Network (UTSN), an organization specifically for used truck professionals. Founded in 1988, the UTSN changed its name to the National Used Truck Network (NUTA) in 1993, and evolved into the current Used Truck Association in November 1995.

Gordon retired from National Market Reports on Dec. 31, 1991, and moved to Tucson, AZ, where he founded Marvin Gordon & Associates, a consulting firm specializing in the truck industry. For a time, he wrote and published the *Used Truck News* newsletter and served as a consultant to the National Automobile Dealers Assn. (NADA).

Gordon, the only child of George and Bertha Gordon, was born and educated in Topeka, KS. He attended the University of Minnesota where he met and married his wife of 54 years, Pearl Sgutt Gordon, who died last year.

Gordon is survived by his sons Charles (Barbara), James and Evan (Lori); grandchildren, Cara, Stephanie, and Spencer.

Donations may be made in Marvin Gordon's name to Anshei Israel Congregation, Shaol Pozez U.S.Y. Endowment Fund, 5550 E. Fifth Street, Tucson, AZ 85711.

We Miss Them!!!

As with any association, each year we have a certain number of members who do not renew. The following is a list of companies and individuals who used to be members of the UTA sometime in the last few years. If you know or do business with these companies or individuals, please contact them and ask them to be part of our association again. We miss them and need their support!!

Also if you have knowledge about any of these companies or individuals that would help us clean up our database, please email Justina Faulkner with that information - jfaulkner@primediabusiness.com.

FORMER ALLIED, CORPORATE, OR SATELLITE MEMBERS

20/20 Used Truck Group, Dayton, OH
 Aber's Truck Center / Volvo Trucks, Ashland, OH
 Allentown Mack, Allentown, PA
 Alliance International Truck Sales, Oakville, ONT
 Allison Transmission/General Motors, Indianapolis, IN
 AMI Leasing, Worcester, MA
 Amigo Truck Parts Inc, Houston, TX
 ArvinMeritor Inc, Troy, MI
 Automotive Management Group, Melville, NY
 Bi-State Sterling Truck Center, Toledo, OH
 Black Diamond Equipment, Inc., New Paris, OH
 Boyer Ford Trucks, Inc., Minneapolis, MN
 Bush Leasing, Inc., Wilmington, OH
 Central Illinois Trucks, Inc., Normal, IL
 Chicago Kenworth Inc, Bolingbrook, IL
 Coopersburg Kenworth, Coopersburg, PA
 Crossroads Ford Truck Sales, Inc., Springfield, IL
 Crump & Associates, Sharpsburg, MD
 CT Mack Sales/Northeast Truck Group, Plainville, CT
 Cumberland Truck Equipment Co, Ephrata, PA
 Eagle Truck & Equipment L.L.C., Chouteau, OK
 Eaton Corporation, Hendersonville, TN
 Enterprise Motors, Inc., Whittier, CA
 Enterprise Truck & Trailer Sales Inc., Charlotte, NC
 First Continental Leasing, Hattiesburg, MS
 Fleet Capital Leasing, Matthews, NC
 Ford Motor Company, Dearborn, MI
 Freightliner of Dothan, Dothan, AL
 Freightliner of Utah, Salt Lake City, UT
 Freightliner of Vancouver Ltd, Surrey, BC
 Freund International, Huntley, IL
 G.E. Capital Corp., Danbury, CT
 GE Capital TIP, Devon, PA
 GMC/Pontiac, Detroit, MI
 Graff Truck Centers, Flint, MI
 H & L Sales, Manchester, PA
 H. G. Violet Equipment, Delphos, OH
 Heil - Truck Equipment Division, Tishomingo, MS
 Heintzelman's Truck Center, Inc., Orlando, FL
 Hudson Valley Diesel, Wappingers Falls, NY
 Independent Drive-Away, Pleasant Hope, MO
 International Truck Center of Boston, Medford, MA
 Interstate Detroit Diesel, Inc., Minneapolis, MN
 Kile International Trucks, Nashville, TN
 L. B. Jacklin & Associates, Inc., Slinger, WI
 Les Camions International, St-Laurent, Quebec, Canada
 Mack Truck Sales of Charlotte, Inc., Charlotte, NC
 Manheim Auctions, Atlanta, GA
 McDevitt Truck Sales, Manchester, NH
 Mercedes Benz Credit Corp, Lisle, IL
 Midwest Truck Sales of Omaha, Omaha, NE
 Milan Truck Center Inc., Milan, GA
 Mizar Motors, Toledo, OH
 Motor Truck Equipment Company, Carlisle, PA
 Mountain State Truck Center, Denver, CO
 Mustang Truck Sales, Houston, TX
 My Little Salesman, Eugene, OR
 NationsCredit Truck Finance Division, Pelham, NH
 Omnicor Truck Centers, Inc., Richfield, OH
 Orix Credit Alliance, Inc., Atlanta, GA
 Pacific Utility Equipment Co., Tacoma, WA
 Paul Miller Ford, Inc., Lexington, KY
 Peterbilt of Knoxville Inc, Knoxville, TN
 PPG Industries, Grayslake, IL
 Randall Trucking Media Group, Tuscaloosa, AL
 RDO Truck Centers, Roseville, MN
 RDO Truck Centers, Dallas, TX
 Rockford Truck Sales, Loves Park, IL
 SelecTrucks of Greensboro LLC, Greensboro, NC
 SelecTrucks of Indianapolis, Indianapolis, IN
 Senator Trading Inc., Lauderdale, FL
 Southside Truck Center, Chicago, IL
 Stevens Truck Sales, Inc., Hayfield, MN
 Surgenor Truck Centre, Ottawa, Ontario
 TecBrake, Inc, Houston, TX
 Texas Kenworth, Dallas, TX
 Texas Kenworth, Ft Worth, TX
 Trailer Marketing Inc, Boise, ID
 Transamerica Lender Finance, Dallas, TX
 Transportation.com, Overland Park, KS
 Tri-State Mack, Memphis, TN
 Truck & Equipment Sales, Redding, PA
 Truck Parts & Sales, Inc., Perryville, MO
 Truckmasters, Las Vegas, NV
 UHL Truck Sales, Inc., Palmyra, IN
 Valley Used Truck Center, Cleveland, OH
 Volunteer Volvo and GMC, Inc., Knoxville, TN
 Volvo Trucks North America, Greensboro, NC
 Warren, Inc., Collins, MS
 Wehrs Used Trucks, Bangor, WI
 West Gate Sterling Ford, Youngstown, OH
 Western Truck & Trailer Sales, Henderson, CO
 Wheeling Truck Center, Wheeling, WV
 Whiteford Trucks, Afton, MN
 Wisconsin Kenworth, Windsor, WI
 World Truck Movers, Inc., Medina, OH

FORMER SALES PROFESSIONAL OR ALLIED PROFESSIONAL MEMBERS

Dale Airhart, Massillon, OH
 Charles G Allen, Lima, OH
 Roy Allen, Forest Park, GA
 Todd Bargy, Dallas, TX
 Robert Bray, Dallas, TX
 Kerry Brown, Dallas, TX
 Bob Cornwell, Dayton, OH
 Mike Davis, Dallas, TX
 Amy Denker, Toledo, OH
 Kent Grisham, Fremont, NE
 Dean Hill, Huntley, IL
 Robert Hogan, Forest Park, GA
 Joe Kent, Manchester, PA
 Bob Lanshe, Bellevue, WA
 John Mercer, Dayton, OH
 Dick Northey, Missoula, MT
 M.M. Skip Norton, Dallas, TX
 Danny Norwood, Glen Allen, VA
 Dennis K. Root, Springfield, OH
 David Schmitt, Dayton, OH
 Frank Sherwood, Beaverton, OR
 Dana Smith, Toledo, OH
 Greg Thornell, Dallas, TX
 Eric E. Ulvestad, Lisle, IL
 Steve Wade, Monroe, MI
 Bill Watkins, Dallas, TX
 Doug Weatherly, Greensboro, NC

Used Truck Association History

(continued from page 5)

Volvo & GMC Trucks of Atlanta, and Paul Spokas, owner of Heavy Duty Marketing Associates.

At the 2nd Annual UTA Convention held November 8-10th in Rio Rico, AZ, the new governing board serving for the ensuing two years was elected as follows:

Chairman - Steve Nadolson, Arrow Trucks;
President - H.E. "Eddie" Walker, Best Used Trucks of Texas; Vice-President - Doug Dressen, Dressen Truck & Trailer; Secretary - Justina Faulkner, American Trucker; Treasurer - Vince Anselmo, National Truck Protection, and Director - David A. Kolman, Newport Communications.

Board of Directors: Lee Chapin, The Truck Paper; Marty Crawford, Waters Truck & Trailer; Al Hess, Wholesale 911; Mike Jackson, Volvo & GMC Trucks of Atlanta; Bruce Jodarski, Best Used Trucks of Tennessee/FAMS; Paul Spokas, Heavy Duty Marketing Associates; Jim Sundy, Nalley Motor Trucks, and Terry Williams, Blue Book Values.

President H.E. "Eddie" Walker called for continuing and renewed efforts to increase communication, add benefits, and build the UTA membership. The following new committees were initiated following the 2001 Convention:

Budget, Education Endowment, and Finance. Remaining active are the following committees: Membership, Convention, Training, Public Relations, Website, Regulations/ By-Laws, and Lifetime Achievement.

At its inception in 1988, the evolved organization known as the Used Truck Association was the first of its kind dedicated to serving the used truck industry. A growing and active membership ensures the interests of all those involved in the used truck industry will continue to be served.



**** REMINDER ****

A \$50 reward will be given to you at convention for EVERY NEW Corporate or Allied member that you recruit!! The payout limit is \$599 so let's get busy and bring in some new members!!

Professional Used Truck Management Workshop

Nov. 13 - 15, 2002
Greensboro, NC

In this UTA workshop, you will learn proven profit-generating and cost-saving tactics to improve your used truck operation's bottom line. The last session of this popular workshop was sold out. The next session is set for Nov. 13-15, 2002, in Greensboro, NC.

To register, or to obtain more information, please contact HDMA, Inc., toll-free, at 866-454-4362.

UTA Convention

Nov. 7-9, 2002

"Revisiting the Fundamentals of the Used Truck Industry"

**The Arlington Resort Hotel & Spa
Hot Springs National Park, Arkansas**

Here are just some of the things we have planned for our convention:

- Report and analysis on the state of the used truck industry.
- "Used Truck & Happy People: Managing for Success," presented by nationally recognized speaker Dan Baker.
- Industry Leadership Forum: *Inventory Procurement*.
- "UTA Think Tank" with panel and roundtable discussions on warranty/trade terms, successful used truck management, 'best' finance practices, manufacturer updates, among other topics.
- Allied Member presentations.
- Networking opportunities.
- Update on UTA programs and plans.
- Plenty of social activities, including golf and tours of the historic city and the national park.

For additional information, visit the UTA's website at www.uta.org or call 317-297-5500 and ask for Shelli, Stacy, Tiffany or Justina.

NOTE: THE UTA special hotel rate expires on October 7. Call the Arlington Resort Hotel and Spa At 1-800-643-1502 to reserve your room now!

Many THANKS!! To Our 2002 Convention Sponsors

The following companies have already signed up for convention sponsorships. The UTA sincerely thanks each for its belief and support.

ADESA CORPORATION
AMERICAN TRUCKER/trucker.com
ARVINMERITOR
BEST USED TRUCKS OF TEXAS
CAPCO TRUCK & EQUIPMENT
CATERPILLAR ENGINE
COBALT FINANCE
CUMMINS ENGINE COMPANY
DETROIT DIESEL
FASTLINE PUBLICATIONS
FORT WAYNE VEHICLE AUCTION
HEAVY DUTY MARKETING ASSOCIATES
HIGHLINE CAPITAL CORP.
HTAEW.COM
INTERNATIONAL TRUCK & ENGINE
INTERSTATE ONLINE SOFTWARE - SOAAR.COM
MACK TRUCKS
N.A.D.A.
NATIONAL TRUCK PROTECTION
PETERBILT MOTORS COMPANY
RITCHIE BROS. AUCTIONEERS
ROADRANGER-EATON & DANA CORP.
TRUCK BLUE BOOK
TRUCK PAPER

OOPS! We inadvertently misspelled **HIGHLINE CAPITAL CORPORATION** in the registration booklet. Our apologies to one of our good sponsors.

Let's Talk Membership

Since its charter on May 16, 1988, the Used Truck Association (UTA) has attained a membership of 268 as of beginning of this month.

In 1988, the number of members was 40. Membership increased to 54 by the end of 1990, and continued to grow slowly - but steadily.

In 1995, then UTA Chairman Jerry Nerman challenged the organization and the Board Members to attain a membership goal of 200. However, growth was minimal and the "target" was not hit.

At the UTA's 2000 inaugural convention, then UTA President Steve "Bear" Nadolson unveiled the "201 in 2001" Membership Drive. That goal was exceeded when membership reached 220 at the end of 2001.

In November 2001, the newly-elected President, H.E. (Eddie) Walker built upon this drive, challenging the membership and Board to increase the ranks to 402 by the UTA's 3rd Annual, set for this Nov. 7-9, in Hot Springs National Park, Arkansas.

Eddie has set the bar high, and the deadline is fast approaching. But if each current UTA member signs one new member, the membership challenge can not only be met, but surpassed.

But more importantly, a growing, active membership will help ensure that the Used Truck Association continues in the right direction - upward and onward.

The key here is an active membership. That is *the* foundation of every successful organization.

Contained elsewhere in this newsletter is a brief outline of the UTA's history. It reveals our continued pattern of growth and evolution. We have come a long way, but we still have much more to achieve.

Call me at 888-350-9222 to request membership applications.

— Bruce Jodarski
UTA Board Member



From 1987 To Present

As Recalled by Bruce C. Jodarski

Marvin F. Gordon, who distinguished himself for many years in the trucking industry as editor of the Truck Blue Book, conceived the idea of an organization designed solely to benefit and promote the used truck industry.

MacLean Hunter, publishers of the Truck Blue Book supported Marvin in his endeavor; and in 1987, the initial meeting was scheduled in Chicago with the sitting Blue Book Advisory Board consisting of: Kurt Collins, Jim Fowler, Bruce Jodarski, Jerry Nerman, and Jerry Sharpe. After several organizational meetings, the Used Truck Sales Network (UTSN) was chartered on May 16, 1988. Annual meetings were scheduled in Chicago, and Marvin Gordon worked tirelessly to advance the UTSN cause until his retirement in 1997.

Fred Steinbach became director in 1993, and the name of the organization was changed to National Used Truck Association (NUTA). Jerry Nerman was elected President of NUTA, Jim Sundy, Vice-President; with Kurt Collins, Jim Fowler, Bruce Jodarski, George Stanton, Paul Spokas, and Lee Whitman serving as Board of Directors.

During his tenure as Director, Mr. Steinbach focused on the issue of the excise tax, and after his resignation in 1994, David Kolman became the new Director with Lee Whitman the Assistant Director. The organization's name was changed once more to Used Truck Association (UTA) as it is known today.

In 1995, the slate of officers was: Chairman, Jerry Nerman; President, Jim Sundy; Vice-President, Lewis Nerman; Secretary/Treasurer, Paul Spokas; and Board Members-Terry Eddy and George Stanton. Selected as Advisory Board Members were: Chuck Bailey, John Chastain, Jim Fowler, and Bruce Jodarski.

In 1997, the following slate of officers was elected: Jim Sundy became Chairman, and Steve (Bear) Nadolson, President, Eddie Walker, Vice-President, Justina Faulkner, Secretary, Vince Anselmo, Treasurer, and David Kolman served as Director. The Board of Directors consisted of: Lee Chapin, Marty Crawford, Doug Dressen, Mike Jackson, Bruce Jodarski, Lewis Nerman, and Paul Spokas.

The UTA experienced a revitalization program in the ensuing four years with renewed focus on expanding membership and member benefits. To accomplish these goals, the following committees were formed: Ethics, Membership, Training, Convention, Website, and Public Relations.

As a fitting tribute to the UTA's founder, The Marvin F. Gordon Lifetime Achievement Award was established in 1999 to be presented annually thereafter at the UTA Convention. Marvin Gordon was presented with the first award in Nashville at the Truck Blue Book Seminar in June 1999.

The first UTA Convention took place on October 26-28th at Howie-in-the-Hills, Florida. Serving as UTA President was Steve "Bear" Nadolson, corporate used truck manager at Stoops Freightliner. Vice-President was H.E. "Eddie" Walker, general sales manager of Rush Truck Centers. The UTA chairman was Jim Sundy, Vice-president-sales/used truck manager at Nalley Motor Trucks. The remainder of the governing board consisted of: Secretary-Justina Faulkner, Associate Publisher of American Trucker, Treasurer-Vince Anselmo, President of National Truck Protection, and as Director- David A. Kolman, editor-in-chief/publisher of Truck Sales & Leasing Magazine.

The Board of Directors elected to serve for 1 year terms during the inaugural convention were: Al Hess, owner of Wholesale 911, John Whitnell, vice-president-used truck operations at International Truck & Engine, Terry Williams, editor of Blue Book Values. Outgoing board members were: Bruce C. Jodarski, owner of First Appraisal & Marketing Services (FAMS); Lewis Nerman, president Arrow Truck Sales, and George Stanton, industry consultant and former publisher of Truck Blue Books.

Re-elected as directors were: Lee Chapin, publisher of The Truck Paper; Marty Crawford, used truck manager at Waters Truck & Tractor; Doug Dressen, owner of Dressen Truck & Trailer Sales; Mike Jackson, used truck manager,

(continued on page 6)

CONGRATULATIONS GRADUATES!!

Successfully completing the latest UTA "Fundamentals of Used Truck Sales" training, held last month in Cleveland, OH, were:

Garrett "Jake" Koster, SelecTrucks of Grand Rapids, Grand Rapids, MI.

Dan Keuning, SelecTrucks of Grand Rapids, Grand Rapids, MI.

Danny Urella, SelecTrucks of Boston, Worcester, MA.

Roy Sommerfeld, Shanklin Truck Sales, Alsip, IL.

Darren Ashley, General Truck Sales, Muncie, IN.

Louie Robaina, Freightliner of South Florida, Miami, FL.

Brandon Boone, Universal Truck Sales, Houston, TX.

Ed Wilkins, Commercial Truck & Equipment, New Castle, DE.

Marc J. Pontarelli, Penske Truck Sales, Maple Shade, NJ.

