



# INDUSTRY WATCH

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Contact UTA @ 1-877-GETS-UTA or [www.uta.org](http://www.uta.org)

November 2002

## President's Message...

If you missed the UTA Convention in Hot Springs, Arkansas, you missed a treat. It was our best turnout ever, with our highest spouse-attendance at a convention. We made sure the spouses knew they were welcome to attend the work sessions and a large percentage did just that.

According to the report cards on the convention, our Keynote Speaker Dan Baker was the highlight of the three-day meeting. I think we all could have listened to him all day long. We will have to go a ways to top him next year.

Looking back, the golfing was fun, the tour was interesting, the opening reception was a hoot and even the "Bear" enjoyed coming in second place to a "Gorilla."

The *State of the Industry Address* by Tom Kontos was encouraging and Dan Baker's presentation on *Used Trucks and Happy People: Managing for Success* was unbelievable. Dan has a way of making living life so simple. He speaks from where we all should sell from - the heart.

The *Industry Leadership Forum* and the *Fundamentals of Warranty & Trade Terms* were educational and informative, while the Awards dinner was entertaining and delicious. The Sponsor presentations were informative and the "Think Tank" was constructive, enlightening and just plain fun to participate in.

The Riverboat Luncheon was soothing and the strawberries dipped in hot chocolate at the Farewell Reception were "indescribably yummy," said Bear as chocolate dripped from his whiskers.

All in all, the days at the convention were well worthwhile. I believe that everyone went away with more knowledge

than they came with, along with a new networking friend to bounce questions off of. We also gained a feeling of encouragement getting back to our business, knowing that we are not alone facing the challenges in today's business world. Networking and sharing is the key to everyone's success and there was a lot of it going on during the convention.



It all seems so easy now after it is over but I can assure you there were a lot of man and woman hours spent making it happen. I tip my hat to Sue Dorso, Justina Faulkner, the convention committee, the board, the members, the spouses and the ones left behind having to share their loved ones with us. Nothing worthwhile is ever easy. Justina and Sue just make it look that way.

We are already planning for next year. Did we make mistakes this year? Yes, we did. But we're getting better every year. Get involved, help us to be better. Remember Workplace Rule #1: "People support what they help create."

UTA membership at the time of our convention stood at 299. Our current goal is to have the UTA at 400 members strong. Help us to reach that goal. That's just one hundred of us getting one new member a piece. I assure you, I'll get mine.

Happy Selling!

— Eddie Walker  
UTA President

P.S.: Thanks for the confidence in my being your president for the coming year.

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How are **YOU** supporting the UTA?

## SHARE YOUR NEWS

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

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# Election Results



The new UTA governing body: (front ) H.E. "Eddie" Walker, Justina Faulkner, Al Hess; (back) Steve "Bear" Nadolson, Vince Anselmo, Terry Williams, Jim Sundy, Marty Crawford, Ethan Nadolson, Paul Spokas, Mike Jackson, Bruce Jodarski, Lee Chapin. (Not shown: David Kolman).

Serving on the UTA's governing body for the next term are:

**Chairman:** Steve "Bear" Nadolson, Arrow Truck Sales, Columbus, OH

**President:** H.E. "Eddie" Walker, Best Used Trucks, Ft. Worth, TX

**Vice President:** Al Hess, Wholesale Trucks of America, Kansas City, MO

**Secretary:** Justina Faulkner, *American Trucker* and *trucker.com*, Indianapolis, IN

**Treasurer:** Marty Crawford, Arrow Truck Sales, Conley, GA

#### **Board of Directors:**

Vince Anselmo, National Truck Protection, Carlstadt, NJ

Lee Chapin, *Truck Paper* and *truckpaper.com*, Lincoln, NE

Mike Jackson, Volvo and GMC Trucks of Atlanta, Forest Park, GA

Bruce Jodarski, Best Used Trucks of Tennessee/First Appraisal Marketing Services, Fairfield Glade, TN

David A. Kolman, D.A. Kolman & Company, Hampstead, MD

Ethan Nadolson, Interstate Online Software, Granville, OH

Paul Spokas, Heavy Duty Marketing Associates, Jamestown, NC

Jim Sundy, Nalley Motor Trucks, Atlanta, GA

Terry Williams, Truck and Trailer Blue Books, Overland Park, KS

Outgoing Board Member: Doug Dressen, Dressen Used Truck & Trailer, Afton, MN. The UTA thanks Doug for all his efforts and dedication as a member of the board.

The newly elected officers began serving at the UTA's Third Annual Convention, held in early November.

# Convention Overview

A few highlights of the UTA's Third Annual Convention, held Nov. 7-9 at the Arlington Resort Hotel & Spa in Hot Springs National Park, Arkansas. A full report will be published in the December *UTA Industry Watch*.

- Report on the *State of the Industry* by Tom Kontos, corporate economist for ADESA Corporation; included a discussion of the used truck business and the economy in general.
- Keynote address by noted truck industry speaker Dan Baker on: *Used Trucks and Happy People: Managing for Success*.
- *Industry Leadership Forum* on inventory procurement.
- Session on *Warranty & Trade Terms*; included a discussion on the UTA's set of guidelines for "industry standard" trade terms and conditions.
- Workshop on the Fundamentals of a *Successful Used Truck Manager*.
- Report on the UTA "Think Tank."
- Panel discussion on finance.
- Unveiling of the UTA's Educational Endowment Fund.

## 2003 UTA CONVENTION SPONSORS

Adesa Corporation  
*American Trucker* / *trucker.com*  
ArvinMeritor  
Best Used Trucks of Texas  
Capco Truck & Equipment Sales  
Caterpillar Engine  
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Detroit Diesel  
Fastline Publications  
Fort Wayne Vehicle Auction, Inc.  
Fort Worth Vehicle Auction, Inc.  
Highline Capital Corp.  
Heavy Duty Marketing Associates  
HTAEW.com  
International Truck & Engine Corp.  
Interstate Online Software (SOAAR.com)  
Mack Trucks, Inc.  
N.A.D.A Official Used Car Guide  
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Peterbilt Motors Company  
Ritchie Bros Auctioneers  
Roadranger - Eaton & Dana Corp.  
Taylor & Martin, Inc.  
*The Truck Blue Book*  
*Truck Paper* / *truckpaper.com*  
Utility Trailers of Dallas  
Wholesale Trucks of America

**Thank you** for your support and belief in the UTA. For information on sponsoring the 2003 UTA convention, contact Sue Dorso @ 941-698-4285.

# C.B. Crook Presented With UTA Distinguished Industry Service Award

C.B. Crook, founder of Crook Motor Company, Albemarle, NC, has been honored by the UTA with its Marvin F. Gordon Lifetime Achievement Award. The award recognizes sustained contributions and leadership in the used truck industry.

Crook was presented with the award at the dinner banquet at the UTA's Third Annual Convention, held in Hot Springs National Park, Arkansas, in early November.



Jim Sundy, 2001 recipient, presents C.B. Crook with the UTA Distinguished Industry Service Award.

Presentation of the award - created to commemorate Marvin Gordon's extraordinary accomplishments and lifetime achievement in the used truck industry - was made by Jim Sundy, Nalley Motor Trucks, Atlanta, GA. Sundy received the UTA award in 2001.

Crook began his career in 1946 working in his father's used car lot washing and cleaning up cars and trucks. He grew the business to become the owner of the largest one-location used truck center in America. He called his Crook Motor Co. "the supermarket of used trucks."

"The business evolved into selling pickups, then farm trucks, before switching to big rigs in 1972," commented UTA President H.E. "Eddie" Walker, Best Used Trucks, Ft. Worth, TX, during the award presentation. "C.B. took pride in his repeat business that at times was 75% of his customer base. That is a great reflection on the quality and honesty of the manner in which he and his sales staff took care of their business."

Crook expanded his truck operation tenfold from the early days, and his facilities covered over 10 acres on U.S. Highway 52 in Albemarle, NC. Crook has had over 1200 trucks in inventory at times and drove customers around the lot in a golf cart.

He sold his business in 1999 to four of his sales staff that had been with him for years: David Horton, Rudy Cranford, Richard Allman and Claude Rogers.

"Through the years of building his tremendously successful business, C.B. has been a great community leader," Walker noted. "His civic minded approach to the area in which he lives and works is a testament to his belief in and love of his God and country."

Crook has served on the boards of Stanley Memorial Hospital, Stanley Technical College, YMCA, Lutheran Homes and Wingate College. He has been a county commissioner and is active in the First Baptist Church. He is active in fundraising efforts for charities and has been a campaign manager for a number of local and state political candidates. Recently, he volunteered his talents to the Boy Scouts, Airport Board and Downtown Development Group.

"He definitely is a man of opinion and action and is true to his word," said Walker. "A gentleman of the old school, his handshake is his bond. Always optimistic, C.B. lives his philosophy of 'turning the other cheek.'"

Others who have been honored with the Marvin F. Gordon Lifetime Achievement Award were Gordon, who received the inaugural award in 1999, and Jerry Nerman, a founder of Arrow Truck Sales, in 2000.

To qualify for the UTA's Marvin F. Gordon Lifetime Achievement 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.

## **How Clear Is Your Vision?**

Do you ever have difficulty achieving your goals? You feel you know what you want to do, you work at it, and you still find yourself coming up short. Is this the way life works?

Let me share with you a goal that my wife and I are having difficulty accomplishing. About a year ago, when our youngest child left home for college, we decided that this would be a great time to unload the big house and downsize to a smaller home. Sounds pretty simple, but we haven't made any progress.

What's the problem? Why aren't we moving forward? We've accomplished a lot more difficult things in our married life. We have plenty of reasons to move into a smaller home. At the top of the list is big savings. Ask anyone who knows me to describe my attitude toward money, and they'll politely describe me as . . . "Ah, he's cheap."

A smaller home will also save us a lot work. There are no location-related issues; we can live virtually anywhere there are telephones and an airport. So what's the holdup?

I finally realized that the reason we're not moving forward is that we don't have a clear visual picture of exactly what "downsizing" is to us.

We need a clear vision of exactly what kind of house we want. Will it be a resale or new, how many rooms, square footage, one story or two? Will it be in the country or in the city? We're not going to go anywhere until we are able to clearly see exactly what it is that we want. We have to paint the picture!

Until we mutually agree on all the details, decide what we're willing to give up and what work is required, we'll be talking about downsizing for years.

This principle of clarity of vision preceding goal accomplishment applies to every aspect of life. It's much easier to get to your destination when you know exactly what and where it is. Once your vision is described in detail, it jumps to life and becomes a magnet pulling you toward it.

The specifics and details of your vision provide the excitement that create the motivation, energy and focus to do the work, as well as the perseverance to stick it out when things get difficult.

How clear are your goals? Are they written down? Have you nailed down all the details?

If you do this, you will soon succeed. You'll have the motivation and desire required to do the work that always precedes success.

I recently heard that the only place in the world where success comes before work is in the dictionary.

How well are you moving toward the accomplishment of your goals? If you're not satisfied with your progress, you may want to check your vision.

*Paul Spokas  
UTA Board Member  
President, Heavy Duty Marketing Associates*

# Website Now Easier To Use, With More Information

The UTA's website - [www.uta.org](http://www.uta.org) - has been redone to make it "friendlier" and easier to navigate. But most importantly, says UTA President Eddie Walker of Best Used Trucks: "It contains much more information."

Among other things, the website contains information on UTA training programs, business partners, the Federal Heavy Vehicle Use Tax, the annual convention and membership information and benefits. The UTA's monthly newsletter, *UTA Industry Watch*, is archived on the website, as are the association's news releases.

The new website also contains a mechanism to obtain free copies of the UTA's free publications.

Interstate Online Software helped with the redesign of the website.



## Guidance On Exporting Used Trucks

The UTA has released a white paper, *Exporting With Confidence*, which offers advice and guidance on exporting used trucks and equipment. It is intended to help used equipment sellers take advantage of a possible market opportunity, according to UTA Board Member Lee Chapin of *The Truck Paper*, who oversaw the project.

"The booklet presents an overview of the key factors that need to be addressed in selling used equipment overseas," he said. Among the topics covered are letters of credit, customs, time and resources required and Internet sales and marketing.

Contacts on the UTA's Export Dealer Committee who are experienced in exporting used trucks and equipment are listed in the publication. So are selected Internet sites that offer free exporting information.

To obtain a free copy of *Exporting With Confidence*, visit the UTA's website: [www.uta.org](http://www.uta.org) or request a copy by contacting the UTA via e-mail: [JFaulkner@primediabusiness.com](mailto:JFaulkner@primediabusiness.com); telephone: 1-877-GETS-UTA; fax: 410-374-9196.



## UTA Convention Golf Tournament Winners



Tony Mohler, ADESA Corp, presents 1st place team: Tim Pontier, Jeff Neudeck, Tim Gordon, John Wiesemann.

**First Place:** Tim Gordon, SelecTrucks of Birmingham; John Wiesemann, Fort Wayne Vehicle Auction; Jeff Neudeck, Citicapital Commercial; Tim Pontier, World Wide Export & Equipment Sales

**Second Place:** Sunny Moon, International Used Truck Center; Bruce Meador, UD Trucks; Lee Chapin, Truck Paper; Tim Ormsby, T & R Truck Sales

**Longest Drive:** Jeff Neudeck, Citicapital Commercial Corp.

**Closest-To-The-Pin:** Mark Orth, GE Capital Remarketing

**DAL (Dead A \_\_ Last):** Steve Monacelli, International Used Truck Center; Tom Horne, Hunter's Truck Sales; John Holder, Southland International Trucks



## Think You Know Your Industry?

### *The answers to last month's quiz:*

1. False. Trailer tires wear at a slower rate than tractor tires
2. Kysor Westran introduced the Constant Mesh design landing gear - designed to eliminate shifting problems - in 1990.
3. Among the most common truck repairs: air leaks, horn, windshield wipers, brakes, air conditioning, transmission, tires, lights.
4. You are most likely to encounter "road rage" on Friday.
5. Frank Turner - chosen by President Eisenhower to oversee the birth of the Interstate System in the 1950s - was known as the "Father of the Interstate." He was also the first federal highway administrator.

### *- Quintessential Quote -*

*"The will to win is important, but the will to prepare is vital."*

*Joe Paterno, college football coach*