

# UTA INDUSTRY WATCH

**SORRY  
WE'RE LATE!**

Volume 4, Issue 6

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

July 2003

## President's Message...

The Blue Book Seminar in Las Vegas was a success in every way - at least I thought so. Well attended, lots of participation and the Blue Book staff did a superb job in taking care of everyone and giving us something to make us want to come back next year. My hat is off to Terry Williams for gathering the panel participants and the break out sessions. They were excellent. When you gather quality representatives from Peterbilt, Freightliner, International and Volvo and have them sitting on a panel, talking about the used truck business, it is exciting. Time passed too fast and it seems as if there was not enough but everyone enjoyed that which we had. Hopefully, we all took away something that will help us in some way in the future. As a friend told me the other day, "you never know what will catch someone's eye or ear".

It is encouraging to hear that the major manufacturers are expressing the importance of the used truck industry. It takes all aspects of the trucking industry working together to reach a common goal. The goal being to move product, foreign and domestic, across this great country of ours safely, economically, timely and profitably. Staying focused is what we all must do. Getting involved and understanding each other's problems will help us stay on track. Communicating with each other opens avenues of opportunities we all can take advantage of. Going forward in this day and time is exciting. Someone said "the best way to guarantee the future is to create it". I feel the future of the used truck industry will be what we (the participants) make it.

The UTA is getting stronger every day and is certainly doing its part to help create the future. We've signed approximately twenty-five new members in the last two months, formed one new committee, (Medium Duty) sold out all our sponsorships for the upcoming fourth annual convention in Florida and have the lowest percent of non-renewals in the last three years. This is due to the hard work and dedication of the working board, its committees and their members and the membership as a whole. To

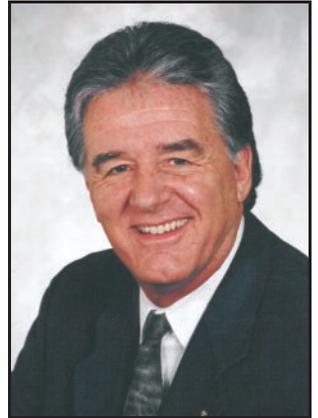
the few past members that have not renewed, please do so as soon as possible. We would like to see that percentage at zero. That would truly send a message to the manufacturers and OEM's of how serious we are about making this industry strong and how much we believe in what we're doing and where we are going.

As last month, we dealers are going further, working harder and longer to find the right inventory to place on our retail lots. Our customers are still coming in and shopping but are more informed on prices. The Internet has helped to educate the buyers in values and locations of needed equipment. These truck buyers are also far more educated and informed than most of us give them credit for but that is exciting too. It forces us to go back to the basics of selling, knowing our product and getting to know our customers. It is just another form of adjustment or change in our daily **work**. As I have spoken in the past about change, change is good for the soul "it keeps us in tune". For those who have forgotten the definition of **work**, I for one, go back and read it to re-establish the importance of doing what I do. I'll share it with you, according to Webster,

**Work** n 1. the activity that affords one his or her livelihood and 2. strenuous activity that involves difficulty and effort and usually affords no pleasure

Thanks again to all that I come in contact with because you are what motivates me. You make this industry what it is and I for one find pleasure in it and I hope you do, too!

— Eddie Walker  
UTA President



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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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# 2003 UTA Convention Sponsors

We acknowledge and thank the following companies that have already made a commitment to the 4th Annual UTA Convention:

AMERICAN TRUCKER  
BEST USED TRUCKS OF TEXAS  
BLACK BOOK - NATIONAL AUTO RESEARCH  
CAG TRUCK CAPITAL  
CATERPILLAR  
COBALT FINANCE  
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HEAVY DUTY MARKETING ASSOCIATES  
HIGHLINE CAPITAL  
HTAEW  
INTERSAFE INC.

INTERSTATE ON-LINE SOFTWARE (SOAAR)  
MACK TRUCKS  
NADA  
NATIONAL TRUCK PROTECTION  
PETERBILT MOTORS  
RITCHIE BROS. AUCTIONEERS  
ROADRANGER - EATON & DANA CORP.  
R.L. POLK  
SELECTRUCKS OF CHARLOTTE  
TAYLOR & MARTIN  
TRUCK PAPER  
WHOLESALE TRUCKS OF AMERICA

## INDUSTRY NEWS BRIEFS

**The BEAR goes to Nashville:** Steve "Bear" Nadolson has left Arrow Truck Sales and joined The Truck Source group in Nashville Tennessee. (Nashville Peterbilt, Inc.) The numbers are 800-489-7403 or local 615-833-6050 and his fax is 615-835-0015. As Bear once made the statement, "the faces don't change in this business, only the business cards". Congratulations to Bear in his move and we all wish him the success he deserves.

**The Great American Trucking Show: (GATS)** enters its 5th consecutive year on September 26-28th in Dallas, Texas. Last year more than 35,000 industry professionals representing all 50 states and 30 countries exhibited or visited the show. **GATS 2003** will again offer **FREE** seminar programs, industry networking, and Recruitment and IT Pavilions. Special events, giveaways, concerts and Overdrive's Indoor Pride and Polish truck beauty contest are a part of the show. Class 3-7 trucks will be at the Commercial Work Truck Pavilion and **new** this year will be the fleet Pavilion. *Volvo Trucks of North America* will bring country music star and recording artist Tracy Byrd to perform a free concert to registered GATS attendees September 27 - the 2nd night of the show. Truck parking has been made much easier this year as the big rigs can park on more than 12 acres of free parking next to the convention center at Reunion Arena lot. For more information call 1-888-349-GATS (4287) or register online and download tickets at [www.gatsonline.com](http://www.gatsonline.com).

**TRALA Honors Penske Driver Safety Award:** The Truck Renting and Leasing Association, which represents the truck renting and leasing industry, announced that it has honored Penske Logistics driver Gary Nuckolls as its 2003 Driver of the Year. Nuckolls, who has been with the Reading, PA, and company since 1998, has driven more than 2 million accident-free miles in his 29-year career as a commercial truck driver. Additionally, he has spent voluntary time working with the "No Zone" driver education program he launched in his hometown of Montgomery, AL. This Federal Motor Carrier Safety Administration-directed program is designed to educate the driving public about how to safely share the road with trucks and buses, the association said. Penske Logistics is a subsidiary of Penske Truck Leasing. It ranks No. 5 on the 2002 Transport Topics Logistics 50 list of the largest U.S. and Canadian logistics companies.

**Ryder System Names Units' Drivers of Year:** Ryder System recently announced its 2002 Driver of the Year Awards, naming William Ingram the Dedicated Contract Carriage Driver of the year, Dai Baba the Fleet Management Solutions Driver of the Year and John Finley the Supply Chain Solutions Driver of the Year. Dallas-based Ingram has driven 4.5 million collisions and violation free miles since he began driving professionally in 1968. Driving for Sweetheart Cup Co. of Hartford, CN, Baba has logged 2.5 million collision and violation free miles! Based in Olive Branch, MS, Finley has driven more than 1 million miles without a preventable accident or traffic violation! The awards honor drivers who have demonstrated exemplary safety performance and

customer service throughout their careers. Each employee will be inducted into the Ryder "Driver Hall of Fame."

### **Peterbilt-UAW Pact Reopens**

**Tennessee Plant:** Heavy-duty truck maker Peterbilt Motors Co. and union employees agreed June 22 to a contract that would reopen its plant in Madison, TN, after a 9 1/2 month lockout, representatives from both sides said. The five-year contract between Peterbilt, a division of Paccar Inc., and United Auto Workers Local 1832 recalled 250 employees to the plant July 1. Daily production is expected to be 12 trucks once the facility opens.

**Detroit Diesel to be a Freightliner Exclusive:** According to [www.truckinginfo.com](http://www.truckinginfo.com), a major reorganization of DaimlerChrysler's Commercial Vehicles Division will put Detroit Diesel under the Freightliner LLC umbrella and end sales of Detroit Diesel on-highway diesels to other truck makers. As part of a global restructuring effective January 2004, DaimlerChrysler will dissolve its Powersystems Unit and move responsibility for major component production to regional vehicle units. In the U.S., that means Detroit Diesel - once a sister company to Freightliner - will report to Rainer Schmueckle, president and CEO of Freightliner LLC. In the press release announcing the changes, DaimlerChrysler said a decision to discontinue selling its own truck components to other original equipment manufacturers was a result of its strategic aims. In a press briefing, Schmueckle said the decision regarding Detroit Diesel engines was triggered mainly by the fact that most of Freightliner's competitors have dropped the Detroit Diesel Option since DaimlerChrysler bought the engine maker in 1998 (Freightliner LLC produces three truck brands: Freightliner, Western Star and Sterling). He added, however, that they have no plans to terminate existing relationships with non-Freightliner customers. He also stressed that Detroit Diesel will continue to market bus and off-highway engines to other OEMs.

The second big change for DaimlerChrysler's commercial vehicles group will be the consolidation of truck and component development under one management team. Dr. Gerald Weber, currently head of the Powersystems unit, will manage the new P4 Organization. Responsibilities will include product planning, product development, procurement and production strategy and planning. Schmueckle said Freightliner engineering will be part of P4, but will continue to work out of the company's Portland OR headquarters. "Trucks for the North American marketplace will continue to be designed in Portland and not Stuttgart, he stated. "You've got to look at this new structure as a backbone to insure that we make the maximum use of common parts without wanting



(continued on page 5)

**- Start Making Your Plans To Attend -**

## 4th Annual UTA Convention

**“Come Meet The Used Truck Industry”**

**November 6-8, 2003**

**Palm Coast Golf Resort  
Palm Coast, Florida**

**ALL WORK AND NO PLAY...  
makes for a dull convention**



UTA has put together a phenomenal program this year. Ken Vieth with ACT Research Co will present the State of the Industry address, while our keynote speaker, Frank Candy, will light a fire of passion to revitalize and transform your business.

Thursday afternoon attendees will have a **choice** of playing in the UTA golf tournament, kayaking or touring St. Augustine.

A scramble format will be played on the Pine Lakes Country Club. This Arnold Palmer signature course ranks among the top 50 in Florida, and offers the greatest variety of design features of all the Palm Coast courses, including doglegs, water and sand bunkers. A luncheon will be served and golf prizes awarded Friday evening at the awards dinner.

Explore the excitement of the real Florida through a guided kayak tour. No experience is necessary to enjoy the pristine tidal estuaries, native dolphins and manatees at play. A lunch coupon for the hotel restaurant Flagler's will be provided. This will be a limited tour offering and will be filled on a first come registration basis.

Founded 42 years before the English colonized Jamestown and 55 years before the pilgrims landed at Plymouth Rock, St. Augustine is a time capsule capturing nearly 500 years of fascinating history. Hop on the bus for a luncheon in downtown St. Augustine and then relax and enjoy a professionally narrated tour of the historic district aboard the Sightseeing Trains. Tours wind through seven miles of brick streets, alleyways and along the waterfront. Enjoy some free time for shopping or exploring and your train ticket will be good for three consecutive days should you choose to return. Lunch will be in the courtyard of Harry's Bar and Grille and authentic New Orleans style seafood restaurant.

Our opening reception will be held at the outdoor waterside pavilion. Join us for a great "Island Festival" buffet and meet our sponsors. Just a hint... practicing your limbo moves may come in handy!

Friday join us for a cocktail reception and awards dinner. Highlights include the introduction of the board of directors golf awards, door prizes, membership reward dollars and the presentation of the UTA Lifetime Achievement Award.

Make plans to stay Saturday to participate in our "PUTTING FOR SCHOLARS" charity golf tournament. Proceeds will go to the Jerome Nerman Family foundation to establish grants for college level students affiliated with the truck industry.

***For additional information about the UTA's 4th Annual Convention, please go online to [www.uta.org](http://www.uta.org) or contact Justina, Shawanna, or Tiffany at 317-297-5500.***

# UTA MEMBERSHIP APPLICATION

## Join the Used Truck Association

**Sign up now and expand your sales networking!**

To become a member of the UTA, complete this form and return it, along with the appropriate dues payment. Do not send cash. Fees are payable by Credit Card, Money Order or Check **made payable to: Used Truck Association**. Foreign members must remit dues in U.S. funds only. Full payment is required.

For branches, locations or additional memberships, please complete a separate application for each one or attach a sheet with the appropriate information.

**Send To:**

Justina Faulkner, UTA Secretary  
P.O. Box 603  
Indianapolis, Indiana 46206

Card Type: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip/Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Web Site: \_\_\_\_\_

Referred by: \_\_\_\_\_

I do not want my company listed on the UTA website.

### **SIGN UP NOW AND SAVE!**

Type of membership (check the one that applies):

\_\_\_ **CORPORATE MEMBER: \$300** (\$350 dues minus \$50 one time new member rebate)

Any business or company directly involved in used truck sales including: independent truck dealers; franchised truck dealers that maintain a legitimate used truck department/operation; truck renting and leasing companies that maintain a full-time used truck department/operation; trucking fleets that maintain a full-time used truck department/operation; truck auctions; etc.

\_\_\_ **SATELLITE MEMBER: \$85** per each branch/location (\$100 dues minus \$15 one time new member rebate)  
A branch or satellite location of a Corporate Member.

\_\_\_ **ALLIED MEMBER: \$300** (\$350 dues minus \$50 one time new member rebate)

Any business, company or organization involved in the used truck industry including: manufacturers and suppliers of trucks and trailers, truck bodies, truck equipment, accessories, engines and components, and associated products and services; truck insurance businesses; trucking publications; truck financing businesses; etc.

\_\_\_ **SALES PROFESSIONAL MEMBER: \$25**  
An individual membership for a person whose company is a Corporate Member.

\_\_\_ **Allied Professional Member: \$25**  
An individual membership for a person whose company is an Allied Member.

For more information about the Used Truck Association, call 877-438-7882 or visit [www.uta.org](http://www.uta.org)

## BOARD NEWS & VIEWS

At the June 2003 Truck Blue Book Used Truck Seminar, Heavy Duty Marketing Associates announced that they have developed a one-day workshop called "Twenty-first Century Prospecting." According to Paul Spokas, president of HDMA, Inc., "this hands-on workshop will assist both used and new truck sales representatives develop a steady stream of active and qualified truck prospects." According to Spokas, "often, even the most experienced truck professional will encounter periodic sales slump, and the resulting income recessions that are often tough to break out of. At this workshop, we give the participants the opportunity to learn and practice proven prospecting tactics that produce solid results."

Spokas continued, "we'll be pleased to conduct this workshop for you at your dealership or for a group of dealers in any given city, all you have to do is contact us." To arrange for a session or for more details on this exciting seminar contact Heavy Duty Marketing, toll free at 866-454 HDMA (4362) or email [HDMAinc@earthlink.net](mailto:HDMAinc@earthlink.net)

### Another news item....

The next session of the highly successful school, **Fundamentals of Used Truck Sales** will be held September 8-11, 2003 in Greensboro, NC. This program is designed to assist new and inexperienced used truck sales people in becoming independently competent in successfully handling complete used truck sales transactions. Want to reduce the turnover of your new sales people? We've proven that we can, by having your new people attend! Many graduates of this program are successful sales reps and are now in management positions with dealers all over the U.S. and Canada. To register for this seminar or to learn more about this excellent school, visit the UTA website at [www.UTA.org](http://www.UTA.org) or [www.HDMAinc.com](http://www.HDMAinc.com) or call HDMA toll free at 866-454-HDMA (4362).

Paul Spokas  
UTA Board Member  
Heavy Duty Marketing Association

## PROFILING UTA PARTNERS

### "Hiring Solutions"

Our company philosophy is to assist clients in identifying the characteristics of their employees. When you know what makes employees tick, you can better manage them and place them in positions where they will perform with enthusiasm. Very often the difference between a middle and top performer is one or two characteristics, but when identified, supporting these differences helps employees succeed. Our specialized assessments help you coach existing personnel to be their most productive and hire applicants whose profiles best match your needs.

A few of the products available are as follows:

**Total View Assessment** - Selection and Benchmarking System for selecting and retaining employees

**The CBI (Counterproductive Behavior Index)** - a cost-effective screening procedure for identifying job applicants whose behavior, attitudes, and work-related values are likely to interfere with their success as employees

**Performance Skills Leadership** - Reports identify highest development needs, key differences with Manager, highest rated items and competencies-all from peers, direct reports, self and Manager.

We also have a Screening Process that will assist you in spending your time where it is needed. Gathering information on candidates for any position can be very time consuming. Our process is very comprehensive from placing ads to testing and interviewing. Time is a valuable commodity; we will help you save a great deal of it so you can focus on what you do best. Feel free to contact us at 623-412-1096, Fax 623-412-1604 or you may contact us through our web site [www.hiringsolutions.net](http://www.hiringsolutions.net). Beth or Dave Haddox / 7102 W. Mescal St., Peoria, AZ 85345.

## PUTTING FOR SCHOLARS

Make plans now to extend your stay during the UTA Palm Coast Convention! Saturday, November 8th, UTA will host a tournament with a lunch for the UTA/Jerome Nerman Family Foundation Charity Golf Tournament. The Jerome Nerman Family Foundation endowment has been formed to establish grants for college level students affiliated with the truck industry.

This First UTA Annual Charity Event will give the golfers a chance to experience another of Palm Coast's five golf courses, the Mantazee Woods, while contributing to a worthy cause.

Thank you to the Jerome Nerman Family Foundation and the members of the UTA for the creation of this beneficial program.



## INDUSTRY NEWS BRIEFS

(continued from page 2)

to design a world truck. There will be no world truck. There will be trucks that fit the market in Europe, Asia and North America." Design consolidation will likely bring more global components, such as the P7 heavy-duty engine platform scheduled for introduction in 2007. But, he emphasized that Freightliner will continue to offer engines and components from other manufacturers. Schmueckle said he also wanted to make it clear that this was not a second restructuring of Freightliner. The company, he said, is currently operating in the black and is hitting all of its business and financial targets one year ahead of plan.

**Rudy Gonzalez / NASAIC** is temporarily placing his company in mothballs for an undetermined period of time. He has been employed by a shipping company. He will remain a member of the UTA but the partnership agreement will also be put on hold until further notice. He can be reached at 913-768-1476. We all wish him the best.

# Building Membership Remains High Priority

The UTA is continuing its “bounty” program to build membership. Under this program, a \$50 referral fee will be paid for every new Corporate or Allied Member that a current member enrolls. Referrals will be paid up to \$599.99 - the limit capped by the IRS 1099 requirements - at the annual convention.

A membership application can be found on page 4. Be sure to include your name, with the phrase “Referred By,” on the application to insure that you receive your bounty.



## - Quintessential Quote -

“As a general rule the most successful man in life is the man who has the best information.”

*Benjamin Disraeli*

“My first message is: Listen, listen, listen to the people who do the work.”

*H. Ross Perot*

## STAY IN TOUCH

- Contact the UTA toll-free at:  
**1-877-GETS-UTA** (1-877-438-7882).
- Visit the UTA’s website at: [www.uta.org](http://www.uta.org).