



# INDUSTRY WATCH

Volume 4, Issue 8

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

September 2003

## President's Message...

August is over and September has arrived, along with school beginning, leaves beginning to turn color, the weather not nearly as hot and the UTA convention committee becoming even more active as it begins final preparations for our Fourth Annual Convention.

Justina Faulkner and her group have done a wonderful job of setting the stage for what I believe will be our best convention yet. Everything seems to be ahead of schedule, and we have what appears to be the largest attendance signed up at this time.

The newsletter two months ago sparked a few members that had not renewed to renew their memberships - which is great. If you know someone who has not renewed, please give him or her a call. We need their participation.

Take the time to look over the agenda for the convention. A copy of it can be found elsewhere in this issue. As you will see, there is going to be some exciting sessions. Why not attend our convention, share your thoughts and ideas and learn from other professionals? There will be plenty of time for networking, relaxing and just plain old visiting with friends in the industry.

As I see it, the UTA is one big family, and families should get together for a reunion once a year.

Personally, I love the convention because I learn so much from all of you. I always bring home a new idea that makes me money in some sort of way. I call this my return on investment. What's more, I get to see many friends. It is a way to stay connected. It is amazing the friendships that have blossomed from meetings like the UTA Convention.

For you golfers, don't miss the first annual UTA Charity Golf Tournament, "Putting for Scholars." Terry Williams has done a splendid job of getting this organized, planned and making it a reality. Jerry Nerman has helped a lot and I know that he is proud of this fundraiser for the UTA/Jerry

Nerman Endowment Fund. Just ask Jerry or Terry where this could take us in the future and they'll tell you they can foresee a number of fund-raising events all through the year, and not just golf. Tennis, walk or runs, fishing, silent auctions, skeet shooting, Cannonball run type races and barbecue cook-offs, to name but a few. The fundraiser is something we can have fun with while meeting our objective of providing scholarships to help educate some children that might not have an opportunity to pursue an education. (This is leaving the world a little better than when we came.)

On another matter, there has been a slight increase in the number of units while retail truck prices are down a little. My feeling is that customers are more informed and have a broader market to choose from due to Internet shopping. The positive is: the need is there. The negative is: we just have to sell them a little cheaper to make the deal happen.

Wholesale is off a little for most dealers although some of the bigger players are doing well. All indications show the third quarter to be strong. As I have said before, getting back to basics will prove to be rewarding for all of us.

Once again, I want to thank all the sponsors of our convention. We appreciate your support. You are truly the leaders of our industry. It has been said, "Leaders send signals, our lives become beacons, communicating the attitudes we assume, the beliefs we create, and the actions we take." (Kaufman) THANKS FOR TAKING ACTION.

— 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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# UTA Convention Sponsors

The UTA sincerely thanks the following companies for their support through a commitment to the 4th Annual UTA Convention:

AMERICAN TRUCKER MAGAZINE/TRUCKER.COM  
 ATD/N.A.D.A. OFFICIAL COMMERCIAL TRUCK GUIDE  
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 THE TRUCK BLUE BOOK  
 TRUCK PAPER  
 UTA/JEROME NERMAN FAMILY FOUNDATION  
 VOLVO TRUCKS OF NORTH AMERICA  
 WHOLESALE TRUCKS OF AMERICA

## INDUSTRY NEWS BRIEFS

**Freightliner** has redesigned its website - [www.freightlinertrucks.com](http://www.freightlinertrucks.com) - for easier navigation, interactive features and useful product and dealer information.

**Kenworth** has been honored with the J.D. Power and Associates 2003 Heavy-Duty Truck Customer Satisfaction Award in the Pickup and Delivery segment for Class 8 trucks. The study was based on interviews with 2,675 primary maintainers of 2001 model year vehicles. The study analyzes customer satisfaction in key areas such as vehicle performance, product quality, interior and exterior design, dealer parts and service support and manufacturer image.

**Kenworth's** North American Class 8 trucks will come with Dana Spicer E-12021 steer axle series - which feature increased axle durability while maintaining the axle's lightweight design - as standard equipment.

**Sterling Trucks** has added eight new dealer locations: Truck Country of Rockford, Rockford, Ill.; Truck Country

Quad Cities, Davenport, Iowa; Midway, Inc., Monroeville, Ohio; Dave Syverson Truck Center, Rochester, Minn.; Central Western Star Trucks Ltd., St. John, New Brunswick, Canada; Empire Truck Sales, Hattiesburg and Columbus, Miss.; Heritage Equipment, Ashland, Ky.



**TranSource Truck and Trailer Centers**, a Kernersville, NC-headquartered truck dealership network, has acquired Tom Bailey Motors, a Mack dealership in Rocky Mount, NC.

**Wabash National** is selling the assets of its trailer leasing, rental and wholesale aftermarket parts distribution businesses to Aurora Trailer Holdings. Aurora will supply parts to Wabash's factory-owned branches and Wabash will supply new and used trailers and maintenance services to Aurora.

## UTA LOGO USE

Every year, companies all across the world spend millions of dollars and invest thousands of man-hours devising ways by which they can differentiate themselves from their competition. As a member of the Used Truck Association, you have a simple, easy-to-use and FREE differentiator available to you: the use of the UTA logo in all your advertising.

Only members of the UTA have permission to use its official logo in their advertising.

The UTA logo can be downloaded from the UTA website - [www.uta.org](http://www.uta.org). It is in the approved format, ready to give to any of your advertising vendors.

Consider the possibilities: flyers, brochures, print ads and your website, just to name a few. In fact most of the "trucks-for-sale" publications already have the

UTA logo in its approved format ready for your use. All you have to do is ask them to place it in your ads.

The UTA logo says to your prospects that you're a professionally run and ethical organization and that you adhere to the business principles stated in the UTA's Code of Ethics.

Just look through the "trucks-for-sale" publications and see how few dealers use the logo in their ads. You'll recognize the immediate opportunity available to you. Don't wait. Start using the UTA logo in your advertising this month!





# 4th Annual UTA Convention

“Come Meet The Used Truck Industry”

**November 6-8, 2003**

Palm Coast Golf Resort  
Palm Coast, Florida

## AGENDA

### Wednesday, November 5, 2003

1:00 p.m. **Board meeting**  
6:00 p.m. **Board/spouse dinner**  
Evening **Meet & Greet** - Cash bar and hors d'oeuvres in resort hotel bar for all convention attendees

### Thursday, November 6, 2003

8:00 a.m. **Welcome Address** - Convention Chairman  
8:15 a.m. **State of the Association** - President  
8:45 a.m. **State of the Industry Address & Economic Forecast** - *Kenneth Vieth, ACT*  
9:45 a.m. Break  
10:00 a.m. **Sponsor Presentations**  
11:30 a.m. Golfers depart for course  
11:30 a.m. **Tour or Kayaking Adventure with Picnic**  
12:30 p.m. **Shotgun Golf Tournament**  
6:30 p.m. **Welcome Reception** - Cocktails and buffet;  
Sponsor Information Centers and **raffle prize drawings**



### Friday, November 7, 2003

8:00 a.m. **Opening Address** - President  
8:05 a.m. **Industry Leadership Forum & Panel Discussions**

- Remarketing Medium Duty Trucks
- Understanding & Selling Higher Mileage Trucks
- Financing 101

10:00 a.m. Break  
10:20 a.m. **Manufacturer Updates**  
12:00 p.m. Lunch  
1:30 p.m. **Keynote/Motivational Speaker** - *Frank Candy*  
3:30 p.m. Break  
3:45 p.m. **“Think Tank” Roundtables** - *Mileage; Marketing/Internet; Values/Selling; Warranty; and Management*

6:30 p.m. **Cocktail Reception**  
7:30 p.m. **Awards Dinner**

### Saturday, November 8, 2003

7:30 a.m. **Farewell Breakfast**  
9:00 a.m. **New Board of Directors meeting**  
12:00 p.m. **“Putting for Scholars” - Charity Golf Tournament & Luncheon**  
*(optional event at additional cost)* **for educational endowment fund**

**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.**

**Sign Up Online at [www.uta.org](http://www.uta.org)!**

# 4th Annual Convention

## November 6–8, 2003

Palm Coast, Florida



UTA MEMBER FEE	\$400.00
NON-MEMBER FEE	\$450.00
*SPOUSE/GUEST FEE	\$200.00

COMPANY REPRESENTATIVE \_\_\_\_\_

GUEST/SPOUSE \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

Enclosed is my check made payable to UTA for convention registration for \_\_\_\_\_ persons in the amount of \$ \_\_\_\_\_.

Please bill my credit card for \_\_\_\_\_ persons in the amount of \$ \_\_\_\_\_

Credit Card Type  MasterCard  Visa  American Express  Discover

Credit Card # \_\_\_\_\_ Expiration \_\_\_\_\_

Signature \_\_\_\_\_

*REFUND POLICY: Full refund if cancelled in writing before October 1st. Cancellations after October 1st will be subject to \$100.00 service fee per registrant. NO refund after October 30th, 2003.*

**Please register for the following events you plan to attend.  
(Don't forget to register your spouses)**

### WEDNESDAY, November 5th

Meet & Greet \_\_\_\_\_

### THURSDAY, November 6th

Breakfast Coupon \_\_\_\_\_

Golf & Luncheon \_\_\_\_\_

Kayak Tour & Lunch \_\_\_\_\_

St. Augustine Tour \_\_\_\_\_

Welcome Reception \_\_\_\_\_

Handicap or average golf score \_\_\_\_\_

### FRIDAY, November 7th

Breakfast Coupon \_\_\_\_\_

Lunch \_\_\_\_\_

Awards Dinner \_\_\_\_\_

### SATURDAY, November 8th

Farewell Breakfast \_\_\_\_\_

Mail completed form with payment to: Justina Faulkner, c/o UTA, P.O. Box 603, Indianapolis, IN 46206  
Or FAX to: Justina Faulkner @ (317) 299-1315

For more information call (317) 297-5500 and ask for Tiffany, Shawna, or Justina.

For information on sponsorship opportunities, call Sue at (941) 698-4285.

## PROFILING UTA PARTNERS

Htaew.com



When Htaew.com started, it was all about linking dealers together for one common purpose: to buy and sell from each other. As we went about our business of buying and selling from each other, and more and more dealers started using the service, we were tracking everything that was sold. Now we have a huge database of trucks that were listed on Htaew.com and have been marked as "sold wholesale" by the dealers who had them listed.

This database of sold listings has proven to be a great value in itself. We can tell what certain makes and models will bring wholesale from other dealers. We can show how long the truck was listed before it sold. We can tell how many times listings have been looked at by other dealers. All of this is needed information that's available at your fingertips with Htaew.com. We're really all about the numbers and tracking them for you. The Blue Book and the NADA use our numbers for their values.

We now have a new website - [www.heavytruckdealers.com](http://www.heavytruckdealers.com) - which is aimed at the retail consumer. All Htaew members can list their inventory on this website free of charge. The website is on the free area of AT&T Kiosks located in 161 truckstops around the country. It's free for drivers to access 24 hours a day.

We also track the retail sales numbers and can show you comparisons of what similar trucks are listed for and have sold for.

The goal of Htaew is to become the industry leader in providing you with the information that will stop the phone calls and the time you spend trying to compare the numbers.

Htaew.com offers a 10% discount to all UTA members.

For more information on our services, visit our websites - [www.htaew.com](http://www.htaew.com) or [www.heavytruckdealers.com](http://www.heavytruckdealers.com) - or contact Terry Hebron at (361) 865-3016.

## Just A Reminder...

UTA's room block is only guaranteed till October 5th!!! If you have not made your room reservation, we suggest that you take time now to make it while the discount rate still applies. There is no penalty if you cancel the room 72 hours in advance. All unreserved rooms will be released and reservations will be taken on a space available basis only. Reservations should be made by calling the RESORT directly. The toll free number for reservations is 1-800-654-6538. Identify yourself as a UTA member to secure the group rate of \$119.00 per night.

## BOARD NEWS & VIEWS

### The Bottom Line

Many of you manage or own OEM dealerships that require you to operate parts and service departments along with your sales department. In this type of operation, you can choose to run it as three separate businesses: parts-service-sales, or you can run it as one business: full customer service.

Many dealerships that I have seen have an ongoing battle between the parts, service and sales departments. And to what avail? Who is the winner when these three departments don't work together? Nobody! Who is the loser? You and your customer.

Common complaints are that the service department can't repair trucks because they can't get parts. The sales department can't sell trucks because they can't get the used trucks ready or repaired. Parts sales drop because your market share is down because you are not selling your OEM brand trucks in your territory.

I have seen many good dealerships decline because they have pitted these department managers against each other by posting department profit and loss statements and encouraging these departments to increase profit at all cost. This usually causes an internal war between departments to see who can win. Instead of these departments going out of their way to bring in new business, they start feeding off the other departments.

The shop won't keep up with warranty parts and cores for the parts department. The parts department wants to "stock order" all parts to cut down on freight, which in turn slows down parts availability. The shop can't get the parts they need so the shop space is tied up and they can't get additional trucks in to work on. The shop runs customer



trucks ahead of used trucks to be repaired. The shop charges the used truck department absorbent shop rates to cover their shortfalls for the month. The sales department has a rush job they want put in front of other jobs in the shop and wants the parts air freighted in only to say later that his customer backed out.

The bottom line is that in an OEM dealership, each department needs the other departments. Any one department can have a dramatic effect on the bottom line of another department.

With the many other challenges a general manager or owner faces each day, they sometimes don't see how much damage their departments are doing to each other. A good manager/owner will get his departments to work together to serve the customer fully. These managers/owners realize that pitting the departments against each other is a disservice to the customer who is caught in the crossfire.

Customers can feel tension in a dealership that is experiencing these internal problems. Customers don't like to be put in the position of choosing sides in internal wars. They will simply do business with a company who is interested in keeping them on the road.

When you do things that affect your customer, good or bad, it then affects your bottom line - good or bad.

Marty Crawford  
UTA Board Member  
Arrow Truck Sales

## Finding the Right Attitude

The 92-year-old, petite, well-poised and proud lady, who is fully dressed each morning by eight o'clock, with her hair fashionably coiffed and makeup perfectly applied, even though she is legally blind, moved to a nursing home today. Her husband of 70 years recently passed away, making the move necessary.

After many hours of waiting patiently in the lobby of the nursing home, she smiled sweetly when told her room was ready. As she maneuvered her walker to the elevator, I provided a visual description of her tiny room, including the eyelet sheets that had been hung on her window. "I love it," she stated with the enthusiasm of an eight-year-old having just been presented with a new puppy.

"Mrs. Jones, you haven't seen the room," I said. "That doesn't have anything to do with it," she replied. "Happiness is something you decide on ahead of time. Whether I like my room or not doesn't depend on how the furniture is arranged. It's how I arrange my mind. I already decided to love it.

"It's a decision I make every morning when I wake up. I have a choice; I can spend the day in bed recounting the difficulty I have with the parts of my body that no longer work or get out of bed and be thankful for the ones that

do work. Each day is a gift, and as long as my eyes open I'll focus on the new day and all the happy memories I've stored away, just for this time in my life.

"Old age is like a bank account," she continued. "You withdraw from what you put in. So my advice to you would be to deposit a lot of happiness in the bank account of memories. Thank you for your part in filling my memory bank. I am still depositing."

Remember the five simple rules to be happy:

1. Free your heart from hatred.
2. Free your mind from worries.
3. Live simply.
4. Give more.
5. Expect less.

No one can go back and make a brand new start. Anyone can start from now and make a brand new ending.

*Reprinted from "MacFacts, the Newsletter of the Wilmer Macular Degeneration Center."*



### - Quintessential Quotes -

"Football features two of the worst parts of American life - violence punctuated by committee meetings."

*George F. Will, news commentator and author.*

"If you watch a game, it's fun. If you play it, it's recreation. If you work at it, it's golf."

*Bob Hope, comedian and actor.*

### 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).