



# INDUSTRY WATCH

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

December 2003

## President's Message...

Our Convention is over and the last big event of the year - Christmas - is upon us. And before we get the tree hauled off, a new year will be underway.

Your new Board did not waste much time in getting underway either. We have already scheduled a face-to-face meeting in Kansas City in January. This will be a two-day workshop with two goals on the agenda: 1. Establishing a Mission Statement and 2. Putting together a business plan for the association going forward.

Your Board has dedicated itself to taking a giant step in moving into the future - thanks to you and your interest in putting a quality board together with the energy, ability and talent to take this association to a higher level. We will keep you updated with the results of this meeting.

For those of you that might not have known about one of our own, Jim Sundy, had a little bump in the road. He had a heart attack, followed by open-heart surgery and has had a pretty tough time but is now at home and is doing much better. Jenny, his wife, is taking good care of him, which we all are very thankful for. They have extended their appreciation for the many prayers from everyone that played a huge part in his healing process. Jenny said in one of her updates to everyone: "You don't know how much your love and friendship has done for us. Jim is a very lucky man to have so many friends and loving family."

This pretty well describes the person Jim is and the respect and admiration the people that know him have for him. Jim has given this industry his vast knowledge of the used truck industry along with his integrity as a man and leader for many years. Our prayers will continue until he has completely recovered and returned to us all. We love you, Jim.

Hopefully, the good news that will come out of the bad news of the new "Hours Rule" regulations for drivers will be that we will have the opportunity to sell a few more trucks. Something will have to give and we are hoping that an increase in activity will be the area.

Business seems to have a positive move upward without this change in regulations in most areas. A little boost would be a good Christmas present for all of us. For all that have survived the last three to five years they surely deserve it.

To close this year, the Used Truck Association would like to say THANK YOU for your support this past year and years past. You have brought this organization along a path that has proven its importance within the used truck industry. The industry is better because you are a part of it.

You never know who you impact by playing your part. I, for one, am happy you came along for the ride. I have learned a lot from many of you and look forward in continuing to do so in the years to come.

I'm sure the Board would join me in saying: "As leaders in our endeavors, we would like to thank our followers. You are the best." And as John Sinor said: "May you have the greatest two gifts of all on these holidays: **Someone to love and someone who loves you.**"

### HAPPY HOLIDAYS!

— Eddie Walker  
UTA President



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How are **YOU** supporting the UTA?

From all of us on the UTA governing board:

*Best wishes for a happy holiday season and a prosperous New Year.*

**Thank you for your continued support of the UTA.**

### 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).

## INDUSTRY NEWS BRIEFS

**Caterpillar's** C-15 diesel engine has been awarded J.D. Powers and Associates' highest levels of customer satisfaction in its *2003 Heavy Duty Truck Customer Satisfaction Study* in the vocational category (includes refuse, construction and utility trucks). Based on interviews with truck users who own 2-year-old Class 8 trucks, the study measures customer satisfaction with engine quality and warranty, engine performance and engine noise and vibration.



**Freightliner** has named **Goodyear** as its standard tire supplier.

**Michelin's** medium duty truck tires have been ranked first in quality and innovation in the latest annual tire brand study by *Tire Review* magazine. The study, involving 500 tire dealers, asked them to rate each brand of medium truck tires they sell in the 19.5 to 24.5-inch sizes.

**Navistar**, in early December, told security analysts it plans to double in size and become a profitable \$15 billion company by the end of the next industry business cycle (typically 8-to-11 years). The company expects to accomplish this by increasing market share with existing products, introducing new products in its current markets and finding new business opportunities in similar markets.

**Peterbilt** has honored **Peterbilt of Springfield**, owned and operated by Claire and Glenn Larson, Stafford, MO, as its 2003 Red Oval Dealer of the Year.

**SelecTrucks** has added two new locations: SelecTrucks of Jacksonville, Jacksonville, FL, and SelecTrucks of Miami, Miami, FL. SelecTrucks now has 43 locations

**U.S. trucking industry** will continue to benefit from a stronger-than-expected national economic recovery (rebound in manufacturing activity, good holiday consumer spending, inventory rebuilding), according to the American Trucking Assns.' chief economist Bob Costello.

## The Newly Elected UTA Governing Board



**Chairman:** Steve "Bear" Nadolson, Nashville Peterbilt

**President:** Eddie Walker, Best Used Trucks

**Vice President:** Al Hess, Wholesale Trucks of America

**Secretary:** Justina Faulkner, *American Trucker*

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

### Board Members:

- Lee Chapin, *Truck Paper*
- Wafik Elsanadi, Freightliner
- Tom Horne, Hunter Truck Sales & Service
- Craig Kendall, Peterbilt Motors
- Ethan Nadolson, Interstate Online/SOARR.com
- Paul Spokas, Heavy Duty Marketing Associates
- Jim Sundy, Nalley Motor Trucks
- Terry Williams, *The Truck Blue Book*

### Outgoing Members:

- Vince Anselmo, National Truck Protection
- David A. Kolman, D.A. Kolman & Co.

## Mark Your Calendar

NOVEMBER 2004						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				



**UTA's 5th Annual Convention**

**NOV. 3-6, 2004**

**Scottsdale, Arizona**



For information and sponsorship opportunities contact Sue Dorso at **(941) 492-2429** or [dorso@verizon.net](mailto:dorso@verizon.net)

## FILE CABINET

### Expensive Spam -

Lost productivity by employees battling unsolicited e-mail (commonly referred to as spam) in their business online inboxes is estimated to be some \$10 billion annually.



**Dangerous Jobs -** The trucking industry, once again, has the dubious distinction of being on the Top 10 list of most dangerous jobs in America. Compiled by the U.S. Department of Labor, that list says the fatality rate for truckers is 25 deaths per 100,000 truck drivers per year. The list's most dangerous job, timber cutters, has a fatality rate of 118 deaths per 100,000 workers. The complete Top 10 Most Dangerous Jobs list:

1. Timber Cutters
2. Fishermen
3. Pilots & Navigators
4. Structural Metal Workers
5. Driver-Sales Workers
6. Roofers
7. Electrical Power Installers
8. Farm Occupations
9. Construction Laborers
10. Truck Drivers

**Repos -** Truck repossessions were down by nearly two-thirds the first half of 2003 compared to the same time last year, according to the *NasTrac Quarterly Index*, issued by Nassau Asset Management, a company that performs repossessions and other services.

**Customized Billboard Ads -** One of the latest tools for advertisers is "smart billboards" - video screen billboards that detect which radio stations are being played in vehicles passing by and then change the displayed advertising to fit the audience. The advertising is based on audience demographics for the most popular radio stations playing in all vehicles for specific parts of the day.

**Equipment Outlook -** Demand for truck equipment will increase considerably in the next 2-3 years, starting late 2003, predicted Fulcrum Global Partners' industry analysts Jeff Kauffman and Salvatore Vitale, according to a report in a recent Newport Communications' *Hotline*. The analysts noted that the Class 8 fleet is "about as old as we have seen the fleet in any recession."

## 12 Warning Signs That You Are Stressed Out



1. Your stomach hurts; your head aches; you catch colds frequently.
2. You feel emotionally numb.
3. You snap at people, colleagues, your spouse and your kids.
4. People tell you they're worried about you.
5. You feel that if you take on one more task you're going to blow.
6. You feel like quitting your job. Often.
7. You feel helpless and out of control.
8. You know that whatever you do, things are bound to go wrong.
9. And you know that when they do, you'll be the only one who cares.
10. You feel guilty about taking a vacation.
11. You know the problem: it's everybody else.
12. You can't stop thinking about your work. Ever.

Source: Professional Renewal Center

## SALES TRAINING

### Humor Can Increase Knowledge Retention

When it comes to training, getting participants relaxed enough to become engaged in the subject matter - and even have a little fun with it - can produce serious results.

So finds the latest studies in adult learning theory. The research shows that in an environment that encourages spontaneity and a sense of humor, knowledge retention can be increased considerably.

In the book, *Laugh And Learn: 95 Ways to Use Humor for More Effective Teaching and Training*, author Doni Tamblin draws on her experience working with Fortune 500 clients to show how teachers and training professionals can inject elements of emotion, humor and creativity into their programs to spark engagement and understanding in their classes and training sessions.

In *Laugh And Learn*, Tamblin demonstrates with wit and keen insight how educators must foster a sense of intrinsic motivation among learners, getting them in on the act themselves and encouraging their own personal involvement in the material. The book is packed with ideas, tips and valuable information and features dozens of exercises and thought-provoking games.

*Laugh And Learn* is published by AMACOM, a division of the American Management Assn., ISBN:0-8144-0745-5. To purchase copies, call 1-800-714-6395 or visit AMACOM online at [www.amacombooks.org](http://www.amacombooks.org).



## UTA EDUCATION UPDATE

### First Quarter 2004 UTA Seminars and Workshop

Program	Dates	Location
<b>Sales Prospecting</b>	Jan. 19	Chicago, IL
<b>Professional Used Truck Management</b>	Feb. 18-20	Ft. Lauderdale, FL
<b>Fundamentals of Used Truck Sales</b>	March 15-18	Columbus, OH

Need to increase your sales, inventory turns and employee performance, while lowering your costs and employee turnover? The UTA has training programs that can help.

Limited space is still available in each of the noted first quarter programs. For more information, or to register, contact The HDMA Academy at 1-866-454-4362.

## INDUSTRY EVENTS CALENDAR



**Feb. 6-7, 2004**

**41st Mid-West Truckers Assn.  
Convention & Truck Show,**  
Peoria Civic Center, Peoria, IL,  
(217) 525-0310

**March 3-5, 2004**

**National Truck Equipment Assn.  
Work Truck Show and  
40th Annual NTEA Convention,**  
Baltimore Convention Center,  
Baltimore, MD,  
(800) 441-6832

**March 25-27, 2004**

**Mid-America Trucking Show,**  
Kentucky Fair & Expo Center,  
Louisville, KY, (800) 626-2370

### - Quintessential Quote -

"Each morning when I open my eyes I say to myself: 'I, not events, have the power to make me happy or unhappy today. I can choose which it shall be. Yesterday is dead. Tomorrow hasn't arrived yet. I have just one day, today, and I'm going to be happy in it.'" *Groucho Marx*