



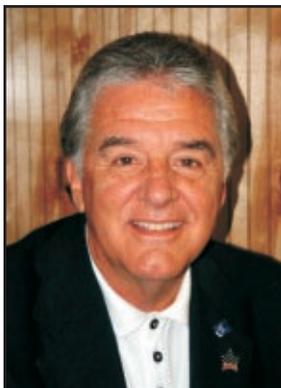
# INDUSTRY WATCH

Volume 6, Issue 9

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

September 2004

## President's Message...



We are into August and our children and grandchildren are beginning to start back to school. Organization and planning is once again becoming a daily, weekly and monthly thing. No longer can we say OK, don't worry about it or you can do it tomorrow. All of a sudden we are thrown back into the regimented way of life or should I say, "Back to the basics".

It doesn't hurt us to get back to the basics. Heaven knows we have many distractions keeping us from realizing what our true goal is in our every day work world. To mention a few, cell phones, answering machines, e-mails, fax machines, pagers and to think, some people believe they have to have two, three or all of these. Sometimes I wonder just how important we think we really are. I agree we need this new technology at our fingertips to survive and be profitable in our industry; but I think we should control it and not let it control us.

Getting back to basics and answering our phones, getting out from behind our computers and going out and calling on our customers or carrying on **one** conversation at a time will not hurt any of us. Being respectful and turning off our cell phones and pagers when we are visiting with customers or friends and while in meetings will only build respect others have for us.

In summary, getting back to basics just helps remind us of "**Importance**":

- It is important to educate our people and our children!
- It is important to have personal contact with our customers!
- It is important to be organized and responsive!
- It is important to do a good job at whatever the task may be!
- It is important to have a positive attitude!
- It is important to be honest and honorable!
- It is important to perform something worthy to be remembered!
- It is important to understand Freedom is not free!

But most of all, it is important to realize how important each and every one of us **really are** and how many lives we actually touch in some kind of way! Think about it!

On a separate note I hope all of you have had some contact with our new Administrative Assistant, Terry Lassinger. She came on board back in April and has been working on a number of projects, mainly contacting our members. Email or call her with your questions and comments. She will be the fastest and easiest contact for any questions and or needs of the membership body. Feel free to contact her any time and she can get you an answer. Her contact information is on the UTA web site [www.uta.org](http://www.uta.org) and you can also meet her at the convention.

Our convention, once again, has been planned and orchestrated by



*(Continued on page 8)*

## INSIDE THIS ISSUE

- 2 Industry News Briefs
- 2 2nd Annual Putting For Scholars
- 2 Convention Reminder
- 3 Successful Selling Strategies
- 4 ArvinMeritor's Clean Air Solutions
- 5 File Cabinet
- 5 2004 Convention Sponsors
- 5 UTA Training Opportunities
- 6 Educational Endowment Auction
- 6 2004 UTA Business Partners
- 7 Board News And Views

How are **YOU** supporting the UTA?

## SHARE YOUR NEWS

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

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## Become a Player - Sponsor at the 2nd Annual Putting for Scholars Tournament at the UTA Convention

UTA Charity Golf Tournament has special "player sponsor" registrations available. For only \$150 an individual or company can sign up one player and be a golf hole sponsor at the 2nd Annual Putting for Scholars Tournament held in conjunction with the annual UTA convention.

This charity golf tournament, to be held at Long Bow Golf Club, on Saturday November 6th benefits the UTA-Jerome Nerman Family Foundation, an educational endowment benefiting the members of the UTA. To become a sponsor or to sign up use your convention registration form or please contact Terry Williams at (800) 654-6776 or [twilliams@primediabusiness.com](mailto:twilliams@primediabusiness.com) for more information.

Won't Be Long Now Until...

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)

## INDUSTRY NEWS BRIEFS

**UTA Endowment Fund** teams with Auctio to raise funds through an online auction in November. The Endowment committee is seeking new items from the UTA members to include in the auction. Contact Eddie Walker at (888) 808-2700 or Terry Williams at (800) 654-6776 with questions or to make a donation. Additional information can be found elsewhere in this newsletter.



**HTAEW.com** launches new website for trailer sales- FreightTrailers.com. The new retail site is open to the public, having a comprehensive database of trailers for sale. It is an additional, no cost, service for the dealer members of HTAEW.com. For more information call (877) 865-8346.

**National Truck Equipment Assn.** has revised its *Truck Equipment Handbook*, which contains the technical and regulatory information related to commercial vehicles. Among the information included: formulas for matching chassis and bodies, center of gravity, wheelbase and fifth wheel location; weights of commodities; federal lighting standards; tire information; Federal Motor Vehicle Safety Standards summary; comprehensive glossary of truck equipment terminology; applications and installation considerations and requirements. To order, call (800) 441-NTEA.

**The Truck Body Blue** will include van interior upfit kits in its next edition; a free preview will be in the October Truck Blue Book. For details call (913) 967-7452.

**Freightliner Trucks** has made ConMet PreSet aluminum wheel hubs - designed to offer improved seal and bearing life, simplified installation and reduced maintenance requirements - standard on its Century Class S/T, Columbia, Coronado, Classic XL, Classic and Argosy truck models, and optional for its Business Class M2 106 and 112 and FLD120SD models.

**Grote Industries** has an arrangement with **Panelite** to manufacture and sell its products through its extended distributors that currently sell Grote products.

**Hendrickson International's** latest addition to its Aero Bright non-metal bumper line is the 0562BRT for Kenworth's T600. The new, lighter weight "chrome-like" bumper installs to the factory mounting brackets. Hendrickson plans to soon offer an equivalent black non-metal weather-resistant bumper. Both bumpers will come with or without drive light cutouts. For details call (800) 356-6737.

**Horton** has updated its *Heavy-Duty Vehicle Components Catalog*, available in print and CD formats. The catalog includes product information, specifications, part numbers and cross-references. For a copy call (800) 813-9926.

**Shell's** Rotella Extended Life Coolant kit can switch a heavy-duty diesel engine from standard coolant to organic-based extended life coolant without having to completely drain and refill the cooling system. The conversion, which takes about 30 minutes, is said to enable engines to run for up to 600,000 miles without having to add supplemental coolant additives.

# Quality Qualifying

I'm sure that you and your organization analyze your lost deals. If you get past the excuses and drill down to the core issues, you'll discover that many deals are lost to mistakes in qualifying. The challenge, then, is to improve qualifying to raise closing ratios.

There are dozens of elements that comprise good qualifying. However, I'd like to suggest that the very essence of quality qualifying is contained in two critical success factors: a desire to know, and listening for understanding.

First, salespeople must have an insatiable appetite for getting the whole story. I may be politically incorrect, but I believe women are generally better at this than most men. God gave them a burning desire to know every detail. Anyone married longer than six months knows what I'm taking about.

Chester L. Karrass, the negotiation guru, said: "We need the courage to continue asking for better explanations when we don't fully understand." This means mastering the use of the Who, What, Where, When, Why and How questions to develop better understanding. More on these questions later.

Second, good listening means listening for understanding. Sounds simple, but it's often difficult. For example, have you ever been introduced to someone and minutes later you can't remember that person's name?

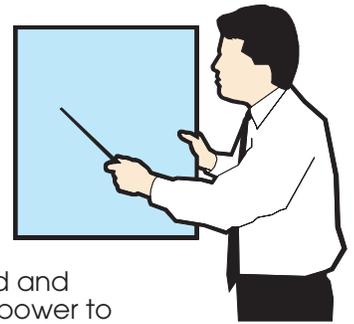
Good listening involves consciously listening more than you talk. Usually, you don't remember peoples' names after introductions because you're thinking more about what you're going to say than listening to their name. And the fact is, you can't learn when you're talking.

Improving our listening skills also revolves, in large measure, around wanting to be a better listener. The noted author and consultant, Steven Covey, tells a story about a man he was counseling for marriage problems. The husband said his problem was he no longer loved his wife. He asked Dr. Covey what he should do, and Dr. Covey replied: "Love your wife." Not fully understanding, the man replied: "But I don't love her any more." Dr. Covey again counseled: "Then love your wife."

Difficult but thought provoking advice, isn't it? Love is an action, not something that happens. It's the same with listening. Hearing happens, but listening is proactive. Take a conscious, active approach to your listening. The next time you are before a sales contact, remind yourself to concentrate on listening for understanding. Dr. Covey says that the essence of good communication and relationships is to: "Seek first to understand, then to be understood."

In order for listening for understanding to work at its best, we have to get good information to process. That brings us back to the "Who, What, Where,

When, Why and How questions. These questions, when structured and asked properly, have the power to reveal your prospect's true needs.



We only have space here to list a few examples. Consider them as a sampler and springboard to other possibilities. Use the ones you're comfortable with, sound like you, fit your style and work for you.

### WHO, WHAT, WHERE, WHEN, WHY and HOW Questions:

- Who, besides yourself, will be involved in making this decision?
- Who referred you to me?
- What do you want to accomplish today?
- What happened that caused you to consider a new purchase?
- What process do you follow when making a purchasing decision?
- Approximately what is your budget, and will you share that number with me?
- Where did you finance your last purchase, and would you be willing to use them again?
- Where else have you shopped?
- When we get together again, what will you want to accomplish?
- When will you be in a position to make a decision?
- When do you need to take delivery?
- Why did you agree to see me today, or, why did you stop in to see us today?
- Why are you considering us as a supplier?
- Why would you choose one supplier over another?
- How long does it usually take for your organization to reach a decision?
- How can we assist you in your decision process?
- How much have you budgeted for a down payment; for a monthly payment?
- How did you arrive at your budgeted number?

Give some thought to these ideas. If you decide that you want to improve your paycheck through better qualifying, give some of them a try.

Good luck and good selling.

*(Note: This article originally appeared in Successful Dealer Magazine.)*

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E-mail: [hdmainc@earthlink.net](mailto:hdmainc@earthlink.net)

# ArvinMeritor Develops New Suite Of Clean Air Solutions To Meet Stringent New Emissions Standards



Advanced technologies help fleet operators, vehicle and engine manufacturers face challenges

ArvinMeritor in early June introduced a broad portfolio of innovative and effective clean air solutions to help North American fleet operators and original equipment manufacturers deal with the stringent new emission standards scheduled to take effect in 2007 and 2010.

These regulations for the commercial vehicle industry demand particulate matter and oxides of nitrogen (NOx) emissions to be reduced by 90% to 95% from current levels. Similarly, stricter European standards will be mandated in 2005 and 2008. It is expected that, to comply, all manufacturers will need to implement a combination of exhaust after-treatment systems with engine design and control changes.

"Increasingly stringent emission regulations around the world are a major concern for fleets, operators and the manufacturers from whom they purchase trucks and tractors," said Tom Gosnell, president of ArvinMeritor's Commercial Vehicle Systems business group. "ArvinMeritor is uniquely positioned to provide effective solutions for emissions management. We have made tremendous progress in the last 18 months in applying our experience and expertise in exhaust emission solutions in light vehicles to commercial vehicles."

ArvinMeritor's core expertise in exhaust systems management revolves around four factors: the control of thermal stresses; the distribution flow of gases through a filter; the control of the acoustic signature unique to each manufacturer; and the development of rugged and long-lasting mounting systems.

Responding to the need to reduce PM and NOx, the company has developed a portfolio of solutions that can be tailored to specific applications of every engine builder and truck OEM. This portfolio includes:

For Particulate Matter:

- **Thermal Regenerator Diesel PM Filter** - Available now for retrofit; 2007 for OEMs. Actively regenerates the filter, using diesel fuel as a heat source to eliminate PM trapped in the filter.
- **Catalyzed Diesel Particulate Filter** - Available in 2007. Meets U.S. EPA 2007 PM emissions standards.



Particulate matter is formed by the incomplete combustion of fuel in diesel engines. To control PM, both the commercial vehicle and light vehicle industries are pursuing the installation of PM filters in the exhaust system of the vehicle. The filter "traps" the PM from the exhaust stream and prevents it from reaching the atmosphere. Over time, the filter "fills up" with PM. If not cleaned or "regenerated," the vehicle's performance and fuel economy is adversely affected and the filter will require replacement.

This regeneration process can be achieved passively (with no specific control intervention) or actively (with a computer-controlled strategy). Light vehicles tend to have passive PM traps, and commercial vehicles will tend to have active PM traps wherein regeneration is achieved by "burning off" the trapped PM.

For NOx:

- **Selective Catalytic Reduction** - Available 2005 in Europe; 2007 in U.S. Assists the catalytic reduction of the NOx on an ongoing basis, when liquid urea supplied from a separate tank is metered into the exhaust stream.



- **Plasma Fuel Reformer** - Available in 2010. Co-developed with MIT, the Reformer uses an electrical current (more specifically an electrical plasma arc) to partially combust a mixture of air and hydrocarbon fuel to create a hydrogen-rich gas that is supplied directly to the NOx trap. Because hydrogen will be created onboard and on demand, there will be no requirement for hydrogen tanks onboard the vehicle, no storage required and no need for nationwide infrastructure distribution.



Small amounts of oxides of nitrogen are formed during combustion, as a result of the combination of nitrogen and oxygen in the presence of high temperatures and pressures. Oxides of nitrogen are collectively referred to as "NOx", where "x" represents a changing proportion of oxygen to nitrogen, and play an important role in the formation of photochemical smog.

For Hydrocarbons:

- **Diesel Oxidation Catalysts** - Available now. A catalyst in the exhaust system removes up to 90% of hydrocarbon and carbon monoxide emissions.



ArvinMeritor has also announced plans with one of North America's largest producers of transit buses, Gillig Corp., to collaborate on the development and testing of new emission control technologies for the North American transit bus industry. Through the partnership, the companies will first introduce the Thermal Regenerator and Plasma Fuel Reformer technologies designed to reduce PM and NOx emissions, common pollutants in urban areas.

For more information on ArvinMeritor's portfolio of clean air solutions, visit the company's website at: [www.arvinmeritor.com](http://www.arvinmeritor.com).

Photos courtesy of ArvinMeritor

## FILE CABINET

The top five states with the largest number of commercial truck registrations - in order: California, Texas, Florida, Ohio, Michigan.



The top 10 brands - in order - based on the fastest popularity growth, according to Euro RSCG's *Prosumer Pulse 2004 Study*: eBay, Dell, Google, Verizon, Wal-Mart, Subway, FedEx, Yahoo!, Sony, Home Depot.

**Congestion** in 75 of the nation's large urban areas in 2001 caused 3.5 billion hours of delay and 5.7 billion gallons of excess fuel consumption, according to the Texas transportation Institute's *2003 Urban Mobility Report*.

## UTA 2004 Convention Sponsors



The following organizations are sponsors of the UTA's upcoming annual convention - our fifth - set for Nov. 3-6 in Scottsdale, AZ. The UTA wishes to thank them for their support. Their participation is truly appreciated.

AMERICAN TRUCKER / trucker.com  
ATD/N.A.D.A. TRUCK GUIDE  
BEST USED TRUCKS  
CAG TRUCK CAPITAL  
CATERPILLAR, INC.  
COBALT FINANCE  
CUMMINS, INC.  
FASTLINE PUBLICATIONS  
FORT WAYNE VEHICLE AUCTION/  
FORT WORTH VEHICLE AUCTION  
FREIGHTLINER MARKET DEVELOPMENT CORP.  
HEAVY DUTY MARKETING ASSOCIATES  
HIGHLINE CAPITAL TRANSPORTATION  
HTAEW.COM  
INTERNATIONAL TRUCK & ENGINE CORP.  
INTERSAFE, INC.  
KENWORTH TRUCK COMPANY  
MACK TRUCKS  
NATIONAL AUTO RESEARCH - BLACK BOOK  
NATIONAL TRUCK PROTECTION  
PAYLOAD MAGAZINE  
PETERBILT MOTORS COMPANY  
PREMIUM 2000 PLUS WARRANTIES  
R.L. POLK & CO.  
ROADRANGER MARKETING - EATON & DANA  
SOARR - INTERSTATE ONLINE SOFTWARE  
TAYLOR & MARTIN  
TRUCK BLUE BOOK  
TRUCK PAPER  
TRUCKMOVERS.COM  
UTILITY TRAILERS OF DALLAS  
VOLVO TRUCKS OF NORTH AMERICA  
WHOLESALE TRUCKS OF AMERICA

## MARK YOUR CALENDARS FOR...

### UTA Training Opportunities



#### National Seminars

Visit [www.natsem.com](http://www.natsem.com) for hundreds of training classes and training materials on almost any need you have from team building to computer software. UTA members receive a 25% discount on any training class & receive a fourth attendee free.

To register: Call Debi Brennan, Training Consultant at (800) 344-4613, x3226 or email [dkbrennan@natsem.com](mailto:dkbrennan@natsem.com). For additional information visit [www.uta.org](http://www.uta.org) or [www.natsem.com](http://www.natsem.com)

#### HDMA Academy

##### *Fundamentals of Used Truck Sales*

**Dates:** September 14-17, 2004

**Location:** Dallas, Texas

**Objectives:** Reduce sales turnover, increase confidence and ensure a fast successful start.

**Who Should Attend:** New and/or inexperienced salespeople.

##### *Professional Used Truck Selling Skills*

**Dates:** October 18-19, 2004

**Location:** Las Vegas, Nevada

**Objectives:** Deliver one additional truck per month every month, and increase gross profits by 10%.

**Who Should Attend:** All dealership salespeople.

##### *Professional Used Truck Management*

**Dates:** November 15-17, 2004

**Location:** Ft Wayne, Indiana

**Objectives:** Improve sales volume and profits, improve inventory return on investment and develop a winning team.

**Who Should Attend:** Used truck managers, dealer principals, general managers and general sales managers

**To register:** Call the HDMA Academy at (336) 643-1961 or e-mail [HDMAinc@earthlink.net](mailto:HDMAinc@earthlink.net).

**For additional information:** Visit [www.uta.org](http://www.uta.org) or [www.HDMAinc.com](http://www.HDMAinc.com); call HDMA Academy at (336) 643-1961 or e-mail: [HDMAinc@earthlink.net](mailto:HDMAinc@earthlink.net).

## EDUCATIONAL ENDOWMENT

# Auctio UTA-Endowment Benefit Auction Seeks Assistance

The UTA and the Endowment Committee have teamed up with Auctio Auction, an internet based Auction Company, for a November benefit auction for the UTA-Jerry Nerman Educational Endowment Fund. Auctio has graciously agreed to hold the auction at cost, and turn over any proceeds exceeding the cost to the Endowment Fund. This benefit could be a windfall for the fund, and we are calling to action the UTA membership to help make this a reality.

To make this auction a success we all need to donate quality new or like new items or services to be auctioned off. These items can include anything, for example use of your time-share, golf items, electronics, vacations, consulting services, accessory items for vehicles, free ad space, basically anything worth bidding on; but not the junk in your garage.

Dealers will be able to participate free in the auction by signing up at [www.auctio.com](http://www.auctio.com). The system is

easy to use and this is the perfect opportunity to become comfortable with the system before the big equipment sale the following day. The funds received will allow the UTA to come closer to realizing its dream of presenting an educational scholarship to a young adult of a UTA member. With enough items and hard work from the UTA membership this dream could be realized in 2005.

Zig Ziglar said it best, "Our children are our only hope for the future, but we are their only hope for their present and their future." Together, as a team we can make the 1st Auctio UTA-Endowment Benefit Auction a winning event. So please contact Eddie Walker at (888) 808-2700 or Terry Williams at (800) 654-6776 to learn more or to make a donation.



## UTA's 2004 Business Partners

Please be advised that these partnerships do not constitute an endorsement of the products or services by the UTA. Visit [www.uta.org](http://www.uta.org) for additional partnership details.

### Heavy Duty Marketing Associates

Discounts up to \$100 on UTA training seminars; 10% off regularly priced in-house training programs.

### Truck Blue Book

\$20 discount on annual subscription to the electronic *Commercial Blue Book*; \$10 discount on annual subscription to the print version *Commercial Blue Book*. Additionally, all UTA members receive a \$50 discount on the *Truck Blue Book* Used Truck Seminar.

### SOARR.com (Interstate Online Software)

Up to \$500 in free options at time of sale on SOARR software. Additional discounts on other products and services provided.

### HTAEW.com

10% discount on monthly membership fee.

### National Seminars

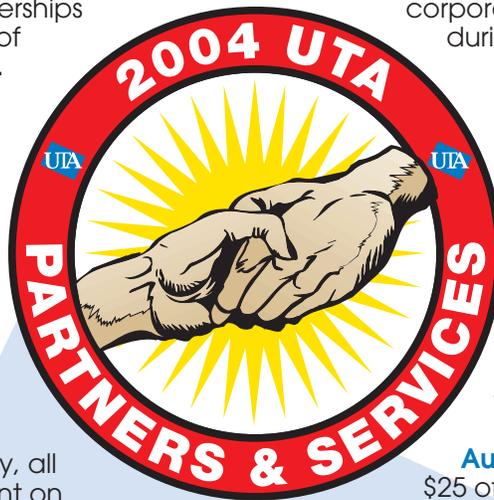
25% discount on any training class and a free 4th attendee to a training class.

### Hiring Solutions

10% discount for new members; 5% for existing members.

### Manheim Heavy Duty Auctions

\$25 refund on posted buy and/or sale fees for



corporate UTA members. Additional savings during UTA membership drives.

### Hertz

10% discount plus a one car class upgrade on Hertz Standard Daily, Weekend, Weekly and Monthly Rates (all car classes). Discounts apply in the U.S. and Canada (CDP Number required).

### PREMIUM 2000 Warranties

\$50 Discount off the rate for any PREMIUM 2000 Warranty submitted.

### Auctio Auctions

\$25 off buy or sale fees

### National Truck Protection

Offers all corporate UTA members in good standing up to \$100 per month to put towards their advertising in any approved ad placed in either *American Trucker* or *Truck Paper* publications in which the member displays both the UTA and National Truck Protection logos. (NTP requires the member to submit its ad for approval to qualify for this benefit.)

### Equipment Search.com

50% discount off the \$250 start-up fee (\$125 for UTA member); 20% off the monthly \$200 fee (\$160 for UTA member).

UTA benefits are not valid with any other offer unless specified by participating partner.

# Diesel In My Diapers

As Membership Committee chairman, I considered writing about our tremendous growth from 280 members to nearly 450 in the last year with continued steady growth predicted. However, recently as I was driving to the Fort Wayne Vehicle auction in Fort Wayne, Indiana to hold a UTA membership drive at their annual "Corn Roast", I started thinking about the impact this industry has had on my life. This gave me the idea to share with you some of the experiences that I have had and how the used truck industry has taught me some valuable lessons ...and continues to do so.

I am counted amongst the likes of Jake Jordon, Brian Doonan, Scott Walker and many others, as we have all been around this business since we were just a twinkle in our mama's eye. Yes, I am a son-of-a-used truck guy and had diesel in my diapers!

It's in my blood and at the age of 5 I knew that I wanted to sell used trucks like my daddy! I remember clearly the day I knew for sure that I wanted to work with trucks. My dad was on his way to work one morning and he was deep in thought when he was shocked to hear a small voice say "Daddy, where are we going?" He looked over at the child sitting next to him and said "G\*\* D\*\*\* It!!! What are you doing here?" I said, "You were taking me to kindergarten dad!". Already more than half way to the dealership, he had no choice but to take me with him. I spent my day climbing on trucks, honking air horns, listening to the cool sound the brakes made when you pushed the peddle and hanging out with the salesman. What fun trucks were!!! I wanted to go back there everyday... and eventually did!

At the age of 11, I started working for my dad detailing trucks. In a very short period of time I learned that there are unspeakable things under mattresses. I also learned that even though I was doing a job that wasn't the most glamorous, it was important to the dealership and the customers. I learned to take **Pride In My Work** and that what I do is a reflection of me.

Years later after acquiring my CDL, I returned from fueling a \$110,000 dump truck. I pulled it up next to the dealership and hopped out and headed for the building. I stopped dead in my tracks when I saw the faces of the salesman, customers, and co-workers fill with horror and disbelief. I slowly turned around to watch as the dump truck I had just parked began rolling at an ever-increasing rate towards the front row, finally smashing the hoods and bumpers of several of our finest used trucks. Shortly thereafter, I was confronted by my father. Seeing the disappointment on his face and then listening to the subsequent "really good talking to", I would rather have been beaten to my knees with a tire knocker! This was the day I learned **Responsibility & Thoroughness**... and to set the parking brake!!!!

My lesson in **Tolerance and Diversity** came one day while I was standing in my father's office. Our new receptionist came storming down the hall with a look of disgust and violation on her face. As she entered

his office she said, "Bear, there is a man on the phone and he said he wants to talk to someone about Eaton rear ends!! What should I do?"



Not understanding why this would upset her, Bear replied, "OK, transfer them to parts."

She took a deep breath and shakily said, "I don't even want to talk that pervert again! He said he wants to talk about "Eaton rear ends"!"

Bear and I looked at each other and it finally dawned on us that there was a language barrier issue. We tried not to laugh as we explained that Eaton is a rear axle manufacturer and the caller should be transferred to the parts department!

Frazzled and rather embarrassed, she transferred the call. I learned that those of us in the business understand when we used terms like "Twin Screws" and "Eaton Rear Ends" but that others may not understand our language as we may not understand theirs.

I continued to work in the dealership environment with some of my family, and my brothers and I started thinking that maybe there was a better way to do some of the things we were doing. At that time, we were hand-writing spec sheets and getting 10 copies of each photo developed at Cord Camera every time a truck came in. We would take our hand written spec sheet, staple a picture to it and then hand it to a customer. There had to be a better way...after all, the 486 computer had just come out and scanners were only \$1,000!

We thought maybe we could devise a program for our dad that would help him manage his used truck business better -- and in 1995 we presented our dad with the very first version of SOARR as a Father's Day present. The first time we showed it to him, it wasn't quite finished... and he told us it would never work! Believing the "old man" didn't really know what he was talking about (after all, I was a teenager), we finished the program and presented it to him again. This time, with a few clicks, he printed his first spec sheet and said "Well, h\*\*, anyone can use this!" Subsequently, Interstate Online Software was born and now serves over 300 dealerships. This is, of course, a prime selling technique we still use today -"If Bear can use it, anybody can!"

What did this experience teach me? That sometimes, **Opportunity** is right in front of you, if you will just take the time and have the courage to recognize it. And, **Believe In Your Dreams** and your ideas, no matter who tells you they won't work.

Through my years in this business, I have had many of life's lessons taught to me. This business has put food on the table and clothes on my back for as long as I can remember. I have watched my father donate his time and sacrifice himself and sometimes his time with me as he dedicated himself to being President of the

*(Continued on page 8)*

## President's Message

(Continued from page 1)

Justina Faulkner and Ethan Nadolson, and is expected to be our best. There have been a lot of hours spent making it become a reality and if you decide not to attend a lot of your friends will miss seeing you. A big THANKS to Justina, Ethan, Sue Dorso, the convention committee and all others involved.

Having our children returning to school and getting themselves back into a learning mode makes me realize they are not the only people that need training. The UTA offers the best training schools in our industry. Paul Spokas does an outstanding job of giving our sales people the training and tools they need to be successful. I am sending another young man to his school in Dallas, September 14th thru the 17th. I can assure you, he will be 50% more productive after Paul's school.

Speaking of education remember, "**Education is learning what you didn't even know you didn't know**"! (Boorstin) See you in class at the convention.



-- Eddie Walker  
UTA President

## BOARD NEWS AND VIEWS

(Continued from page 7)

UTA and countless other programs because he believes in this business.

As a child and even later in life, I didn't always understand when he had to work late or couldn't spend time with me. Last year, I watched with a tear in my eye as he was handed the Marvin F. Gordon Lifetime Achievement Award at the Used Truck Association's National Convention. I was proud that I was the co-chairman of that convention and I learned that **Self Sacrifice, Dedication, and Commitment** to what you believe in does not go unnoticed, and that one man can make a difference.

As I am sure many of you do, I have more stories about how this business has made me a better person and taught me much. I am proud to serve on the board to give back a little of what it has given me. I would encourage you all to get your children involved and to get them around the great people in this business. It has a lot to offer and I know that someday, when I'm old, I will again have diesel in my diapers.



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### - Quintessential Quote -

"You are the only one who can use your ability. It is an awesome responsibility" -- Zig Ziglar