



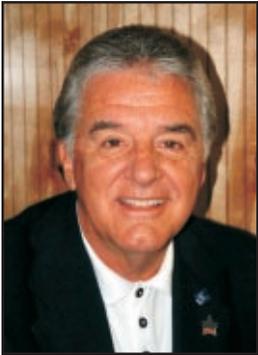
# INDUSTRY WATCH

Volume 6, Issue 10

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

October 2004

## President's Message...



Wow! This year passed quickly. October is here, the weather has changed to the better, and we're all getting excited about seeing our friends at the UTA convention the first week in November.

Business has been good across the board, attitudes are positive and spirits are high. With everyone bringing these to the convention and mixing it with what Justina Faulkner's convention committee has in store, we can't help but

come away feeling all the effort was worth it.

Membership is above the 450 mark, and we feel positive it will hit the magic 500 number. Five hundred is the number we set last January at our board meeting in Kansas City. Ethan reported then that we had 326 members. We all made a commitment to be at 500 by convention time. We're almost there. With just a little more effort we will achieve our goal. It just takes a few more of us to get our friends to sign up.

Arizona is a perfect place to be in November. The weather will be great and Justina and Sue Dorso have planned some exciting events to help make everyone's time even more enjoyable.

For all of you who have enjoyed a profitable year, loosen those "purse strings," give mom the checkbook and turn her loose, because the shopping in Scottsdale is fabulous. If you are a golfer we have two events that will be second to none. First, our annual scramble tournament at McCormick Ranch Gold Club, something no one will want to miss, and on Saturday our 2nd Annual Charity tournament at Longbow Golf Club.

The convention committee has put together an excellent program. Chris Brady will provide an industry forecast. Manufacturers and sponsors will present their new products. Keynote speaker Vince Lombardi Jr. will get us energized; the Industry Leadership Forum and Think Tanks will generate valuable ideas and informative discussions.

Mixed in with all this is time to relax and enjoy your friends. Networking is the number one reason we all come to the convention and there will be plenty of time to do that. The convention is an excellent place to get to meet the people you talk to on the phone or e-mail back and forth throughout the year. Get to really know them. I never come away without making a new friend.

The Friday night Awards Dinner is always so special. We introduce your new board of directors and we all get to hear the announcement of the UTA Lifetime Achievement Award. Other awards are always presented along with door prizes. All will have a fun time. If you're not there, I can guarantee you; one of your friends will miss you.

Please don't forget our UTA-Jerome Nerman Family Foundation Fund. The Charity Golf Tournament, which raises money for this fund, will be Saturday morning at 9:00 a.m. Your participation - and/or donation - will be greatly appreciated. Jerry has pledged to match, dollar for dollar, all donations. How exciting is all this?



*(Continued on page 4)*

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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. Contact:

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## INDUSTRY NEWS BRIEFS

**ArvinMeritor** has launched its Technical Training and Product Service website at <http://training.arvinmeritor.com> to provide training and service information on its Meritor, Meritor WABCO and Gabriel brand products. The site has seven main sections: Field Training (on- and off-site training schedules, how to request training); Online Training (self-tutorial training programs available on the site); Training Literature (training manuals, videos, CD and DVD media and audio programs); Frequently Asked Questions from the field; Service Information; Warranty assistance for Meritor products, and a "contact us" section.

**Bendix's** ABS-6 system will now be standard equipment on select Mack Class 8 highway vehicles.

**Cat Reman** (Caterpillar Remanufacturing Services) is purchasing Williams Technologies, a South Carolina remanufacturer of automatic transmissions, torque converters and engines for automotive and medium and heavy duty trucks.

**Dana's** new *Dana Spicer Steer Axle Maintenance & Overhaul Video* provides step-by-step procedures for overhauling Spicer steer axles. It covers proper inspection procedures, how to check vertical play and end-play measurements, bushing removal and installation, draw-key removal, and installation and proper lubrication procedures. In addition, the Tie Rod End Inspection Card is available, providing technicians with a reference for proper inspection procedures for worn or damaged tie rod ends. To order, call (888) 386-4636 or send a fax to (800) 553-9715.

**Detroit Diesel** is now offering the MBE (Mercedes Benz Engine) 900 reliable engine, a remanufactured version, "to provide a dependable, reduced cost, fast exchange engine service option." All reliable engines are covered by a 1-year/100,000 mile warranty.

**Freightliner Trucks** has announced a number of new product enhancements and offerings. Among them:

- Air-Weigh in-dash onboard truck and trailer scale system is now a factory option for all truck models with air suspensions. The system, which consists of an in-cab truck scale and a remote trailer scale, displays steer, drive and lift axle weights, GVW and net payload weight.
- New upgraded interior packages for the 120-inch BBC FLD 120SD, 120-inch BBC Classic, 132-inch BBC Classic XL, Century Class S/T, Columbia and Coronado vehicles.
- New Business Class M2 106V vocational vehicle designed for specialized applications which require heavy-duty, front-end stability and power. It incorporates all of the same key features as the M2 112V model in a "smaller, highly-versatile package."
- Rear bench passenger seat is now a factory option for Business Class M2 106, 106V, 112 and 112V truck models equipped with an extended cab.

**International** has introduced what it claims is the "world's biggest production pick-up truck for commercial business owners." Called the CXT, it is based on a 20-ton hauler and other International severe-service trucks. Built on the same platform as dump trucks and snowplows, it has all-wheel drive, air brakes, an interior with a crew cab design that seats five, standard International DT 466 220 hp, 540 lbs-ft torque diesel engine with an Allison 2000 Series automatic transmission, and standard cab air-suspension with standard front air seats.

**Kenworth** had the highest ranking in customer satisfaction among vocational Class 8 truck owners, according to J.D. Power and Associates' *2004 Heavy Duty Truck Customer Satisfaction Study*. Respondents rated Kenworth's Class 8 vocational trucks highest in the areas of ride, handling and brakes, engine and interior, and in all five of the study's exterior categories: serviceability, vehicle curb weight, visibility, ease of entry and exit, and fit and finish.



**Pacbrake's** new modulating exhaust brake, the PRXB, has been designed for both in-city and hilly area operations, and to provide additional retarding horsepower than a standard exhaust brake.

**Peterbilt** has made a number of changes and enhancements to its products. These include:

- Caterpillar's C15 engine, rated at 600 hp and 625 hp, is now available for Peterbilt Models 379-127 and 379X.
- New high-quality Dupont Imron Elite Commercial Finishes paints - which provide an improved, longer-lasting finish - are now standard on all Peterbilt trucks.
- Two-pedal automated Eaton UltraShift transmission is now available for Peterbilt's medium duty Model 335.
- Bostrom Seating's Wide Ride seats are now available for all heavy duty Peterbilts.
- Drivetrain combinations of Allison automatic transmissions and all heavy duty Cummins and Caterpillar engines are now available for Peterbilt Models 379, 385, 378 and 357.

**Penske Truck Leasing** is negotiating with Ford Motor Credit to purchase its AMI Leasing - a full-service truck leasing, rental, maintenance and logistics subsidiary with 26 locations throughout the northeastern U.S.

**Speedco** is expanding its services to include selling new and retreaded tires, and offering tire services.

**Truck-Lite's** new *Lighting User's Guide* manual, which includes a mini CD-ROM, has been created to explain vehicular safety lighting. Topics include *Basics of Electricity, Why Lights Fail and How to Prevent It, Federal Regulations and New Advancements in Lighting Technology*. For details, call (800) 562-5012 or send an e-mail to: [corporate@truck-lite.com](mailto:corporate@truck-lite.com).

**TruckerToTrucker.com** is a new Internet marketplace for selling trucks, trailers, parts and equipment. Designed especially for truckers, this user friendly website allows the posting of up to nine pictures, along with specifications and complete direct-contact information, all for one low price. For details, visit [TruckerToTrucker.com](http://TruckerToTrucker.com) or call Jim McCormack at (800) 240-5811.

**Volvo Trucks North America** has revamped its website - [www.volvotrucks.us.com](http://www.volvotrucks.us.com), adding a number of new features. These include access to details on new Volvo trucks, used truck and dealer locaters, leasing and financing information, downloadable service manuals, training course sign-ups and accessories information. There is also a Business Tools section which contains resources designed to help managers more effectively run businesses.

**- Coming Very Soon...**

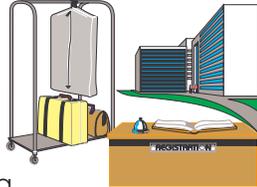
# UTA's 5th Annual Convention Nov. 3-6, 2004 Scottsdale, Arizona



## Have You Booked Your Room for the UTA Convention?

Last year's convention was a sell-out, and we're on course to do that again this year.

To avoid any rooming problems, and to lock in the discount room rate, convention attendees need to book by October 13. Make your reservations directly with the host hotel, the Radisson, by calling (480) 991-3800 and identifying yourself as a UTA member to receive the group rate.



Remember, when making your travel plans, it will be necessary to arrive November 3 if you plan on playing golf or taking the group tour.

## Don't Forget Your Spouses! ...Bring Them to the UTA Convention

We encourage you to bring your spouse or significant other to this year's UTA Convention - our fifth annual - which is taking place this Nov. 3-6 in Scottsdale, Arizona. Why? Because our convention program offers many opportunities for spouses to meet and mingle.

Spouses and significant others are always encouraged to attend all meetings. Plus, we are certain they will enjoy the motivational message presented by Vince Lombardi Jr.

Kathy Anselmo and Marietta Crawford have organized a "Bunko" game where attendees will be taught how to play a dice game and win prizes.

If your spouse or significant other would just like to relax, revitalize and feel pampered, they can take advantage of the Mist Spa. Located at the Radisson, the spa is a 20,000-sq. ft. health fitness facility that features a wide variety of skin and body treatments, a lap pool, 21 lighted tennis courts and a full-service hair salon.

The spa has soothing hydrotherapy baths, whirlpools, stream rooms and cedar-lined sauna, and offers an array of specialized treatments and programs. You might want make a reservation now. Phone: 1-877-MISTSPA.



Convention attendees may participate in either the golf tournament or the tour and luncheon. Shopping at the Borgata or Fashion Square offer endless opportunities.

But the biggest reason you will want to bring your spouse or significant other to the UTA's Fifth Annual Convention, this Nov. 3-6 in Scottsdale, Arizona, is: so you will have a dance partner for Friday night!

**It's not too late to register for the**



## UTA's 2nd Annual Putting for Scholars at the UTA Convention November 6, 2004

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

We still need three hole sponsors for the UTA-Jerome Nerman Family Foundation charity golf tournament. Call Sue Dorso at (941) 492-2429 and make a commitment now. This is an excellent opportunity to demonstrate your support of the UTA, and to get some industry excellent exposure for your organization.

### Charity Golf Tournament Sponsors

*The Truck Blue Book*  
Kenworth

### Hole Sponsors

Best Used Trucks  
*Truck Paper*  
Best Used Trucks of  
Kansas  
Truck Center of  
America LLC  
Nextran  
Arrow Truck Sales  
Idealease

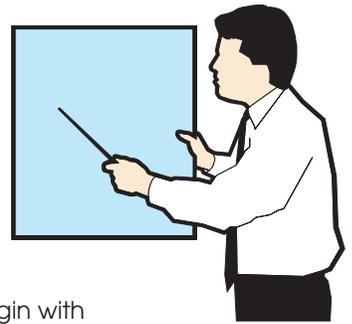
Interstate 65 Truck Sales  
Hunter Truck Sales &  
Service  
Crook Motor Co.  
Nashville Peterbilt  
General GMC Trucks  
Nalley Motor Trucks  
Bennett's Truck Center

## - Have You Registered? - UTA's 5th Annual Convention Nov. 3-6, 2004 Scottsdale, Arizona

For information and to register visit [www.uta.org](http://www.uta.org)  
or contact Sue Dorso at (941) 492- 2429  
or [dorso@verizon.net](mailto:dorso@verizon.net).

**Sponsorship opportunities are also available!**

# Using Closing Contraction Tie-Downs



About two years ago I was introduced to a process of using contractions in questions to help close deals. Jack Canfield and Mark Victor Hanson, the *Chicken Soup* authors, have a tape series called *The Aladdin Factor*. In the program they explain how using words like can't, won't, wouldn't, shouldn't, didn't and so forth, can help close deals. Properly structured, questions incorporating these words will invariably require the prospect to answer with a "yes." When asked at appropriate times, the contractions can help tie your prospect down and get them to say, "yes" to you.

Psychologists tell us that if a prospect says "yes" seven times during the sales process, it's almost impossible for them to answer "no" to you when you ask for the order.

Here are some examples of properly structured tie-down questions using contractions:

- "This truck has a 450-hp Detroit Diesel. You did say that was exactly the engine and horsepower setting you wanted, didn't you?"
- "You mentioned earlier that you need to have another truck in service before the end of the month, didn't you?"
- "This truck has everything you're looking for, doesn't it?"
- "It's nearly the end of the month, so shouldn't we start wrapping things up?"

As you can see, there's very little pressure in these questions.

You'll also want to follow the advice contained in the saying about good lawyers. That is: they never ask questions they don't already know the answer to. So be sure you know the answer before you ask the question.

You may want to start the process of implementing this concept into your sales process by writing down one contraction tie-down per week. Develop two or three different questions that contain it.

Next, practice these questions during the week in your normal conversations with family, friends and co-workers when you want to get commitments from them. Get comfortable with the questions before you start using them with prospects. When you're confident that you "own" them, you can start using them with prospects.

Then, the following week, begin with another tied-down contraction. Continue until you've got 10 or 12 of these contraction tie-downs in your arsenal, available to you at will.

If you follow these suggestions, and practice these tie-downs, you'll improve your closing percentages, wouldn't you agree?

Good luck and good selling.

Paul Spokas  
UTA Board Member  
Heavy Duty Marketing Associates  
Phone: (336) 643-1961  
E-mail: [hdmainc@earthlink.net](mailto:hdmainc@earthlink.net)

## UTA 2004 Convention Sponsors



The following organizations are sponsors of the UTA's Fifth Annual Convention, taking place Nov. 3-6 in Scottsdale, AZ. The UTA wishes to thank them for their support. Their participation is truly appreciated.

### Convention Sponsors

American Trucker  
American Trucking Association (ATA)  
ATD/N.A.D.A. Truck Guide  
Best Used Trucks  
Best Used Trucks of Colorado  
CAG Truck Capital  
Caterpillar, Inc.  
Cobalt Financing  
Cummins Engine Co.  
Fastline Publications  
Freightliner Market Development Corp.  
Fort Wayne/Fort Worth Vehicle Auction  
Heavy Duty Marketing Associates  
Highline Capital Transportation  
HTAEW.com  
International Truck & Engine Corp.  
Intersafe  
Kenworth Truck Co.  
Mack Trucks  
National Auto Research - Black Book  
National Truck Protection  
Pacbrake Engine & Exhaust Brakes  
Park Western Leasing  
Payload Magazine  
Penske Used Vehicle Sales  
Peterbilt Motors  
Premium 2000 Plus Warranties  
R.L. Polk & Co.  
Roadranger Marketing - Eaton & Dana  
SOARR - Interstate Online Software  
Taylor & Martin  
The Truck Blue Book  
Truckmovers.com  
Truck Paper  
Utility Trailers of Dallas  
Volvo Trucks North America  
Wholesale Trucks of America

## President's Message

(Continued from page 1)

It is hard to comprehend how far we have come since our first convention five years ago at Howie in the Hills. Thanks to everyone, it has been a fun journey. As Julie Andrews said: "It is not enough to reach for the brass ring. You must enjoy the merry-go-round." See you at the convention.



-- Eddie Walker  
UTA President

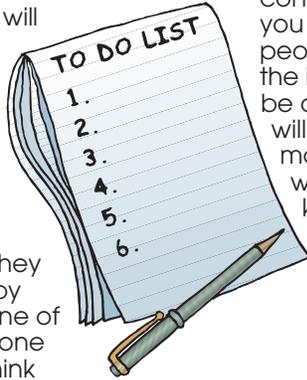
## BOARD NEWS AND VIEWS

# Want to Make the Most of Your Time at the UTA Convention?



Want to enlarge your professional and personal network? Want to leave with some new business in your pocket? Want to have more fun too? Here are nine suggestions on how you can ensure that you get the most out of your convention experience:

1. Put this on your To Do List for tomorrow: "I will decide what I want to accomplish at the UTA convention." Schedule one hour to do this.
2. Tomorrow, find a time when you won't feel rushed, go to a quiet place and then write down all your convention objectives.
3. Once your objectives are written down, they need to be prioritized. Do the prioritizing by asking yourself: "If I only had time to do one of these activities at the convention, which one would it be?" Review the entire list and think about which activity is the most important to you. It could be personal or it could be professional. It could be to dance with your wife after the Awards Dinner. Once you decide on your number one objective, write that #1 objective on a separate sheet and number it "1." Go back to your list of 10 and cross your #1 off the list. Now review the list of your remaining objectives and ask yourself the same question: "If I only had time to do one of these at the convention, which one would it be?" Repeat the process. Mark it number "2" and put it on the new list. Cross it off the original list. Keep repeating this process until you've gone through your entire list. Along the way you may find that one or two of your original objectives are not worth your time. If so, go ahead and drop them. It's Okay. You put them on there, so you can take them off.
4. Now that you've got your prioritized list of objectives, decide which ones need some upfront work or preparation. Determine what needs to be done and schedule it in your planning calendar to do between now and convention time.



5. Are there people you want to be sure you spend some time with for professional and/or personal reasons? Go ahead and schedule appointments with these people. Take out the convention schedule and look at the blocks of time you can use to have informal meetings with the people or companies you want "face time" with. Take the initiative and call these people, confirm that they'll be at the convention and set up a time to meet that will work for both of you. You'll be surprised how many people will be open to this idea. Some people will be reluctant to set a time or date. Let them know they're too important to you not to be sure that you have a definite time to meet with them.
6. Make a little objective card on card stock that you can fold over and easily put in your pocket. It's got to be small enough so that it's not a pain to carry, but big enough to read and write on. It should have an hourly schedule for each convention day showing all your commitments and appointments.
7. Review your objective card each morning to remind yourself what's to be accomplished that day.
8. Be sure to check off your objective soon after it's accomplished. This will reinforce what you're doing and will provide additional motivation for you to see your way through the rest of the list.
9. If you don't complete that last couple of items on your list, don't sweat it, because you got the most important ones done.

Hope you have a great time at the convention, I know I will because it's on my To Do List.

*Paul Spokas*  
UTA Board Member  
Heavy Duty Marketing Associates  
Phone: (336) 643-1961  
E-mail: [hdmainc@earthlink.net](mailto:hdmainc@earthlink.net)

## UTA's 2004 Business Partners

The UTA's benefits committee has exceeded expectations in building a portfolio of business partners the past ten months. If you have not used a UTA partner's product or service, they invite you to attend the November Convention in sunny and warm Scottsdale, AZ. At the Convention you can learn first hand how the following partners can improve your business.

Auctio.com  
EquipmentSearch.com  
Heavy Duty Marketing Associates  
Hertz  
HTAEW.com  
Hiring Solutions  
Manheim Heavy Duty Auctions



National Seminars  
National Truck Protection  
Premium 2000 Plus Warranties  
SOARR.com (Interstate Online Software)  
The Truck Blue Book

## FILE CABINET

**Crashes in work zones** during 2002 resulted in 1,181 fatalities and more than 40,000 injuries. Each year, an estimated 130 workers lose their lives in work zones.



**The most common form of debris** littering roadways, according to a recent study, was - in order: tire treads, garbage from waste haulers, lumber and construction materials, gravel, soil and tree limbs, and muffler and exhaust parts.

**As of July 1**, drivers in Washington, DC, must use a hands-free device if they want to use a cell phone while behind the wheel.

**Lube Tips** - The booklet, 101 Lubrication Tips, from Noria Corp., includes tips, tricks and techniques on how to properly select and apply lubricants for gearboxes, engines, hydraulics, etc. For a free copy, call (800)-597-5460.

# Marvin F. Gordon Lifetime Achievement Award to be presented at 2004 UTA Convention

The UTA's annual Marvin F. Gordon Lifetime Achievement Award recognizes individuals who have made numerous and significant contributions to the used truck industry. To be eligible for this prestigious award a candidate must have:

- A proven career of accomplishments within the used truck industry.
- Demonstrated their capacity for maintaining the highest business practices and standards.
- Advanced the goals and objectives promoted by the UTA.

In alphabetical order the UTA is pleased to present the finalists from a strong field submitted to the UTA. An independent panel of business experts at Johnson County Community College, Overland Park, KS reviews the qualification of each candidate and chooses the winner. Following is a brief bio of each, for the full bio please visit [uta.org](http://uta.org).



**Ronnie Jordan**

### Ronnie Jordan

Since its inception in 1987, Jordan Truck Sales has sold over 6,000 trucks to customers from across the nation, grew from a home office to a 30 acre site with a 20,000 square foot service center, having a single employee to 32, and along the way never forgot this is a "people business".

Ronnie Jordan founded Jordan Truck Sales after a successful culmination of 20 years of progressive involvement in all aspects of the truck business.

Ronnie's strong daily management, belief in the "Golden Rule", ability to perceive trends and patterns in the market and skill to adapt appropriately has guided Jordan Truck Sales through the good and bad times.



**George C. Stanton**

### George C. Stanton

George Stanton began his career in the used truck industry 23 years ago in Chicago, IL with The Truck Blue Book. After serving as Editor of The Truck Blue Book for eleven years, he was promoted to Publisher in 1992.

During his eight years as publisher of the Truck Blue Book George provided a diverse group of used truck industry participants with the annual Truck Blue Book Seminar.

This event provided a previously unavailable educational platform to literally thousands of used truck industry people. Also as publisher he chaired the Blue Book Advisory Council, creating an open and welcoming forum allowing both new ideas and criticism to flow freely. In his low-key gentlemanly style, he facilitated

this difficult process of bringing "street smarts" to the ivory tower.

He was a charter member of the Used Truck Sales Network (precursor to UTA) as well as a member of the Used Truck Association and the Truck Writers of North America.



**Dick Vulgamore, Jr.**

### Dick Vulgamore, Jr.

Dick has been nationally recognized over the years for his ability to remarket used trucks and for his used truck valuation expertise. Dick has assisted in bankruptcy and court proceedings involving used trucks, represented Paccar Financial in the United States, Canada, Mexico and Europe for truck remarketing, valuation and market guidance.

Richard "Dick" E. Vulgamore, Jr.

has 31 years in the trucking industry beginning at the Kenworth Chillicothe, Ohio manufacturing plant after graduating from Ohio University. Dick worked at Kenworth in several computer systems analysis and management roles while at Chillicothe. In 1978 Dick began the next phase of his career, working on the dealer side of the business. First at Cooper Kenworth in Durham, NC as a salesman and used truck sales manager, then Tri-State Ford in Cincinnati, OH in 1985 as General Manager. Dick continued his success by becoming Owner and President of Southern Ohio Auto & Truck Brokerage from 1987-1990.

Returning to his Paccar roots in 1990 Dick became an Area Used Equipment Sales Manager for Paccar Financial and rose to become the National Used Equipment Sales Manager. Recognizing his desire to spend more time with family and friends in 2002 Dick accepted the Southeast-Midwest Regional Sales Manager position.

## MARK YOUR CALENDARS FOR...

## UTA Training Opportunities

### Professional Selling Skills

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

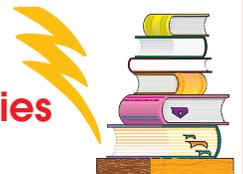
**Location:** Las Vegas, Nevada

**Objectives:** Sell and deliver one more truck per month every month; increase gross profits and sales commissions by 10%; increase job satisfaction; build a bigger, stronger prospect database; get off the commission income roller coaster.

**Who Should Attend:** All used and new truck sales representatives.

**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).



# Sign up for a committee at the Convention and make a difference.

The UTA works because of dedicated volunteers from the board members to each committee member. How easy it is to think, "things just come together"? The truth is several individuals spend hours making all the programs and services enjoyed by the UTA members a reality. Why? The individuals listed below desire to leave this industry better than when they entered it. They each want to send a special thanks to the family and friends who sacrificed individual time so they could share their passion with this industry.

## Convention Committee

Justina Faulkner - Chair  
Ethan Nadolson - Co-Chair  
Al Hess, Eddie Walker  
Vince Anselmo, Peter DelValle  
Sue Dorso, Marty Crawford  
Rick Clark, Lee Chapin

## Training Committee

Lee Chapin - Chair  
Sheri Aaberg - Co-Chair  
Paul Spokas, Jim Sundy  
Tom Horne, Eric Bailey  
Sub-committee: Finance

## Marketing Committee

Terry Williams - Chair  
David Kolman, Craig Kendall  
Sub-committee: Endowment Fund



## Membership Committee

Ethan Nadolson - Chair  
Al Hess - Co-Chair  
Justina Faulkner, Wafik Elsanadi  
Marty Crawford, Craig Kendall  
Ron Lipman, Paul Spokas  
Bruce Meador, Peter Swartzentruber  
Tim Ormsby, Gene Burnet

## Election Committee

Paul Spokas - Chair  
Craig Kendall - Co-Chair  
Jim Sundy, Jerry Nerman, Sunny Moon  
Sub-committees: Regulations, By Laws, Lifetime Achievement

## Medium Duty Committee

Steve "Bear" Nadolson - Chair  
Bruce Meador - Co-Chair  
Mark Sails, Tim Rock, Rick Clark  
Tal Matthes, Todd Hayes, Bill Lyons

Each committee chair will be at the 2004 Convention excited to tell you about the opportunities for calendar year 2005. There will also be a sign up for each committee at the Convention so make an impact and sign up.

## 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 any thing, for example use of your time-share, golf items, electronics, vacations, consulting services, accessory items for vehicles, free ad space, basically any thing 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 Fundamentals of Used Truck Sales School Graduates



The UTA would like to congratulate the graduates of the September 2004 session of Fundamentals of Used Truck Sales. Pictured above are, from left to right, Keith Caraway Southwest International in Dallas, TX, Mike Pallo SelecTrucks Kansas City MO, Bill Warren SelecTrucks Kansas City, MO, Justin Champion Cooper Kenworth Charlotte, NC, Mike Moody Best Used Trucks Ft. Worth TX, James O'Brien RIHM Kenworth St. Paul, MN and Tino Salazar Porter Truck Sales Hutchins, TX. These outstanding sales people have joined the ranks of the hundreds of other successful used truck sales representatives who graduated from this excellent program. Please join us in wishing them good luck and much success in their new careers as professional used truck sales representatives.

### - Quintessential Quote -

"Do you love life? Then do not squander time, for that's the stuff that life is made of." - Benjamin Franklin

## USED TRUCK REGISTRATIONS

### Second Quarter 2004

Class	Used Trucks
3	28,290
4	9,395
5	4,289
6	10,601
7	10,425
8	72,214

Statistics provided by R.L. Polk & Co. based on their Used Truck Indicator. Republication in whole or in part is prohibited without written consent from R.L. Polk & Co.

For more information about Polk's Used Truck Indicator, please contact Polk at 1-800-GO-4-POLK or [truckteam@polk.com](mailto:truckteam@polk.com).