



Used Truck Association



UTA-Jerome Nerman Family Endowment Scholarship Golf Tournament

June 29-30, 2006

Kansas City, Staley Farms Golf Club

Presenting Sponsor: Arrow Truck Sales
Supporting Sponsor: Fastline

Register by contacting Julie King at
(800)626-6409, x8363, jking@fastline.com

\$100 fee includes Friday Golf, Thursday
welcome reception, meals, prizes & fun!

A block of rooms have been reserved at
Harrah's Casino for \$99.14/night incl. tax
(800) 427-7247

Sponsorships Remain. Contact Julie King
at (800)626-6409, x8363, jking@fastline.com

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How are YOU supporting the UTA?	

NewsWorthy

Expanding a business? Promoting staff? Won an award? Opening a new location? Share your news with the *UTA Industry Watch*. Send submissions, as well as ideas and comments, to:

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President's Message . . .

Your association was well represented at the recent American Truck Dealers (ATD) meeting in Atlanta, GA. We had a booth there, with from two to five members working that booth during all Exhibit Hall hours.

The meeting was well attended by the new dealers and a large majority came to the Exhibit Hall to look at the vendors' wares. The UTA made some good contacts and will add some new members due to everyone's participation.

You will be happy to know that Jim Sundy went with me for ATD's Saturday sessions. He has been under the weather since he retired but he is doing better. He got to see a number of his friends while at the ATD meeting. I can assure you, he can still cook a mean tenderloin on his Green Egg Cooker.

Jim also sat in on a meeting with David Grace of Grace Management, Marty Crawford, Al Hess, Ronnie Jordan and me. It was the first time some of us had met David and we were very impressed. The UTA is very fortunate to be associated David and his organization.

Jim had lots of input during the meeting, which reminded me of how much we miss him on the board. It also reminds me why we formed the Senior Advisory Group.

As of now, we have Jim Sundy and Jerry Nerman in that Group. Both are there to assist the UTA. Members are encouraged to call them with questions about the association or the industry as a whole. These guys have forgotten more than we'll know in a lifetime. I encourage you to be the benefactor of their knowledge.

Our congratulations go to Robert Hunter of Hunter's Truck Sales & Service, a Peterbilt dealer based in Butler, PA, for being the recipient of the 2006 ATD Dealer of the Year Award. He and his employees are very deserving of the recognition.



I would also like to recognize Jake Jordan for being the first used truck representative to graduate from ATD's Dealer Candidate Academy.

This was not a small task. This was a year-long project and it took dedication and lots of hard work on Jake's part. I know you will join me in saying CONGRATULATIONS, JAKE, on a good well done. This was truly a milestone within our industry.

It seems we dealers are all enjoying the business we are getting, although it is creating low inventories on our lots. Popular used trucks are in high demand and harder to find. Trucks with 600,000 miles and up have become something of the norm around the industry but we seem to find a way to put them back out on the highways — thanks to the warranty companies.

The finance companies are doing a good job with customers that have A and B credits. However, when you get past that it remains tough, which is understandable. I know a lot of us work very hard in getting owner operators back out on the highway in newer and safer equipment.

Please look in the trade magazines for our UTA "awareness ads." We are trying to target the owner operators and get them to shop where they see the UTA sign. Give us your feedback.

I leave you with this thought, which is an Irish proverb: "May you live to be a hundred — and decide the rest for yourself!"

— Eddie Walker, UTA President

Medium Duty

Selling the Right Truck for the Job

Work trucks are like other tools — the right one can make all the difference in how the job goes.

Selling the right medium duty truck requires an objective look at how each customer will use the vehicle and what he or she will ask of it. The most important single factor in choosing a work truck is making sure the user has enough truck for the job. Nothing shortens the life of a vehicle more than repeated overloading.

The customer may save some money initially by buying a lighter duty truck, but a truck that doesn't have the strength and capacity to handle the work will cost money later in repairs, days out of service and a shortened service life.

A truck's gross vehicle weight rating (GVWR) appears in virtually every truck manufacturer's specifications, and many customers will make reference to it, but you have to be careful to make sure your customer really knows how to use it. Many medium duty truck buyers are not professional truckers; they're landscapers or caterers or office supply store owners who need a truck for their business. They like to talk the talk, but often don't really have in-depth knowledge of trucks.

To help them avoid some common mistakes, make sure they understand that the GVWR is *not* the payload. Explain to them that the GVWR is the total allowed weight for the truck *plus* any load it's carrying.

To find out how much payload a given truck can carry, they must subtract the weight of the cab/chassis, the weight of the bed or body and the weight of the driver and any crew from the GVWR. The remainder is available for payload, whether they haul mulch and landscaping rocks, industrial chemicals or ice sculptures and hors d'oeuvres.

To make sure customers enjoy the longevity the truck was designed to provide, help them spec for the heaviest loads they're likely to encounter.

Take landscapers as an example. Landscaping projects can vary so much that it's tempting for landscapers to purchase the truck based on their everyday needs (an initial money-saver), and then cross all 10 fingers on those days when they need to add a Bobcat or several tons of landscaping rocks to the usual payload.

Any customer will generally be better served if you can elicit from them the heaviest loads they may haul - even occasionally, and put them in a truck with a frame and suspension rugged enough for that service.



Towing Capacity

The capacity to tow a trailer, expressed as the truck's gross combination weight rating (GCWR), is another spec requiring some care in application. GCWR universally indicates the manufacturer's specified limit for the total weight of the truck with everything on board, plus the weight of a trailer and anything on it.

Note, though, that medium duty manufacturers have wide latitude in how they set GCWR. Some base the number solely on engine horsepower, which indicates the ability of the truck to pull a load up a hill. This method can lead to some very high towing capacities — sometimes several times the curb (empty) weight of the pulling vehicle.

However, practical towing loads should take into account not only pulling performance, but also braking performance, steering, spring tolerances and road stability. Remember, in many vocations the medium duty truck operator is not a professional truck driver, and in fact, may have no training in driving a truck at all.

This increases your responsibility for helping them make a safe, practical decision about which used medium duty truck to buy.

Enhanced Maintenance

Because many medium duty work trucks make frequent, short hauls in dirty or dusty environments, truck life will benefit from frequent oil changes and air cleaner inspections - even more frequent than typical truck manufacturer specifications. A work truck is a big investment. Proper specification and enhanced maintenance are the best tools for protecting that investment.

Bill Lyons, Mitsubishi Fuso; Ted Arnold, Al Paul Lefton

Truck Weight Classes

Vehicle Class	GVWR Range (pounds)	Category
1	6,000 and under	Light Duty (Pickup Trucks)
2	6,001 to 10,000	
3	10,001 to 14,000	Medium Duty (Work Trucks)
4	14,001 to 16,000	
5	16,001 to 19,500	
6	19,501 to 26,000	
7	26,001 to 33,000	
8	33,001 and over	Heavy Duty

Transmission Choice

Since many medium duty drivers are not professional truckers, they will usually do better with an automatic transmission, especially if they periodically haul heavy loads. Most modern automatic transmissions offer good torque, though some truck manufacturers electronically limit their engine torque in the lower gears to keep from overloading the transmission.

It's best to review the specs to ensure the proper transmission for the application.



Convention Sponsors Needed

With the generous support of our many sponsors, the UTA — through its annual convention — provides the largest annual used truck meeting in North America

As a convention sponsor, your organization is recognized in many ways, including on name-tags, in the convention program, on sponsor boards, on promotional materials, on the UTA web site and in the monthly UTA newsletter. In addition, each sponsor is listed in the convention binder, along with a brief description of the company's product and contact information.

Sponsors who contribute \$2,500 or more are guaranteed a five-minute presentation spot

during the convention. Any sponsor who contributes \$1,000 or more can participate in the convention's Informational Center.

Please help the UTA in making its plans for this year's convention and take the time now to pledge your support. The convention is set for November 1 - 4 at Moody Gardens Resort in Galveston, Texas.

Sponsor registration is online at www.uta.org or you can contact Sue Dorso by phone at 941-492-2429 or by e-mail at dorso@comcast.net for questions or availability.

There are many levels of convention sponsorship still available, from \$500 - \$10,000. Your support is greatly appreciated.

Many Thanks to the Following Sponsors

Who Have Already Made a Commitment to This Year's Convention

DIAMOND

Arrow Truck Sales

PLATINUM

American Trucker
Cobalt Finance
Manheim
National Truck Protection
SOARR/Interstate Online Software
Sterling Truck Corporation
Western Star Trucks

GOLD

Adesa Corp.
Caterpillar Inc.
Cummins Inc.
Detroit Diesel Corporation
Eaton Corporation
— Roadranger Marketing
Fastline Publication, Inc.
Freightliner Market Development Corp.
Highline Capital Transportation Inc.
HTAEW.com
International Truck & Engine Corp. — Engine Division
International Truck & Engine Corp. — Used Truck Organization
Mack Trucks Inc.
Nissan Diesel America Inc.
Oneway Trailers.com
Peterbilt Motors Company
Premium 2000 Plus Warranties
R.L. Polk & Co.
Randall-Reilly Publishing
Ritchie Bros. Auctioneers
The Truckers Choice
Truck Paper
TruckMovers.com Inc.
Volvo Trucks North America
Weldon Manufacturing

SILVER

ATD/N.A.D.A. Commercial Truck Guide
Broadway Truck Center
Kenworth Truck Co.
Mitsubishi Fuso Truck of America, Inc.
My Little Salesman Inc.
National Auto Research/Black Book
Pacbrake.com
The Truck Blue Book

BRONZE

Best Used Trucks
Fort Wayne Vehicle Auction
Heavy Duty Marketing Associates
Hino Trucks
Truck Market News
Utility Trailer Sales of Dallas, Inc.
Wholesale Trucks of America

CHARITY GOLF SPONSORS

The Truck Blue Book — Terry Williams - **Chairman**
Truck Country of Iowa — Joe Boyle — **Prize**
Golf Holes
Adesa Corp.— JD Larsh
Truck Paper — Lee Chapin
Volvo Trucks NA — Mike McColgan
Chicago Mack Sales — Mark Yacobozzi
Crook Motor Co. — Randy Cranford
Premium 2000 Plus Warranties — Larry Palkins
Truck Center of America — Lewis Nerman
Interstate 65 Truck Sales — James Joyce
Bennett Motor Express — Dave Rivers
Detroit Diesel Corp. — Doug Weatherly
Best Used Trucks — Eddie Walker
Idealease — Bill Kennedy
Idealease — Robert Sims
Enterprise Rent- A-Truck — Kevin Heersink
Champion Truck & Trailer — Tim Barnett
The Truck Blue Book — Terry Williams
SOARR/Interstate Online Software — Ethan Nadolson

UTA/Jerome Nerman Endowment Scholarship Fundraiser Set

A golf fundraiser for the UTA / Jerome Nerman Endowment Scholarship will be held this June 29 & 30 at the Staley Farms Golf Club in Kansas City, MO.

The event will begin with an opening reception — which includes an open bar appetizers — on Thursday, June 29, from 6:00 to 8:30 p.m. at Harrah's North Kansas City Casino and Hotel in North Kansas City, MO. The facility is serving as the fundraiser's host hotel.

The golf outing will be held Friday, June 30, at Staley Farms Golf Club. It will be a scramble format with a shotgun start that begins at 8:30 a.m. Shuttle service will be provided from the hotel.

The scramble will be based on handicaps using the following criteria:

- A - 0 to 9
- B - 10 to 19
- C - 20 to 29
- D - 30+

A trophy presentation will immediately follow the tournament at the golf course to conclude the fundraiser.

Sign up today for this worthwhile — and sure to be fun — event.

We welcome individual players or you can submit the names of players you would like to be placed with. If you request specific players, we reserve the freedom to adjust as needed so that all groups have an enjoyable day of golf. The golf outing is \$100, and includes range balls and a box lunch. Contact Julie King at (800) 626-6409 ext. 8363 or at jkjng@fastline.com to register. The room rate at the hotel is \$99.14 including tax. Call Harrah's at (800) 427-7247 to make a room reservation.

Keith Allen
UTA Board Member
keith@uta.org
(800) 222-0146, ext. 8310



Training

Professional Used Truck Management

When: October 10-12

Where: Atlanta, GA

Cost: \$705

UTA Members SAVE 10% on Tuition & Fees

Who Should Attend:

- Used Truck Managers
- Sales Managers
- GMs
- Management Candidates

Topics:

- Managing
- Marketing & Sales
- Inventory Control
- Employee Selection & Development

Course No. 402

Agenda: 2 ½ Days

Fundamentals of Used Truck Sales

When: August 8-10

Where: Chicago, IL

Cost: \$805

UTA Members SAVE 10% on Tuition & Fees

Who Should Attend:

- New or Inexperienced Sales Representatives
- Candidates for Sales Positions

Topics:

- Industry & Buyers
- Makes
- Models
- Components & Applications
- Performance
- Appraisal
- Selling Skills
- Financing
- Goal Setting
- Time Management

Course No. 101

Agenda: 3 Days

Professional Used Truck Selling Skills

2 Sessions

When: June 6-7 **Where:** Cleveland, OH

When: Nov. 14-15 **Where:** Dallas, TX

Cost: \$475

UTA Members SAVE 10% on Tuition & Fees

Who Should Attend:

- All truck sales professionals

Topics:

- Account Management
- Relationship Building
- Qualifying
- Presentations
- Handling Objections
- Negotiation
- Closing
- Follow-up
- Referrals

Course No. 303

Agenda: 1 ½ days



To register for these seminars or to obtain more information, contact the HDMA Academy at (336) 643-1961 or visit www.UTA.org or www.hdmainc.com. ■

Joe Boyle
Training Committee Chair
joe@uta.org

Endowment Update Scholarship 'Challenge'

How quickly time passes, but there are a few things you can count on: the change in weather, higher gas prices and the continuing generosity of UTA members. Take Premium 2000 Plus Warranties, by way of example.

In January, I mentioned the generous gesture by Premium 2000 that it would contribute a percentage of its sales to UTA members to the UTA/Jerome Nerman Endowment Scholarship

The results to date are very impressive: \$6,750 as of the writing of this article (mid-May).

That generosity will continue throughout the year. However, it is the UTA's goal to make this endeavor one that isn't solely dependent on the generosity of Premium 2000. We want to create a program that affords many in our organization support for a quality education.

Certainly, Premium 2000 has started us on a path to success, but we need your support.

Contact me so we can discuss a level of involvement that works for you and your company. No contribution is too small or too large.



Our goal of \$40,000 will need the support of many. ■

Keith Allen
UTA Board Member
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(800) 222-0146, ext. 8310

UTA Promotional Items Sale!

Show your support for the UTA with quality UTA logoed merchandise. Distribute to your staff, use as employee incentives or as customer give aways. 100% of the proceeds go to the UTA Endowment Fund.

- Pen \$1
- Coffee Mug \$2
- Multi Tool \$3
- Travel Tumbler \$3
- Tee Shirt \$6
- Sweat Shirt \$10
- Golf Polo \$15

To order products contact Terry Williams at 800.654.6776 or terry@uta.org. Prices do not include shipping. Some items and sizes are in limited quantity

BOARD NEWS & VIEWS

What's On The Table?

Ask yourself this question: "Did I leave anything on the table after the sale of my last vehicle?"

Currently, the used truck market is hot, and finding a low mileage truck is getting more difficult. Sales may be good, but it is important to maximize the value of each sale. Value-added products are one way of putting more on the table.

Educated and profitable dealers are bundling "soft products" when selling their vehicles. These soft products are usually value-added protection services. They may be sold by the salesperson - in the case of warranties, or by a finance and insurance (F&I) person - in the case of other protection programs. These programs are very profitable and rocket directly to the bottom line of the transaction.

Soft products require zero inventory investment to the dealership and are usually in the best interest of the retail customer. Some of the soft products that smart dealers are offering are financing, gap protection, debt waiver, physical damage insurance and powertrain warranties,

Providing financing today has become part of doing business. In many instances, it is more difficult getting the buyer financed than selling the truck. The financial transaction not only helps move the vehicle towards a sale, but the finance company pays the dealership with a commission.

One example of value-added protection is gap protection. This program helps your customer when there is a total loss or unrecovered theft of the vehicle. The insurance company pays the market value of the vehicle. Whether the customer owns or leases the vehicle, the "gap" between what is owed and the market value is the responsibility of your customer. This type of coverage fills that gap.

There is a commission paid to the dealership on the sale of this soft product from the insurance company.

Providing a powertrain warranty to your customer is not only providing protection to the customer, but also to your dealership and the finance company as well. Many dealers give this coverage away at dealer cost to the customer.

The educated dealer makes a profit on the warranty and may include it in the price of the vehicle or sell it as an add-on. Be sure to supply your customer with a comprehensive warranty package options.

Debt waiver is a plan that, in the event of death of your customer, the remainder of the loan is fully paid and his estate owns the vehicle outright. As with these other programs, there is a commission paid to the dealership as well.

Having insurance is essential to owning a truck. Why not provide it at the time of sale? Smart dealers offer physical damage and non-trucking liability coverage, which is normally underwritten by a major insurance company. This is also a commission sale to the dealership.

Many finance companies have a program wherein you can insure the vehicle through them. This is also commissionable for the entire term of the contract.

For years, automotive dealerships have had F&I people working in their facilities and generating as much revenue as possible through soft products programs. (Be sure to check with state laws governing the sales of the products.)

Often, the truck salesperson has much to do during the day between prospecting and closing. Profitable and growing dealerships have a dedicated, professional F&I person in place to sell the additional soft products that assist in increasing the dealership's bottom line.

I would like to thank a couple of used truck professionals for helping me write this article. They are Scott Cohen from Cobalt Finance and Don Mueller from Arrow Truck Sales. ■

Rick Clark
UTA Board Member
rick@uta.org

People

Robert Hunter, Hunter Truck Sales & Service, Butler, PA, has been named Truck Dealer of the Year Award by the American Truck Dealers (ATD) division of the National Automobile Dealers Association and Newport Communications.

Hunter was one of 14 nominees evaluated by a team of judges from the Indiana University Kelly School of Business. Candidates were selected for business excellence, industry participation and outstanding civic accomplishments.

Finalist for the award was Paul Storwick, GreatWest Kenworth, Calgary, Alberta, Canada.

The other nominees were:
John Arscott, The Pete Store, Baltimore, MD

Tom Boland, Tom Boland Ford/Sterling/Western Star, Hannibal, MO

Thomas Conway, Beam Mack Sales & Service, Rochester, NY

Donald Emerson, FMI Truck Sales & Service, Portland, OR

Henry Fracalossi, Tri-County International, Dearborn, MI

Terry Frankland, V & H Inc., Marshfield, WI

Doug Howard, Fresno Truck Center, Fresno, CA

Thomas James, Fox & James Inc. Latrobe, PA

Drew Linn, Southland International Trucks, Homewood, AL

Pat McMahon, McMahon Truck Group, Charlotte, NC

Robert Neitzke, GATR of Sauk Rapids, Sauk Rapids, MN

Gary Rutherford, Central Truck Center, Lansing, MI.

Outstanding Used Truck Professionals Sought

The UTA is looking for special individuals within the used truck industry, and it needs their names by July 30, 2006.

Why? Because the UTA is seeking nominations for its Marvin F. Gordon Lifetime Achievement Award.

Nominees for this honor must have:

- A proven career record 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.

The easy-to-complete nomination form can be found on www.uta.org on the left-hand side of the page. Click the "Lifetime Achievement Nomination Form" link to go to the page which outlines the qualifications for nomination, gives the previous seven recipients of the award and provides a printable nomination form.

If you know someone who would be a good candidate for the UTA/Marvin F. Gordon Lifetime Achievement Award, please nominate them. This honor is only bestowed upon one deserving person a year.

The recipient of this year's award will be announced at the UTA's Annual Convention, Nov. 1-4 in Galveston, TX. ■

What Have You Got To Say?

The UTA Industry Watch is your newsletter, and we want to hear from you.

*Send us your news,
your opinions,
your thoughts,
your ideas,
your articles.*

*By e-mail: utaeditor@hotmail.com
By fax: 410-374-9196*

Together, we can make this publication a more useful resource and tool for all members.

Industry News Briefs

ATD/N.A.D.A. Official Commercial Truck Guide is now published monthly, and is also available in Smartphone format. Doubling the frequency of updates was done to allow the Guide to react more quickly to changes in the commercial truck and trailer markets. Providing values for Smartphones (any cell phone with a web browser) allows users to access real-time values while on the road, at an auction or on a truck lot. The Smartphone service is included with a subscription to N.A.D.A. online values.

Cobalt Finance and **Great American Insurance's Trucking Division** have formed a relationship wherein Cobalt will finance Great American insurance premiums for buyers of commercial trucks and trailers financed by Cobalt and sold through selected truck dealerships throughout the continental United States. Great American's Trucking Division offers a broad selection of specialized products and services to both owner-operators and motor carriers. Cobalt Finance is a leading independent equipment finance company that specializes in financing used Class 8 commercial trucks for small fleets and owner operators.

Gateway Management Services, authorized administrator of the Premium 2000 Plus Medium and Heavy Duty Truck and other vehicle warranty programs, has added a new Class 8 vehicle warranty term length to its line-up of offerings. Used heavy duty trucks no more than six years old with less than 600,000 miles can now obtain Premium 2000 Plus Pinnacle Option coverage which extends major components (engine, transmission and rear axles) to 36 months/up to 1 million miles.

General Motors, Monroe Truck Equipment and Cinch Jeans

(a Western clothing brand) have formed a partnership to develop a Cinch edition of Chevrolet Kodiak and GMC TopKick medium duty trucks. These will be specifically tailored for fifth-wheel campers and horse trailers. The Cinch edition features the new Monroe Truck Equipment "So-Low" suspension, which lowers the pickup box by four inches to complement most fifth-wheel or gooseneck trailers, and includes the latest safety technology and a host of comfort, entertainment and style elements. It also has a custom Cinch seat package which includes distressed leather captain chairs, rear bench seat and embroidered Cinch crest logos.

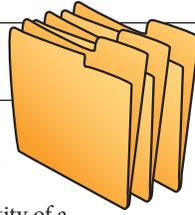


HTAEW.com (HeavyTruckAndEquipmentWholesalers) has formed a partnership with **Coldiron Companies** wherein Coldiron Specialized Driveaway services are now instantly available to members of the HTAEW.com website. Dealers that review and purchase equipment through HTAEW.com are now able to receive an instant quote on the cost of their driveaway needs. Previously, transportation of purchased equipment had to be arranged by the dealer, usually by telephone.

O'Neill Public Relations, Bensalem, PA, has created a new division - KO Communications - that will cater to businesses involved in the used truck industry. O'Neill PR has been involved in trucking communications for more than 25 years, having represented a variety of OEM, supplier and aftermarket concerns in the transportation industry. The new division will focus on assisting businesses in promoting and publicizing their products and services in the used truck segment of the market to a wide variety of potential customers in the U.S. and Canada. For additional information, contact phone (215) 752-1429 or e-mail mike@oneillpublicrelations.com.

Workhorse Custom Chassis has introduced a 16,000-pound GVWR version of its new W42 chassis for walk-in trucks. It is available with two power choices: an International VT 275 V-6 diesel engine which delivers 200 hp and 440 lb-ft of torque and Allison LCT-1000 electronic 5-speed transmission, or a 300-hp, 355 lb-ft torque 6.0L GM Vortec 6000 gas engine and GM 4L80-E Hydromatic electronic transmission with overdrive. The chassis comes in 125-, 133-, 157-, 178- and 190-inch wheelbases. ■

File Cabinet



Transportation Worker IDs. The Department of Homeland Security (DHS) plans to introduce later this year a single ID card for transportation workers. This card, which all commercial truck and bus drivers would be required to have, would be modeled after the agency's program adopted for checking the backgrounds of drivers who haul hazardous materials.

The ID card will be a tamper-resistant credential that contains biometric information about the holder which renders the card useless to anyone

other than the rightful owner. Using this biometric data, each transportation facility can verify the identity of a worker and help prevent unauthorized individuals from accessing secure areas.

Moving Used Internationals.

TruckMovers.com, Kansas City, MO, has signed a two-year contract with International Truck and Engine Corp.'s used truck organization to be the exclusive provider of transportation services for International's used trucks. ■

Kolman's Komer Commando Leadership

I read a business book recently that I found not just interesting, but enlightening as well. This book provided military special operations leadership techniques for helping manage change, motivate employees and maintain a competitive advantage.

It shares the core common guiding philosophies and principles of special ops and commando units such as the SEALs, Green Berets, Delta Force, British Special Air Service and others. These philosophies and principles are:

1. **PURPOSE.** As a leader, you can't present a clear understanding of what needs to be done if you don't understand it yourself. Achieving the extraordinary with a commando edge starts with having a definite mission and concrete goals.
2. **REPETITION.** Commandos repeat the actions to be accomplished for a particular raid prior to the operation, just like actors practice before a performance of a play. In business, the commando principle of repetition takes on a broader sense: mastering and consistently applying a successful method of operating.
3. **SPEED.** Speed allows a commando to achieve his objective before adversaries can effectively counter-attack. Business commandos must be able to react rapidly to changing tactical conditions. Speed in adapting and responding can have a major advantage in successfully winning out over the competition.
4. **SURPRISE.** In all fields of human endeavor, as well as on the battlefield, surprise is one of the commando's greatest weapons in helping to overcome the advantage of a competitor who is stronger in numbers and resources.
5. **SECURITY.** Just as in the military, every leader of a commando organization faces security threats. For example, businesses that rely on direct-response advertising to sell their products have a unique challenge, since their success or failure is publicized and available to anyone monitoring their advertising.
6. **SIMPLICITY.** Commandos know the drill: everything that can go wrong will go wrong. Reducing the number of things that can go wrong works by reducing the number of elements that must fit together to make the plan successful.



Beyond that, the book, *Secrets Of Special Ops Leadership: Dare the Impossible; - Achieve the Extraordinary*, by William A. Cohen, Ph.D, Major General, USAF (retired), is packed with gripping examples, spanning battlefields from Ancient Rome to Operation Desert Storm. ■

David A. Kolman, Editor
"UTA Industry Watch"

UTA Membership Directory

By now, you should have received the new UTA Membership Directory, done in truck databook style in order to make updating easier.

We hope you like the new format.

We are aware that there are some mistakes in the new Directory, as well as some listings that have not been updated.

This situation is being remedied. We are in the process of updating the Directory, and expect to have it to you within the next 100 days or so.

Please check your listings to make sure the information is correct.

If changes need to be made call 800-438-7882 or go to www.uta.org and go to "Ask the UTA."



July 28 - 29
Expedite Expo
Wilmington, OH
www.expediteexpo.com
859-746-2046

Quintessential Quote

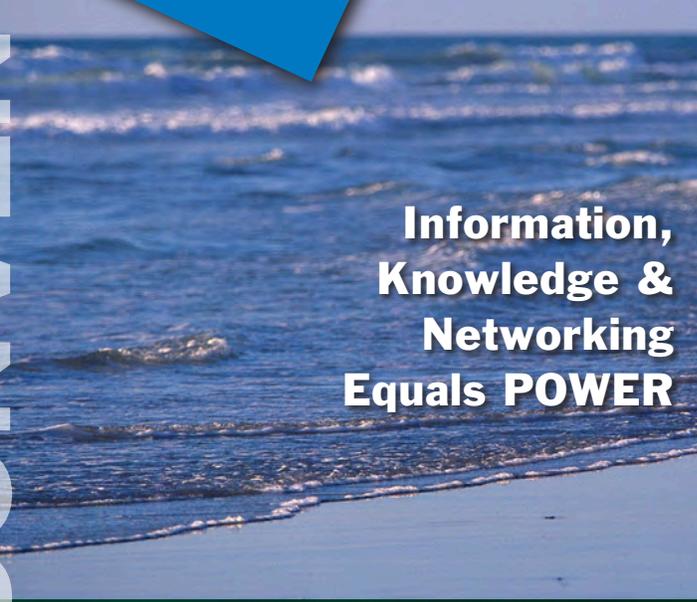
“ Once we realize that imperfect understanding is the human condition, there is no shame in being wrong, only in failing to correct our mistakes. ”

GEORGE SOROS

CONVENTION



7th Annual Convention



**Information,
Knowledge &
Networking
Equals POWER**



**Moody
Gardens
Resort
Galveston, Texas
November 1-4**

Used Truck Association
909 Eagles Landing Way, Ste 140-216
Stockbridge, GA 30281

