



Used Truck Association

got news?

Have you expanded your business? Promoted staff? Won an award? Opened a new location? We want to know. Share your news with the **UTA Industry Watch**. Send submissions, as well as ideas and comments, to:

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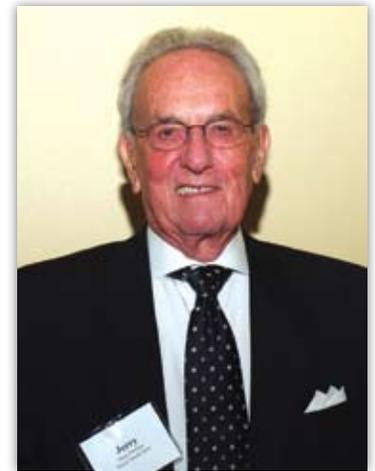
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How are you supporting **YOUR** UTA?

SPECIAL PRE-CONVENTION ISSUE

Jerome Nerman Receives Truck Blue Book's 2007 Industry Achievement Award

KANSAS CITY, MO (September 18, 2007) – Jerome Nerman, co-founder of Arrow Truck Sales, Inc., received Truck Blue Book's inaugural Industry Achievement Award during ceremonies at Truck Blue Book's 2007 Workshop, held in San Antonio, TX. Jerome started Arrow in 1950 from a small used truck lot in downtown Kansas City, Missouri. Today, Arrow operates 18 retail locations across North America.



Jerome Nerman receives award from Truck Blue Book.

"We are very proud to be able to present this distinguished award to Jerry," said Terry Williams, Truck Blue Book editor and conference manager. Terry added, "Jerry's industry leadership, know-how and innovation made him the ideal first recipient of this award. Having been in the industry over 50 years, Jerry has established strong fellowships among industry leaders and has been very active in various kinds of community contributions."

Under Jerry's direction, criteria will be established for future Jerome Nerman Industry Achievement Awards, presented by The Truck Blue Book. Due to the significance of this award, it will only be given periodically to truly outstanding candidates within the industry. Additionally, a local Kansas City artist will be commissioned to design the award.

"I am very excited to have my name attached to this industry award," said Jerry. "It will highlight leaders who get involved, first: personally, second: in the community, and third: in their business network. There should be a demonstrated lifetime of growth from their own neighborhood to the greater community in which they live. You gotta give back".

Carl Heikel, Arrow's President and CEO, had a few personal things to say about Jerome: "Over a short period of time, I have become very good friends with Jerry, and his wife, Margaret. Jerry's vision, both in and outside the industry, is really amazing. Jerry is such an inspiration to us all. I respect his continued professionalism, as well as his contributions within the trucking community, not to mention his 'giving back' to the general community through his support of contemporary art."

ARROW TRUCK SALES

Jerome co-founded Arrow with the late Melvin Spitcaufsky. Arrow Truck Sales, Inc., is North America's leading source for pre-owned trucks and carries all makes and models, maintaining a diverse inventory of more than 2,000 over-the-road tractors, vocational and specialty vehicles, and trailers. Arrow's commitment to integrity, quality, value, and selection has earned the business of fleets and owner-operators across North America.

Arrow Truck Sales, Inc., is part of the Volvo Group of companies, a publicly-held company headquartered in Gothenburg, Sweden. With 2006 sales of approximately \$34 billion, Volvo's business areas include heavy trucks, buses, construction equipment, marine and industrial drive systems, aerospace, and financial services. ■

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President's Message

Sometimes it is hard to find the humor in today's fast-paced world in which we live and work. We must make it a priority in our everyday life to find something to chuckle about. Og Mandino said, "Learn to laugh and your burdens will be lightened and your life will be lengthened."

Getting ready for the convention is exciting because it reminds me of being with friends and hearing funny stories about certain situations and happenings over the past year. These are my favorite times. It seems I always hear at least one story that is worth retelling a number of times. Watching people getting together at the Meet & Greet and laughing at each other's stories is worth the trip for me.

We are asking each attendee to go to our site after the convention and give us at least one good idea that you took home which will benefit you professionally or personally. You might even share with us the funniest experience you had while you were there. Just click on "Ask or Tell the UTA" and type it in. We'll make everyone's comments available for everyone else to read if you give us permission!

We appreciate your suggestions on how we can improve the UTA for its members. We have received a number of great ideas and we have acted on some of them and are making them available to you. Watch the UTA website for new tools that will benefit your business.

After this convention we will be saying goodbye to a very dear personal friend and special friend of the UTA, Sue Dorso. Sue is retiring and will not be handling our convention coordinator duties any longer. Sue started with us on our first convention in 2000 and her reign ends this year. She has made each

and every one of our conventions better than the year before. Sue is a true professional in every way and should receive full credit for the complete success of our conventions.

She will truly be missed but assures us she will be enjoying her retirement in Florida. She says "Don't call me, I'll call you!" I don't blame her. She has done her time, so we say. She will continue to advise when called upon. She's just that kind of gal. Over the years we laughed a lot and even shed a few tears together so, as Bob Hope would say, "**Sue, thanks for the memories!**"

Moving on is what we do. This moment's, this day's, this month's, this year's happiness must be enjoyed now and we will do so by taking pleasure in this convention and networking with our friends. So much effort has gone into making it the best ever that we know you are in for a treat. We will absorb every drop of knowledge given while we are there as we share with our friends something that is worthy of being remembered.

Hal Holbrook, the actor, defined self-medication when he said, "When you laugh away something, you've used the most powerful instrument you can to surgically remove it and keep it from hurting you." I hope we are laughing and enjoying the convention together. Thanks for coming.

Eddie Walker
UTA President
Eddie@uta.org



Elections and Lifetime Achievement

Who Are the New Board Members?

Who Will Win the Next Lifetime Achievement Award?

The voting is over. The race was tight. The results are in. If you are one of those people who must be the first to know who the new board members are, you will need to be at the upcoming Convention in Orlando, Florida, November 7-10. The convention is the only place you can meet and share your thoughts in-person with your Board of Directors, so don't miss out.

Don't forget we will also be letting you know the deserving winner of the 2007 Marvin F. Gordon Lifetime Achievement Award. This has been a

prestigious award with the past winners being: Marvin F. Gordon (1999); Jerome Nerman (2000); Jim Sundy (2001); C.B. Crook (2002); Steve "Bear" Nadolson (2003); Richard Vulgamore (2004); Paul Spokas (2005); and Ron Corley (2006). But who will be the LTA winner in 2007? You have to be there to find out.

Please join your fellow UTA members by showing your appreciation for the hard work of all the previous board members and in congratulating the new members at this year's convention.

There is still time to sign up. Just go to www.UTA.org and click on Convention under the main menu. Everything you need to know is there.

Thank you for all our support in helping the UTA grow and become stronger in order to help the used truck industry become better and better. ■

Rick Schmitgen
Elections and LTA Committee Chairman
ricks@uta.org



Board News and Views

Have you ever just stopped and looked at yourself from the outside? Well I have; and when I do I have to say to myself, "Ronnie, you are one of the luckiest and blessed persons I know." I have been in this business for 20 years. My partner is my best friend who was my high school sweetheart and is now my wife of 35 years. We have raised three terrific sons, all of whom work within the used truck industry. Two work side by side with Deb and me.

Our business provides an opportunity for over 50 families to earn a living. We have very little turnover and our business has been good. We appreciate our employees and each and every customer that walks through our doors. Our customers are happy with us and we enjoy a high ratio of repeat business.

Maybe you have experienced the same sort of great life and maybe your business supports many families or you work for such a company. Then you know our strengths are our family, our UTA family, and our business associates. Our own personal association with the UTA has proved to be very rewarding. The UTA Code of Ethics fit our operations like a favorite glove;

it was very easy for us to adopt these 9 principles of good conduct.

We know beyond a shadow of a doubt that living by these principles and requiring employees to do the same, has contributed to a very happy customer base. Now, all of this may sound as if I am bragging on my own business; and to a point I guess I am. But mostly what I am trying to get across is that, while this world may push the dog-eat-dog and win-at-all-costs mentality, you can make a very nice living and have a great reputation while treating customers and employees well.

If you are already a member, you understand what I am saying. If you are not a member, but you still understand this concept, you need to join like-minded people because you are missing something special in your life and business. I urge you, join a group that cares and that will help when help is needed and share when asked.

Please. Join the UTA today.

Ronnie H. Jordan
 Director, UTA
rhj@jordantrucksales.com



Unexpected Good Fortune Rains Down

Terry Williams, Field Reporter

At The 32nd Annual Blue Book Workshop on September 11, 2007, good fortune rained down upon the UTA-Jerome Nerman Education Endowment Fund. Tim Ronan, of Ft. Wayne Vehicle Auctions, and Craig Kendall, of Peterbilt Motors, took it upon themselves to put together an impromptu auction to take place at that evening's concluding event at *Howl at the Moon*. At every free moment each would privately ask the attendees if they had anything they would like to donate for the auction. The answer?

That evening the auction master, **Tim Ronan**, jumped up on a stage between the dueling pianos and began taking the bids. Bidding started fast at \$1000 and went on hot and heavy. But **Randy Hackler**, Prairie International Trucks, beat out the crowd with the highest bid! The result? Cash donations and Hackler's winning bid of \$3750 raised five-thousand dollars right there and then for the UTA-Jerome Nerman Education Endowment Fund.

Donated auction items came from:

Ft. Wayne Vehicle Auctions
 (\$1000 off auction fees)

American Trucker
 (full page ad in either November or December edition)

National Truck Protection
 (free warranty inspection)

Mack Trucks
 (Bulldog watch)

NextTruck
 (full page ad)

Highline Capital
 (\$500 off wholesale price of a purchased vehicle)

Peterbilt Trucks
 (collector truck/tractor)

Truck Blue Book
 (registration + 2 nights hotel for 2008 TBB Conference)

David Horton
 (cash)

Eddie Walker
 (cash)

Al Hess
 (cash)

Bryan Haupt
 (cash)

Ronnie Jordan
 (cash)

UTA-Jerome Nerman Family Educational Endowment Scholarship Winners



Jillian Firns

Outgoing, energetic and artistic, 18 year-old Jillian graduated in May of 2007 from Nerinx Hall High School.

During her time at Nerinx, Jillian was an active member of the school's theater department and belonged to Nerinx's literary magazine club, *Inklings*; played soccer and field hockey; and was a member of National Honors Society. Jillian is currently a Freshman at Webster University's Saint Louis, Missouri, campus and is considering a degree in graphic design or illustration. Although she has not settled on a career to pursue, Jillian is open to many possibilities, such as a graphic designer, a children's book illustrator, or an art teacher.

a major in Sociology and, in addition, applied and was accepted into the Family and Human Services program. After completing her studies at the University of Oregon, she plans on attending graduate school to pursue a Masters degree in Social Work. She would like to focus on child and family counseling and possibly go on to receive a Doctorate degree in Counseling Psychology. She wants to improve the social and psychological well-being of children and families who are struggling in our society.



Paul Riskus

In high school, Paul played three sports while maintaining a 5.3 GPA out of five. He takes pride in his Lithuanian heritage, speaks the language

fluently, and participates in certain activities such as Lithuanian Folk Dancing. He has been to Lithuania five times and plans on working at an orphanage or a hospital there this coming summer.

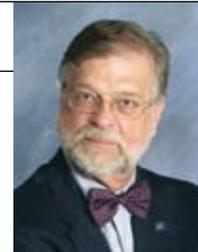
This year, he began his first year at the University of Chicago. Although declaring a major is not required until his junior year, he is currently taking classes for Pre-Med as he plans on becoming a doctor; he is most interested in Pediatrics and Radiology. Paul is very excited about the next four years. ■



Sarah Purvis

Sarah began at the University of Oregon as a freshman with an open mind and a touch of slight trepidation. It was important for her to

choose a field of study she found meaningful and that was directly related to her career objectives. By the middle of her sophomore year, she found an area of concentration that she felt passionate about that would inspire her future aspirations and career goals. She became



Warranty Definitions

Aftermarket: A broad term used to encompass all used engine and driveline warranties offered on used trucks. They may be warranties offered by the engine manufacturer, an independent warranty provider (vendor), a dealer, or an OEM truck manufacturer that offers warranty through their used truck centers. Coverage is honored nationwide.

OEM: Used engine warranties offered by original equipment engine manufacturers on their own engines. Coverage is honored nationwide.

Vendor: An independent company not owned by a manufacturer of OEM trucks or engines. Vendors may underwrite, administrate, or be closely aligned with dealer programs or OEM programs. Coverage is honored nationwide.

Inspection: These are companies, either OEM or independent, that require inspections of the engine prior to issuing a warranty. Clearly defined criteria for coverage must be met before they will accept the engine for warranty coverage. Coverage is honored nationwide.

Non-inspection: These companies, both independent and OEM, do not require an inspection of the engine prior to issuing coverage. They rely on the integrity of the dealer as the criteria to accept and place coverage on engines and driveline components submitted to them for warranty. Some of these warranties only cover a very specific group of major components while others cover all internally lubricated parts. Coverage is honored nationwide.

OEM Used Truck System: These warranties are offered by OEM truck manufacturers through their used truck center operations. These warranties may differ in that their OEM product may qualify for a better coverage than competitive makes offered for sale at their centers. Coverage is honored nationwide.

Private Label: These warranties are offered by dealerships, large multiple-location mega-dealers) and are generally underwritten by a vendor (see above). Generally, coverage is honored nationwide.

Dealer: These warranties are offered by dealerships on trucks they sell. The terms generally range from 30- to 90-days and may or may not have a mileage limitation. Generally, the customer is required to bring the truck back to them (the seller) for repair, although there are exceptions to this practice.

“Bear-o-meter”

Used Truck Warranties: Article Two: Purpose and Training

In the first in this series of articles I presented an overview of the used truck warranties that are available and quoted responses from some of the folks who took the time to answer the survey. I intentionally did not use any company names, but rather categorized the offerings in a sidebar which is displayed again with this article.

This month I will focus on the use of these warranties and on the issue of training in several categories. Keep in mind that, except when I state my opinion, this information came from the membership. Those who responded may not be representative of your dealership or the way you use these warranties. (If your use is not represented, please feel free to fax me your completed survey even at this late date.)

I am hopeful that we can continue this dialogue. Throughout the remainder of this article I ask several questions. These are not rhetorical questions, but rather are real questions to which I would like to see real answers. Taken to task in this article are the dealerships' use of the warranty, the warranty providers' training, and the knowledge of the various underwriters at the finance companies.

If there is enough interest, perhaps we could use this article as talking points at the Think Tank session of our 2007 convention. (Heck, maybe we can even plan an educational session for the 2008 UTA convention where warranty providers can educate all of us. Are there any UTA members out there who specialize in aftermarket warranties who want to help make this happen?)

I will be writing one more article on this topic. If you have any thoughts, concerns, comments, or criticisms, please forward them to me so I can use them to do the next article. As always, your feedback and help allows me to help you even more! Read the feedback on these five categories.

Steve “Bear” Nadolson

UTA, President Emeritus • Industry and Vendor Relations Chairman

bear@uta.org or bear@soarr.com • Comments can also be faxed to (615) 773-7365

PURPOSE

What is the purpose of a used truck warranty?

Your feedback said 1) security for my customers; 2) added value for the customer; 3) added value for the finance companies; and 4) makes my job easier (no late night phone calls.) All of these items are good reasons to use aftermarket warranties.

It is my opinion that warranties should be used as a benefit to ensure the success of the customer in his efforts to be a become a good owner-

operator. Shouldn't this be our primary goal? If the owner-operators don't survive, we are out of business! True, the protection provided by these coverages can help the finance companies and they can also serve as profit centers for our businesses; however, I believe these should be secondary concerns.

Do you agree? As always, your comments are welcome.

TRAINING: OEM and Vendor

The warranty companies offer training in some form for all the programs that they have on the market. Survey feedback said, frankly, that some do a better job than others. I think this is something the warranty providers could improve upon. Training, or the lack of it, tends to vary in the OEM area from distributor to distributor. Some distributors put representatives in the field that are very knowledgeable. Kudos to these. Others pay little attention to this segment of their business. Why? There is a real opportunity here for OEMs to increase their parts sales (engines, transmissions, and rear ends) and to enhance the integrity of their engines in the marketplace.

The independent vendors' training programs vary from one market area to another. High marks were given on the survey to several of the

independent warranty vendors for their training programs and their willingness to send representatives to the dealer for this purpose. Also, dealers that use these programs consistently tend to be the most knowledgeable about them.

Correct knowledge is very important. Again, the goal here should be to help the customer be successful. A catastrophic failure (especially an engine failure) will generally put a new owner-operator out of business.

These programs *can* make a difference if used properly. It is evident from responses to the survey that training on the use of these programs, from either the OEM or the aftermarket vendor, makes a huge difference. I should note that training needs to be done in the dealership at the sales level as well as at the service level.

TRAINING: Sales Level

At the sales level the training needs to center around presenting a clear outline of what the warranty being placed on a unit really covers. It is definitely **not** a bumper-to-bumper warranty and should not be represented as such! This quote appeared in my last article and it is worth repeating. **John Hauseknecht** says, “[Warranty] is a good sales tool if sold properly. Training is the key. It is not a bumper-to-bumper warranty and needs to be sold that way. Sell it for what it is!”

Take into consideration that there are a variety of options in each warranty plan and the customer can get confused if they are not presented properly. If you, the sales representative, don’t know the options and can’t

explain the differences, how overwhelmed and confused might the customer be when faced with the choices?

An ethical consideration: No one responding to this survey claimed to use warranties in the following manner; but during the years I have been in this business some dealers have told me that they used the cheapest program with the least amount of coverage they could get away with—the so-called “feel good” major component warranties that cover things which seldom break, such as castings, housings, and such.

“[The customer doesn’t] know what they are getting. They just hear that they get a one-year,

100,000 mile engine warranty. We don’t explain it or go any further than that,” one dealer told me. These same dealers use the same tactic on finance companies to make them feel good about the paper they are buying. This is a shameful practice and it is no surprise to me that some finance companies, dealerships, and customers look upon aftermarket warranties with disdain and place no value on them.

Dealers, vendors, what are you doing to thwart these kinds of activities? What are you doing at the sales level to train sales people about these products? What are you doing in your dealerships to make sure these warranties are properly explained to the customer?

TRAINING: Service Level

Service departments have their problems, too. It is my experience that many service managers and their staff do not understand, nor do they have knowledge in the area of, aftermarket warranties from either OEM or

vendor programs. This leads to all kinds of misunderstandings, bad-mouthings, and confusions resulting in delays in approvals for covered items, sorting out what is covered and what is not covered, and even more ill-afforded down-time for the owner-operator.

Believe me, some of these service managers are not good ambassadors for these warranty products. It seems obvious to me that more training is needed in this area. Warranty providers, do you have any solutions?

TRAINING: Finance Level

Finance companies, as a general rule, are not knowledgeable in the area of aftermarket warranties and, therefore, are not comfortable when confronted with them. Lack of knowledge, skepticism, lumping all aftermarket warranties into the feel-good basket, and bad experiences in the past all contribute to this discomfort. It is my opinion that there is a lot of room for improvement here both on the part of the finance companies and the vendors.

Finance companies and warranty company vendors (OEM and independent) need to work together to provide underwriters with training about warranties. Vendors need to reach out to the finance companies and provide them with concise and easy to understand literature. Perhaps an easy to read synopsis with bullet points showing the highlights of each coverage option would be helpful. Finance companies and warranty vendors, do you have any comments? ■

SUMMARY

- 1 Used properly, aftermarket used engine and driveline warranties can be good for the dealership, the customer, and the finance company.
- 2 Warranties must be presented honestly and provide a **real value** to the user.
- 3 Training is needed at all levels to be certain that the customer is fully aware of the coverage he or she is getting.
- 4 Sales personnel must **never** use the term “bumper-to-bumper” when presenting these warranties.

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Online Auction Site

USEDTRUCKINVENTORY.COM



- **Virtual Inspections—**
Through Detailed Photos, Virtually Inspect Equipment 24/7 at Your Convenience
- **Easy Registration—**
Log On and Sign Up Today!
- **Your Source for Trucks—**
Buy Online With Confidence

UTA Workshops — “What Are You Gonna Do, Brother?”

by Craig Kendall, Peterbilt Motors Company

All kidding aside, we have four hard-hitting topics for you to participate in at the 2007 UTA Annual Convention in Orlando. We have four workshops; two sessions offered on Thursday and two sessions on Friday. This will allow all meeting attendees to attend, participate in, and ask questions at each session thus allowing all of us to learn from each other. As you can see, we have a “Super Slam” set for you. Come and participate and “Let’s get it on!” I look forward to seeing you all in Orlando. Good selling in October and early November.



WORKSHOP #1 Developing Sales Representatives: Recruiting; The First 90 Days; and Sharpening the Experienced Sale Representatives

Panel Leader **George Papp** – Arrow Truck Sales
Panelists **Kenny Proctor** – Rush Enterprises
Elissa Boughen – Upper Canada Truck Sales

In this session, three truck dealers; an OEM-associated multi-location, the largest Class 8 and medium-duty truck dealer, and a single location dealer; will discuss some of the successful strategies they use to attract the right sales representatives, how to get sales representatives started with your company, and how to polish sales reps. If you are a new or an experienced sales representative, we need you here to ask questions or tell the group what works for you.

WORKSHOP #2 Truck and Body Conversions

Moderator **Rob Slavin** – International Trucks
Panelists **Greg Smith w/TBEI** – Truck Body Equipment International
Craig Fredrick – Weldon Manufacturing

This workshop will discuss the benefits of shortening or lengthening wheelbases, converting sleeper-tractors to day cabs and costs associated with these modifications. This workshop is designed to get you thinking about how changing the trucks may be able to increase your truck sales and sales margins.

WORKSHOP #3 Ethics – How Practicing Good Ethics Are Good For Your Business

Moderator **Craig Kendall** – Peterbilt Motors Company
Panelists **Marty Crawford** – Arrow Truck Sales
John Deason – Bruckner Truck Sales
Tim Ormsby – T & R Truck Sales

This workshop features discussion of how practicing good ethics is good for business and can lead to more business. Bring your successes and/or stories of how if better ethics had been present things would have worked better for all involved. Please **DO NOT** mention any person’s or business’ name in a negative matter. “Problems” are okay; just don’t mention the company’s or person’s name. Names mentioned in positive examples are perfectly fine.

WORKSHOP #4 Trade Terms – How Using UTA Trade Terms Makes and Saves You Money

Panel Leader **Mike McCulgan** – Volvo Trucks
Panelists **Ron Lipman** – Truck Enterprises
Jerry Franklin – U.S. Xpress

This workshop will outline how sticking to UTA Trade Terms will make you more money. We all have horror stories about how not enforcing trade terms can cost major money. This panel will discuss the good business of using UTA or “good” trade terms from truck OEM’s, truck dealer’s, and major truck-load carrier’s perspectives. Bring your stories of success and failures to this session.

**It won’t be long and
we will be enjoying
sunny Orlando.
You should be
on your way shortly.**

**You will be there,
right?**

**What?
You believe it is too late
to make it?**

**Heck no!
There is still time.**

**Come on.
Join us in Orlando.**

What is the UTA “Think Tank”?

by Steve “Bear” Nadolson, President Emeritus

Our convention chairman, Hal Dickson, asked me to facilitate the “Think Tank” portion of our convention again this year and I have enthusiastically agreed to do so. I thought a short history of how this session came about would be of interest to you. In addition, I want to explain the reason that we include this in our schedule of events each year.

Way back in 2001, during the height of a severe economic downturn in the truck industry, there was a gathering of corporate and independent used truck managers and finance managers in Indianapolis, Indiana. That historic meeting was the first of its kind. Never before had representatives from so many OEM manufacturers and finance companies met together to discuss common problems. And it was the UTA which made that meeting possible.

Our goal was to identify the factors that lead into that downturn (the so called “Perfect Storm”), and to look for ideas and ways out of it. Much good came out of that meeting. Afterwards, Michael Cox, of Asset Appraisals, coined the term “Used Truck Think Tank” and suggested we create such a forum for open discussions at the UTA conventions. Voila! Here we are. Every UTA convention since then has included time for this important part of our program. It is an opportunity for dealers, manufacturers, finance companies, and all associated vendors to participate in

open discussion and debate issues impacting our industry.

Like all of our programs, this one relies on *your* participation for its success. We invite *everyone* to contribute and take part. If you have a problem, this is the place to bring it. If you have a suggestion, this is the place to share it. If you have a question, this is the place ask it. If you have a solution; this is the place to give it.

The UTA board members get many phone calls during the year. Many times it is a member on the other end of the line with an idea, a question, or a concern. We address these issues one-on-one, but they are often wider in scope and would be perfect topics for the “Think Tank.” This is where some of our ideas for topics come from each year.

Because of your contributions during the “Think Tank” many of the issues that arise are addressed by the UTA in the following year. Each year the surveys we collect after the convention give this session high marks. It is a very popular part of our annual reunion.



You don’t have to submit topics you would like addressed beforehand; simply bring them up during the meeting when the facilitator asks the membership if there are any issues or concerns which should be added to this year’s forum.

Speak up! Everyone’s contributions are important. Make this *your* year. Bring a topic to the session. Get involved. **Consider this my personal invitation to you to participate in this year’s “Think Tank.”** The UTA is no better than you allow it to be. Allow it to be **great!** ■

[Editor’s Note: The photo displayed here is a group picture of the participants in the very first “Think Tank.” Recognize anyone?]

Medium Duty

Convention Preview: Tractor & Medium-Duty Conversions

Situation—Lot Rot: Your dealership’s most-loyal new-truck customer just turned in the last of his most recent trade package – (40) 6-year old medium-duty vans. This is the same customer that bought 40 new and traded 40 used units the previous year, and the year before that. You have been around long enough to see this time and time again: many of the 40 trades will sit on your lot right up until he’s about to turn in the next 40 units. These trades wreak havoc on your floor plan expense and grow “lot rot.”

Solution—Diversify: Convert existing product to something you don’t already have. There is nothing more frustrating to your sales people than a customer walking your lot with a fist full of dollars and your dealership doesn’t have what he is looking for. By converting existing equipment, you expand your customer

base, more than likely lowering floor plan expense, and become the dealership known as the one who can supply trucks for the buyer who can’t wait.

Soak Up—Knowledge: To help UTA members better understand conversions and the costs associated with them, the UTA has invited two knowledge sources. First, **Truck Body & Equipment International, Inc.** (TBEI) will present on “Medium Duty Conversion.” TBEI is a truck equipment manufacturer with nine manufacturing locations throughout the US. The presentation will include examples of bodies offered by TBEI, the costs to convert classes 5, 6, and 7, into a variety of different opportunities, and suggestions on spec’ing mediums for future conversion. Check out TBEI’s website to get familiar with the speaker’s topic at www.tbei.com.

Second, **Craig Fredrick**, president of **Weldon Manufacturing**, will present on the conversion of heavy sleeper-trucks to non-sleepers. He will include sample pricing on conversions as well as discuss conversion options you may not have known about. Weldon Manufacturing’s website is www.weldonusa.com.

Both speakers will conduct 15-20 minute presentations in 4 separate sessions. Yes, there will be time for questions and answers at the end of each presentation. But you can’t ask if you aren’t there. Will I see you at the convention? I certainly hope you will be available for this timely, and money-making, topic. ■

Rob Slavin
Medium Duty Committee
Rob.Slavin@Nav-International.com



Pre-Convention Summary

by Hal Dickson, Convention Committee Chairman

Greetings!

This is the last time you will hear from me until you get to Orlando. If you haven't registered yet for the convention, you should do it soon. This is going to be a great meeting. Where else can you have fun mixed with seeing friends and combined with picking up tips from sponsors and workshops to help your business?

Please make sure you get to the convention for the Wednesday evening "Meet & Greet" around the pool. There will be steel drum music as well as finger foods, etc., allowing you to relax and reconnect with old friends. On Thursday morning we start with the State of the Association from the UTA president, Eddie Walker. Later there will be an informative session led by Al Hess, called "How the UTA Works." The purpose of this session is to provide you, the UTA member, insight into what happens inside the organization.

In previous newsletters, Craig Kendall talked about the workshops we will be having. I am confident you will find this format worthwhile. There will be time for Q&A in each workshop allowing the UTA members time to address any questions or concerns. The 4 workshops will be led by fellow industry colleagues with experience in their particular workshop topic. If you have the time to help out in this part of the convention, call Craig as he still needs **Workshop Rangers** to help out during the sessions.



After the workshops are the afternoon events; 3 fabulous tours as well as golf. Unfortunately for you (if you aren't on the list) but happily for us!, the 144 golf spots are completely booked. So take a look at the 3 fabulous tours being

offered. My personal favorite? A tour of the Everglades.

On Thursday evening there will be a terrific Vendor Expo with 45 sponsors available to review new products and answer any questions. Oh, there will be **(5) \$500 door prizes up for grabs for those in attendance at the Vendor Expo**, so this could be a very rewarding evening for you. I personally want to thank the UTA Sponsors for their continued support of our organization. We reached a new record in sponsorship dollars in 2007.

I know there are a lot of questions as to "what's happening in the economy and our industry." Well, Rick Miller will shed some light on this issue, so make sure you attend Rick's presentation on Friday at 8 AM. You have already seen information on our keynote speaker, Anthony Galie. **DON'T MISS THIS!**

On Friday afternoon will be the Think Tank where you will have an opportunity to contribute ideas for a "best practices" approach to industry issues; there is more to come from Bear on this subject. Friday evening will be a great finale with the awards and dancing.

I covered a lot of areas in this brief review of the Orlando convention agenda, but before I close I want to thank some of those who have helped to bring together this years convention. Those I would like to thank for their contribution include my fellow Board members, Craig Kendall, Terry Williams, Ethan Nadolson, and UTA member volunteers; and Laura Jones, Lara Haag, Dianne Schafer, Angela Durden, and David Grace. A special thanks goes to Sue Dorso, our "meeting planner" who has done another superb job of sponsor relations and hotel planning for the 2007 convention. This is Sue's last year working with the UTA. We will miss her contribution

and professionalism. We all wish her the very best in her future endeavors, which I heard includes more time for golf and grandchildren. Thank you, Sue!

There is no question, the Orlando UTA convention will be one of the best truck industry events this year; **you** need to be there. So, safe travels, and I'll see you in Orlando. ■



Scholarship Winners to be Announced at 2007 UTA Annual Convention

The UTA Jerome Nerman Endowment fund scholarship applications are all in and are in front of one Kansas City's premiere colleges, where a professor and his team will choose two well deserved applicants to receive 5000.00 dollars. The selection process will take two weeks as they thoroughly examine each applicant's school transcripts, letters of recommendation from teachers, and the student's plans for their future. Once the selections have been made the UTA board will be notified and the winners will be announced at this year's UTA convention in Orlando.

This year we received 11 applications for the 2 available scholarships. With such a tremendous response, several giving hearts got together and donated product and cash to auction off at this year's Blue Book Advisory Council meeting with the hopes of raising enough cash to be able to give away yet another scholarship. You can read all about that in these pages under Unexpected Endowment. I thank all of these and appreciate their support. ■

Bryan Haupt
bhaupt@mhctruck.com

CONVENTION



Our Sponsors Will Be Sharing Knowledge with the UTA in just a few days!

2007 Convention Sponsors

Diamond

Arrow Truck Sales
Equilease Financial Services, Inc.

Platinum

American Trucker
CAG Truck Capital
Caterpillar Inc.
Cobalt Finance
Concordia Finance
Fort Wayne Vehicle Auction
Freightliner Market Development Corp.
National Truck Protection
NextTruck/Randall-Reilly Publishing
Premium 2000 Plus Warranties
Truck Paper

Gold

<p>ADESA Corp. Bennett IG Broadway Truck Centers Coldiron Specialized Driveaway Cummins Inc. Detroit Diesel Corporation Eaton Corporation – Roadranger Marketing Fastline Publications, Inc. Great American Insurance Trucking Division Highline Capital Transportation, Inc. HTAEW.com International Used Truck Organization IronPlanet Mack Trucks, Inc.</p>	<p>My Little Salesman, Inc. National Auto Research – Black Book Nissan Diesel America, Inc. Peterbilt Motors Co. R.L. Polk & Co Ritchie Bros. Auctioneers The Truck Blue Book Trader Media TruckMovers.com, Inc. TruckNation Volvo Trucks North America Weldon Manufacturing Western Star Trucks</p>
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Silver

<p>American Guardian Warranty Services, Inc. Ameritruck, LLC The ATD/N.A.D.A. Commercial Truck Guide Driveaway USA, Inc. J & J Drive-Away, Inc. Kenworth Truck Co. Leedom & Associates, L.L.C. Michelin North America, Inc. Mitsubishi Fuso Truck of America, Inc.</p>	<p>Pacbrake Co. Paccar Financial – Paclease Truck Sales Rock & Dirt SOARR/Interstate Online Software The Truckers Choice Truck Remarketing Services Vehicle Inspection Systems, Inc. Wholesale Trucks of America</p>
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Bronze

<p>Best Used Trucks Heavy Duty Marketing Associates Hino Trucks Idealease of North America, Inc.</p>	<p>Truck Market News Truck Web Services Utility Trailers of Dallas, Inc. Wisdom Ramblers, Inc.</p>
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Training Graduates

Heavy Duty Marketing Academy/UTA Used Truck Management Course

Chicago, Illinois: September 11-13, 2007. Ten used truck managers, owners, sales managers, and general sales managers met for a 2 ½-day course designed to train them in several areas of used truck management. The course, facilitated by Steve “Bear” Nadolson, covered business and marketing planning, inventory management, and human resources.

Class participants brought a wealth of knowledge to the class. Dealers from Canada gave those of us from the U.S., real insights as to the differences and the similarities in our markets. Seasoned veterans offered much by sharing their experiences with participants who are new to the management side of the used truck business.

As is true of most meetings where used truck people gather, a bond developed among the participants as new relationships were made and old relationships were solidified. Follow-up interviews conducted by phone in the week following the meeting confirmed the course was considered very valuable. One participant said, “I came back to my dealership fired up and ready to apply what I had learned!” Congratulations to all on a fine job! ■



Those receiving certificates of completion are from left to right:

- Doug Kops**, Midstate International Trucks, Wausau, Wisconsin
- Jon McCoy**, McCoy Group, Dubuque, Iowa
- Bill Holley**, Holley Sales, Fort Wayne, Indiana
- “Bear”**, Instructor
- John Modaffari**, West Coast Enterprises, Fresno, California
- David Mitchell**, Decatur Truck and Trailer Sales, Decatur, Alabama
- Duane Wittowski**, St. Cloud Truck Sales, St. Cloud, Minnesota
- Chris McCarty**, SelecTrucks of Chicago, Glendale Heights, Illinois
- Jason Wheeler**, Co-Van International, Coquitlam, British Columbia
- Elissa Boughen**, Upper Canada Truck Sales, Mississauga, Ontario
- Michael Kirby**, Altruck International, Cambridge, Ontario.

Training

HDMA Professional Used Truck Education

Course Name and Number:
Fundamentals of Used Truck Sales 101

Who Should Attend:
New or inexperienced sales reps or candidates for sales positions

Topics:
Industry and Buyers; Makes; Models; Components and Applications; Performance; Appraisal; Selling Skills; Financing; Goal Setting and Time Management

Length: 3 Days

Dates: January 15-17, 2008

Location: Ft. Myers, Florida

Tuition and Fees: \$890.00

Discounts: UTA members and Premium 2000 Plus Dealers take off 10%

Course Name and Number:
Professional Used Truck Management 402

Who Should Attend:
Used truck managers, sales managers, GMs, and management candidates.

Topics:
Managing; Marketing and Sales; Inventory Control; Employee Selection and Development

Length: 2.5 Days

Dates: April 22-24, 2008

Location: Winston-Salem, NC

Tuition and Fees: \$790.00

Discounts: UTA members and Premium 2000 Plus Dealers take off 10%

Course Name and Number:
Professional Used Truck Selling Skills 303

Who Should Attend:
All truck sales professionals

Topics:
Account Management; Relationship Building; Qualifying; Presentation; Handling Objections; Negotiation; Closing; Follow-Up and Referrals

Length: 1.5 Days

Dates: June 17-18, 2008

Location: Cleveland, Ohio

Tuition and Fees: \$520.00

Discounts: UTA members and Premium 2000 Plus Dealers take off 10%

Last Notes

Is Your Company a Drug-Free Zone?

October 14-20, 2007, was National *Drug-Free Work Week*. The purpose of Drug-Free Work Week is to highlight that being drug free is key to workplace safety and health and to encourage workers with alcohol and drug problems to seek help. *Drug-Free Work Week* is sponsored by the U.S. Department of Labor in coordination with members of its Drug-Free Workplace Alliance. The program aims to improve safety and health through drug-free workplace programs.

Does your business have a drug-free workplace policy? Do your employees have access to sources of help for drug and alcohol abuse? If you say you cannot afford to offer information, or their problems do not concern you, then you are reading the right article. The United States Department of Labor has much **free** information available for download. Visit www.dol.gov/workingpartners or www.dol.gov to find more. There are color handouts you can print and hand out or post. There are posters and PowerPoint presentations ready to go for your workplace educational efforts and use by the HR department.

Yes, these are touchy subjects. Yes, it takes courage to approach the subject. And yes, it may be your good work buddy that has this issue. Reducing the use of these substances in the workplace is crucial in providing a safe environment for everyone, employees and customers alike. And a safe environment is cost-effective. After all, a penny saved is a penny earned. To the right are several more sources of help or information.



Sincerely,
 Angela K. Durden
 Editor
editor@uta.org

Substance Abuse Treatment Locator
 (800) 662-HELP
www.findtreatment.samhsa.gov

Alcoholics Anonymous (AA)
 (212) 870-3400
www.aa.org

Narcotics Anonymous
 (818) 773-9999
www.na.org

Al-Anon
 (888) 4AL-ANON
www.al-anon.alateen.org

National Council on Alcoholism and Drug Dependence Hopeline
 (800) NCA-CALL
www.ncadd.org

Letters to the Editor

Hi Angela,
 I received my copy of the **UTA Industry Watch** newsletter today. The article [on twenty groups] looks good. But the web address on the New Affiliate [listing on page 8] is wrong. The "s" on groups was left off. Unfortunately, without the "s", it will not take you to our site. We are www.twentygroups.com. Can we get a correction?

Jeff Stephens
 Leedom and Associates, LLC
jeff@twentygroups.com

Dear Jeff,
 Geez, Louise, man. I am sorry. (I know. I know. Now apologize, right?) Yes, you can definitely get a correction. The online edition of the October 2007 edition is being corrected; and right here, right now, the entire membership is being advised that the correct website for one of our newest members and affiliates is (Tah-dah!) www.twentygroups.com. Thank you for calling this to my attention. Of course, we are looking forward to seeing Leedom & Associates at the convention in just a few days.

Angela

Angela,

I really enjoyed your last article in the *UTA Industry Watch*! My husband and I had the same conversation regarding toothpicks and we have wondered at the quality and the choice of wood, as well. "Pick UTA!" was a fun and creative campaign; congrats to the Ad Team on the choice of the name.

As the female half of DLH Enterprises, I would like to express my appreciation for the enthusiastic inclusion of the wives/significant others in the UTA conferences/conventions. We work hard, fret, support, and network just as our husbands do, and I, for one, appreciate the President's encouragement and kind supportive words to us wives. Thanks to Eddie Walker, too!

See you at the convention in Orlando.

Sign me "Happy and Appreciative" Brenda Hemphill
 DLH Enterprises, Inc. Calgary, AB
dhemphill@platinum.ca

Hello Angela,

It has been brought to our attention that the Washington, DC, Court of Appeals has allowed the Hours of Service to remain as is until December 27, 2007, in order to give the FMCSA time to either change or better explain the 11-hour driving day and 34-hour restart. In case some of the members deal with transportation issues, we wanted to keep them updated. As soon as we get the final ruling, we will let you know what it is. Thanks,

Corrie Fisher
 Operations Manager, Driveaway USA, Inc.
c.fisher@driveawayusa.com

Quintessential Quotes

“ A man's greatest enemies are his own apathy and stubbornness. ”

FRANK TYGER

Our Guiding Principles:
The Code of Ethics

Honesty

Integrity

Professionalism

Value

Excellence

Continuous Improvement

Keeping Promises

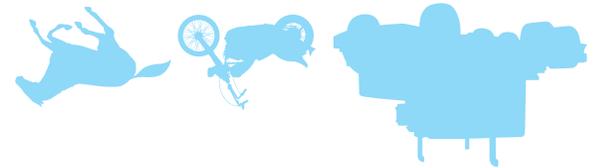
Complete Satisfaction

Relationships

UTA 2007

**SPECIAL
PRE-CONVENTION
ISSUE**

Pages 6, 7, 8, and 9



2007 UTA Annual Convention

Travel Safely while on your way to the
best part of your year—



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

