



Used Truck Association

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The UTA... Members Supporting Members!

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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The Benefits of Belonging to an Association

Part 1: Establish and Learn

by Angela K. Durden and Marty Crawford

Fact. There are over 40,000 associations in the United States and over 3200 in Canada.

Fact. The Used Truck Association is one of those.

Do you know that just about every type of trade, business, non- or not-for-profit, and medical and other professional groups, has an association that represents it? From pet groomers to physicians and everything in between, people know the value of getting together with others whose interests and goals are the same. What are some of these benefits?

Establish Your Business

When you first start a business, finding customers is a priority. Within an association not only will you pick up customers, you will also learn where more business is to be found. In other words, the association may function as a de facto market research company for you. This will allow you more quickly to focus your attention on a potentially profitable area. Also, as your colleagues change employers, associations provide another opportunity for keeping in touch or reestablishing that link.

UTA member, **David Purdy**, said, "The most important part about being within an association is the Trade Show opportunities and the subsequent business directly driven by and from them. Case in point, we were at the UTA Convention in Reno. I ran into many of my old contacts that I had not seen in years."

Learn and Display New Skills

As you volunteer to serve an association, you learn new skills that can very well benefit your career. When you volunteer to head up or be a part of a committee, you are now organizing a larger project that will affect every member in an association. You will have opportunity to put plans in place on a scale that maybe you have never worked at before. When you

volunteer, you will also be reaching out to a larger community of businesses. This will enable you to display your skills to a wider audience than ever before. Your help with workshops, organizing events, heading up a committee, or working on a long-term project, tells others that your skills are valued. Sometimes just that knowledge alone will serve to open doors for you that may have otherwise remained closed.

Make Wider Contacts

UTA member, **Paul Youngkin**, said, "For us the benefit of belonging is that we are able to network with a larger audience. This gives us a platform on which we can showcase our



UTA's Reno Vendor Fair

services. In turn, we grow." Besides interacting with association members, as those members come to know you, they may refer other business your way. Business that, in fact, you may never have had access to before, but the connection brought you that opportunity. **Wendell Strubhar**, UTA Member, said, "I believe the networking opportunities are the most valuable asset of the UTA Convention." Also, as fast as this market is changing you have to have deep contacts to keep up with it. You can't always wait until something is in print, because it may already be outdated by the time it makes it to you.

Next month: Part 2: Share, Influence, and Network

Board News and Views

Hello fellow members. As your Website Committee Chairman, I would like to know how long it has been since you have been to the UTA's website. If you have not been in a while you need to go and see the changes we have been making to it. We are updating the website daily for your benefit and would like input from you, the members, on how we could make it better for you. You will notice on the Home Page we have several links on the top.

The first link on the top is **UTA Tools**. This is where you will find our current affiliates and what they have to offer to every UTA member. Click on their name and go to their websites without having to type anything. The next toolbar is **Newsletters**. Click on that toolbar and view all past and present newsletters. I like this because I'm always losing my mailed copy. Also, this makes it easier to review past issues' educational articles. Everyone should have all new hires

read these past issues starting with whichever issue is most current and going back. If your salespeople are crying in their beer about sales being slow, it is better for them to be clicking and reviewing these issues than playing Solitaire, wouldn't you agree?

The next toolbar is the **Training** Tab. Yes, that is right; I said training! Did you know the UTA has teamed up with the Brooks Group to build the best sales training classes for our UTA members? If not, go see what they are doing. If you go back to the Home Page the next link on the top will be the **Members** tab. Here you can click on the members login. You will be asked for a username and a password. If you do not know it you can email me at **Bobby@uta.org** or **Bwilliams@brucknertruck.com** and I will email it to you. Once in here you will find the **UTA Members Directory** which you can download and save to your computer.

Back on the **Members** tab you will find several helpful members toolbars. Here you also find the **Officers and Committees** toolbar so you can see who you need to email with particular questions or suggestions. If you find you want to volunteer for a certain committee, here is where you will find who is heading that committee. It also has our **Code of Ethics** in the Members toolbar. This is helpful if you have a customer or another dealer asking what the UTA stands for.

The next toolbar will be where you can find the past **Lifetime Achievement Award** winners. Download the LTA application and make your nomination today. This is a very special award. We must have input from our members to know who has made numerous and significant contributions to the used truck industry. Also, if you know of a student that is in need of some financial help we also have the **2009 UTA Jerome Nerman Family Foundation** Scholarship application forms on the website.

Back on the Home Page again, the next toolbar is the **Convention** tab. By clicking this one you can see where the 2009 UTA

Convention is being held and make reservations. I have put a link to Crown Plaza Hotel for our 2009 UTA Convention on the website. The agenda will be posted on the website later this year for your viewing. I will be posting several photos of past conventions on the website sometime later this month.

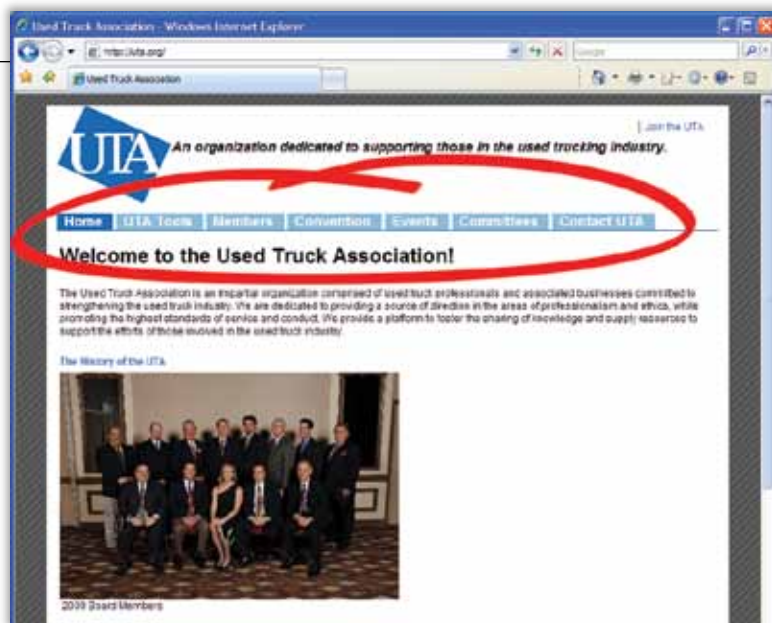
Click on the next toolbar, **Events**, to get all the information on all of our Golf Tournaments. Download the entry form for the 4th Annual Kansas City Open benefiting the UTA Jerome Nerman Family Foundation. Not a golfer? You can still download the form and visit at the reception or help out by sponsoring a hole. It will be held in conjunction with The Truck Blue Book 2009 Conference, so hurry up and get your team together and send in the form. Spots are filling up fast.

The next toolbar on the top will be the **Committee** tab containing photos, names, and contact numbers and emails should you wish to contact any of your 2009 UTA Board Members. The last toolbar on the top of the page is the most important to me. It is the **CONTACT** toolbar. If you or anyone you know needs to contact the UTA and, even after looking all over the site, you do not know who to contact, here you can email the UTA. Someone will try and answer your questions.

Don't forget this valuable resource and member benefit.



Thank you,
Bobby Williams
bobby@uta.org



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Adventures in Exporting

Part 3: How Do I Get Paid?

by Valerie Warga

Editor's Note: After you read the past two issues' Adventures in Exporting installments by Frank Oliveira of Arrow Truck Sales Canada, and decided exporting was for you, you then asked yourself how you could be assured of getting paid. Valerie Warga, Vice President of SunTrust Bank's Global Trade Solutions has provided that information in this month's column. You may direct questions about this subject to Valerie.Warga@SunTrust.com or to editor@uta.org. In the May issue look for the next installment of Adventures in Exporting from Frank.

Various Payment Methods are: (in order of lowest to highest risk)

- Cash in Advance
- Letters of Credit (Sight): Payment is made once shipment arrives at port and upon presentation of documents compliant with the letter of credit
- Letters of Credit (Time): Payment can be made Net 30-180 days after bill of lading date and upon presentation of documents compliant with the letter of credit
- Documentary Collections (Sight): Payment at the time of presentation of the draft. Goods are available to buyer after payment if all ocean bills of lading are included with the documents and after the cargo has arrived. Risk to seller: possible non-payment of the draft. Risk to buyer: has assurance of shipment, but seller may not ship goods as ordered. Must pay to get title to goods. Not recommended for sales on extended terms.
- Documentary Collections (Time): Time draft or documents against acceptance payable at "XX" days (i.e. 30/45/60-per sales agreement) after sight, after bill of lading date, or after invoice date. Time of payment is at a future date. Goods are available to buyer upon acceptance of the draft by the buyer and after the cargo has arrived. Risk to the seller is possible non-payment of the draft and buyer has the cargo. Risk to the buyer is acceptance of draft before getting title to goods and seller may not ship goods as ordered.
- Open Account

Questions to ask before selecting which payment method to use:

- Can my business afford the loss if it is not paid?
- Will extending credit and the possibility of waiting several months for payment still make the sale profitable?
- Can the sale be made only by extending credit?
- How long have the buyers been operating and what is their credit history?
- Has my business sold successfully to the buyer before?
- Are there reasonable alternatives for collecting if the buyer does not pay? In other words, does the buyer's country have the legal and business infrastructure for settling disputes fairly and swiftly?
- If shipment is made but not accepted, can alternative buyers be found?

Risks to Not Receiving Payment:

- Commercial Risk: Any event that prevents your buyer from paying or prevents the seller from delivering the product or service.
- Political Risk: Any event or unforeseen factor not necessarily within the control of the buyer and/or exporter.

How can I mitigate the risk of selling on open account?

- Consider Export Credit Insurance or Letters of Credit



Valerie Warga



intelligenceinsightimpact™

Polk Data Used Truck Sales

Quarter 1, 2008

GVW		Used Trucks
3	↓	35,608
4	↓	9,214
5	↓	5,318
6	↓	10,842
7	↓	9,621
8	↓	53,547

Quarter 2, 2008

GVW		Used Trucks
3	↓	31,566
4	↑	9,218
5	↓	4,850
6	↓	9,812
7	↓	9,161
8	↓	53,309

Quarter 3, 2008

GVW		Used Trucks
3	↑	32,698
4	↓	9,017
5	↑	4,937
6	↑	10,040
7	↑	10,189
8	↓	46,841

Quarter 4, 2008

GVW		Used Trucks
3	↑	33,213
4	↓	8,016
5	↓	4,443
6	↓	9,014
7	↓	8,398
8	↓	40,118

to Face Face with...

Kenny Doonan

Year started in the business: I am second generation. Dad started with a GMC Truck franchise in 1955 when I was five. He added a Peterbilt franchise in 1965 in Great Bend.

What is the very first job you ever had? I had been working around the shop as a parts runner. By the time I was 15 one of my duties was to run the wrecker.

Started in the truck business as a: Parts runner and wrecker driver.

Current Company: Doonan Truck and Equipment of Wichita, Inc.

Current Position: Depends. If the caller is happy, I tell them who I am. If they are unhappy, I tell them I am the janitor.

Are you a dealer principal? Yes.

How many trucks do you estimate you have sold in your lifetime? I personally sold 206 units in 2008. I myself average around 150 per year for 37 years; that would make it around 5500.

Did you ever sell new trucks? Yes. In fact, according to Eddie Walker, I was the first new truck dealer principal to ever attend the UTA convention.

Which brand or brands did you sell? Peterbilt and GMC.

What make, model, and year was the first truck you ever sold and who did you sell it to? I was 16 years old when I made my first sale. It was a new 1966 GMC pickup, maroon and cream colored, ¾-ton GMC with a 4-speed transmission. I sold it to Jim Nichols from Great Bend, Kansas for \$2995. Jim wanted to know if I would take his Dodge truck in on trade. After looking at it I told him, "I'll trade for \$2995 or sell the truck outright to you for \$2995." He took the trade. And I still do business with his son, Max, today.

How many employees are at your location? 46 in Wichita and 46 in Great Bend.

Why did you buy that truck? "Because it was red!" (That truck is The Red Baron. See the December 2008 issue of the UTA Industry Watch.)

What is the best part of selling used trucks? Matching the customer with the truck and the need.

What is the worst part of selling used trucks? Selling one without a warranty.

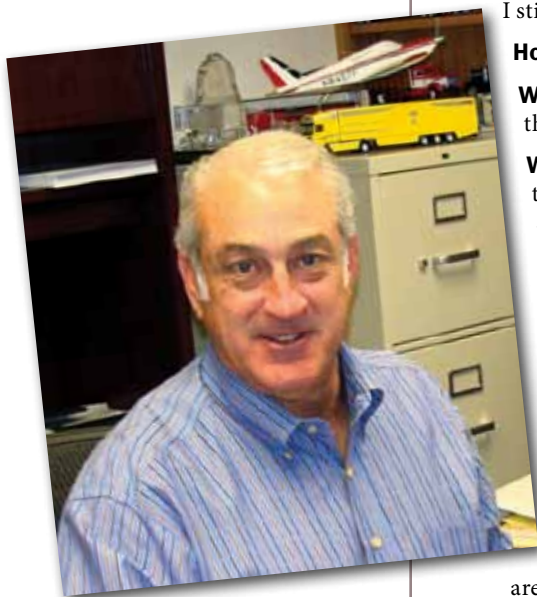
What do you see is the biggest obstacle to your business within the next year? Getting customers with good credit financed because the funding sources we use have dried up for both new and used truck sales.

What are you repeatedly hearing customers say? They are very concerned about this year. I had lunch with a customer who said they are postponing job starts because the amount of work they are doing is slowing down. All of his bob-tailed trucks are sitting right now. Everything is slowing down. I think we should unplug the news so we can get rid of the analysts who analyze the analysts and the experts who sound off about it all. We need to get back to making things happen.

How do you attract customers? The people that survive these next 12 months are going to be the dealerships that are in tune with customer service. Customer service and customer referrals work.

How do you keep customers loyal to you? Let me repeat. Very much hands-on customer service. That means returning calls and following through to make it happen for the customer.

Any last stories/opinions/thoughts? 2009 is going to be tough. We have to pay attention to our businesses and our customers and provide the best possible service and product to our customers and still try to make a profit. ■



Walking the Tightrope: Keeping It Balanced

by Marty Crawford, President UTA

Value Guides

Value guides serve a very important role in the used truck industry. They report trends in the industry and give people who are not directly tied to the volatile value market a solid number to call book value. The day-to-day used truck market, however, is a rollercoaster. Truck values change with fuel prices, freight volumes, seasons, supply and demand, government regulations, and the fear factor. Nobody, and I mean nobody, knows on any given day exactly what a used truck is worth.

Wow. That's pretty scary stuff. What is a Used Truck Manager to do? You have to know your market. You must know the ability of your sales organization and seek advice from other used truck professionals. You should develop your own network of used truck people with whom you feel comfortable talking about truck values. These can be other Used Truck Managers, auction company personnel, wholesalers, or a very experienced salesperson at your dealership or business.

Once you determine that you have the right price for your market, be sure to place time limits, such as 15 or 30 days, on your trade-in, or buy-values. Always ask when the truck will be available. But how do you place values on trades that won't come in for 60 or 90 days, or more? You have to use a rollout. You establish the value today, and deduct the rollout (usually \$500 or \$750 a month) for each month until the truck is ready for you to pick up.

Setting Smart Values

If the value of a truck was all Used Truck Managers had to figure out, we could all live in Florida and do our job over the phone while sitting on the beach watching the sights while enjoying a cold beverage. But that is not how it works. Just as you can misjudge the value of a truck from \$5000 to \$10,000, you can also misjudge the condition by that much as well. You can easily spend \$1500 on rear tires; \$1500 on rear brakes; a few engine oil leaks, another \$1500; oops! the AC doesn't work, another \$750; and clean and detail, \$750. You are now \$6000 from where you started. Bad tires and brakes are easy to see and judge, but what about the transmission or the clutch?

Judging the condition of a truck is one of the toughest jobs a Used Truck Manager has to do. If the truck is still working, the condition

could change before you get it a couple of months from now. This is why you must enforce Trade Terms and Conditions. [Download a copy at www.uta.org. Click on UTA Tools/Free Pamphlets.] You must establish the condition that you expect the truck to be at turn-in. Realize the responsibility of the condition of the truck falls on the Used Truck Manager's shoulders. The first step to enforcing Trade Terms and Conditions is to have the support of the dealership owner, the sales manager, and the salesperson. If you have their support, you can make the rest work.

Shelf Life

The issue with repairs is more than just the cost involved. The key to the used truck business is timing. I often compare new trucks to canned goods and used trucks to fresh fruit. Canned goods have a long shelf life, fresh fruit does not. New trucks are new until they are sold; a used truck is a used truck from the day you get it and the clock is ticking. You must get the truck in, get it ready, and get it sold as soon as possible. Some companies say to do that in 2, some say 3, weeks.

Any more than a few weeks and you are in trouble. You will need support from the owner or manager and the cooperation of the service manager to get this done. They have the ability to make your life miserable. I suggest you meet with your service manager and discuss how best to work with his schedule. At the very least, repair safety items and cosmetic items and clean the truck up. You can sell around some of the other items if you have to.

Marketing

Marketing is more than just advertising. Marketing is showing the best of what you have to offer. Market the truck, market the service, and market the support your dealership offers. If you are an independent dealer and do not offer service, market your



expertise in reconditioning a truck or finding the right spec's; or maybe you specialize in day cabs or "Big Rides". Market the truck and market you. Clean your trucks up and park them together, lined up and in a way so customers know they are used and they are for sale. Pick advertising that targets the equipment and clientele you serve. At your dealership, place signs around the dealership so customers can find the used truck department.

Dealer Support

I cannot emphasize this enough. Dealer support is the thread that ties all of these together. Without dealer support, you are fighting a losing battle. The used truck is a vital part of most new truck sales and practically all new fleet sales. The more trucks dealer sells, the more he needs someone to pay attention to the used trucks side of the business or else the financial hole just keeps getting deeper.

The dealer must have trust and faith in the Used Truck Manager's ability to price trucks, apply Trade Terms and Conditions, get the trucks ready for sale, and market the trucks for top dollar. Because of the volatile nature of used trucks, these abilities are more art than science. Maybe not every decision can be quantified, but experience counts. **Trust your Used Truck Manager and let him do his job so you can make more profit.** ■

ASK PAUL

Your  Tough HR Questions Answered

Question: Hey, Paul, last month you told me all about what I needed to have in my employees' files. We have been working hard around here getting into compliance and I sure do appreciate your help. However, we don't have a lot of room for all the file cabinets and stuff. So, my staff and I have decided we are going to go all electronic. Any hints as to how we should go about this?

Answer: Yes, I do have some hints. And thank you for asking, by the way. It always makes me feel good to see employers who take the time to do this job correctly. Last month we talked about the need to have proper employee records. While most employers keep paper back-up copies, more and more employers prefer paperless files; that is, electronic records. Not a bad idea. The positives include fewer file cabinets, less access to public, paper files can still be generated when needed, and, as long as you can get to a computer, you can view them 24/7.

Data security should be maintained by frequent onsite backup. Your company should also have a disaster recovery program that provides for offsite storage of all company data including financials and employee electronic records in a remote protected location in the event your principal worksite suffers catastrophic damage from flood, fire, tornado, hurricane, earthquake, a plane landing on it, or some other thoroughly destructive event. That is only smart. There are many companies who provide this type of service; some more expensive than others. Google key words *remote data file storage* and you will have a pile of links to those who provide this service.

Data access should be restricted to authorized personnel and protected by password-enabled and encrypted software. Authorized individuals should be provided with private workstations or offices so other employees can't easily see private information on computer screens. To facilitate restriction of access, different kinds of records—personnel records, employment tests, medical records—should be stored in separate electronic databases, access to each of which is controlled separately.

Data retention policies must take into account state and federal government requirements for the minimum amount of time various records must be kept available for

inspection. Next month we will talk about these requirements. In the meantime, **if you have deep pockets and lots of time**, ignore the above security measures and you will be hearing from an attorney for an unhappy employee, and rightly so. If you allow Lucy A. Goosey or Willy O. Nilly to broadcast your PIN or security codes to everybody or put them on a Post-it® Note hanging on the office wall where all can see, that is just like giving them the keys to the file cabinets or your desk drawer. Safe and sound is the best bet here. ■

Do you have a tough HR question you would like Paul Youngkin (UTA member; paul.youngkin@gevity.com) to answer? Then send it to editor@uta.org

The deadline for
**LIFETIME
ACHIEVEMENT
AWARD**
nominations
is July 24!



Who will it be?
Only you can tell us.
Send in your nominations.



Coming Next Issue:



History and fun sites of
San Antonio, Texas
the host city for the
10th Annual UTA Convention

Quintessential Quote

“When people are free to do as they please, they usually imitate each other.”

ERIC HOFFER

Defeat the Down-Market Blues

by Don Baldwin

Do you want to be your customer's "Go-To Guy" that they trust and depend upon and come back to over and over? Then never, ever stop learning about your product and everything that goes on it, including tires. Tires? Yes. The wrong tire can make or break your customer's business. When you educate yourself about the tires that best fit your customers' applications, and you share with them what you have learned, then you become that "Go-To Guy" they trust. Give them accurate and up-to-date information that benefits them. Now more than ever, this type of thinking is important to your financial success.

New Class 8 truck sales are down, and industry analysts are forecasting 2009 sales to be down at least 6 percent compared to 2008. With the current credit crunch, drivers may not be able to qualify for a new truck loan. These two issues present an opportunity for used truck dealers. By knowing the value of the features on the truck and focusing on those, used truck dealers can increase the movement they see on their lot and the sales price of the trucks they move. Tires affect the value of a used truck in three major ways. By understanding these basics, any used truck salesperson can improve their chances of moving that truck off the lot.

"Dude. I like your tires."

Everybody wants to be noticed for something. How tires look affects the potential buyer. Research has shown that one third of drivers are attracted to big, beefy, lug-type tread patterns because of the perceived traction performance. The remaining two thirds are attracted to closed-shoulder tires because of the perceived improvement in handling and fuel economy. In either case, knowing what the buyer is looking for can make a difference. Wide single tires are also visually different and potential buyers will take notice. They come in both beefy, open shoulder tread designs as well as closed shoulder tread designs. Knowing and selling the value that wide single tires bring to the truck can make the difference in whether the buyer perceives the tires as a positive or a negative. When you understand the "street-cred" tires carry in your customer's mind, then you will begin to see a difference in your bottom line.

"But, Dude. How do they perform?"

Street-cred based on looks only goes so far, though. Therefore, **performance** is key and

must be the foundation upon which tires rest. It is not unreasonable for a driver to want great traction. "Will my tires hold the road no matter what I am driving on?" is a real concern. Deep tread depths and increased siping typically provide better traction and wear but may not be as good in fuel efficiency. Shallower tread depths and more rib-like tread designs may be the best for fuel efficiency but might not work as well for trucks operating in snow or ice. Rolling resistance, tread designs, and tread compounds vary significantly by tire type and brand providing a wide range of factors affecting fuel economy.

Every tire manufacturer of every brand has information that will help you educate yourself about this topic. When you do the research and ask the specific questions on your customers' minds, you will identify the tires best suited to bring maximum value to your customer.

"Not bad. But, Dude, how do these affect your CPM?"

Drivers keep track of how each component of their operation affects the most basic financial indicator—the **cost per mile**. About one third of fuel costs are due to the tires and affect the CPM calculation and ultimately the driver's bottom line. Replacement cost, emergency road service and repair, retreadability and more are also factors in tire choice. Drivers may plan and budget for downtime, but it always happens at the worst time. Some drivers are eliminating the inside dual and going to a wide single tire application because they feel it makes it easier to keep an eye on pressure and tire condition and reduces the rate of flat tires. This solution may not work for everyone, but learn about it and talk with your customer. One of the barriers for some drivers to switch to weight-saving, fuel-efficient wide single tires, is the initial conversion. Remember, you are the "Go-To Guy". Give them clear and practical information.

Retreading tires can also be a good way to reduce costs, while still providing all of the performance characteristics of a new tire. It's not necessarily a negative to buy or sell a truck with retreads; it depends on the manufacturer of the treads and the shop doing the work. Knowing the good retreads from the bad can make the difference in a sale.



Tire with open shoulder and traction-enhancing sipes



Tire with closed shoulder and blocks

Finally

The current times are indeed difficult ones in which to sell used trucks, but opportunities to make a sale still exist and the used truck market is going to grow. Understanding and communicating the effects of tires on the value of a truck can make the difference in what happens to that truck. Knowing which tires provide the best traction, wear and fuel efficiency will make a big difference in the perceived value of the truck. So sell the value, and then watch the truck drive away and defeat the down-market blues. ■



Don Baldwin

[Editor's Note: Don Baldwin is Product Marketing Manager for UTA member Michelin North America and was a workshop presenter and knowledge source at the 2008 UTA Convention in Reno. Questions or comments on this subject may be directed to don.baldwin@us.michelin.com or to editor@uta.org.]



Inspect What You Expect

Part 3: What is Included in a Good Used Truck Inspection?

by George Barnett

A truck inspection can be as detailed as you want to get. Some may be tempted to take shortcuts due to time or financial considerations but this often leads to purchasing trucks with significant deficiencies. Therefore, let me recommend the most important components in any inspection.

Diesel Technicians

If you really want to know the condition of the truck, it is critical that a well-trained diesel technician perform the inspection. Many salesmen and buyers inspect trucks, but if they do not have a mechanical background and have up-to-date knowledge, there is a good chance they will miss some major reconditioning items.

Mileage Verification

In today's engines the mileage on the odometer can be verified by reading the mileage off the computers. This requires special equipment and software and should be part of any inspection.

Front Ends

The front end of the truck should be raised on every inspection to check for kingpin and other front-end wear. Defective front ends will cause premature wear on a vehicle's tires, an expense today's truckers can ill afford.

Review of Operations

All major and minor operations of the truck that can be checked should be, from the engine and clutch to the wipers and fog lights. This is the only way to know the true condition of the vehicle.

Oil Analysis

An oil analysis can indicate potential problems with the engine.

Oil Leak Detection

Examine the truck for engine and transmission oil leaks as well as other leaking fluids. While most trucking professionals can identify obvious oil leaks, it takes a trained diesel technician to diagnose the leak and to also look for warning signs when an engine has been steam cleaned.

Clutch Problems

Every inspection should include starting the truck and moving it to see if the clutch has any reportable wear in it. ■



George Barnett

[Editor's Note: George Barnett is president of Truck Remarketing Services. Send comments on or questions about this article to editor@uta.org or to George at info@truckremark.com. www.truckremark.com. Barnett is a previous contributor to the UTA *Industry Watch*.]

Industry News Briefs

Eaton Corporation Assists Fleets in Grant Applications

KALAMAZOO, MI • Diversified industrial manufacturer **Eaton Corporation** announces it has established a program to assist diesel truck fleet owners in applying for the \$156 million in grants for diesel hybrid trucks that are available under the American Recovery and Reinvestment Act (ARRA). Under the Environmental Protection Agency's (EPA) related Diesel Emission Reduction Act (DERA), funding is available through ARRA for up to 25 percent of the cost of a new hybrid truck. Fleets are able to purchase multiple trucks. An existing diesel truck has to be taken out of service for each new hybrid truck that is purchased.

"This program is a unique opportunity for fleets to dramatically reduce vehicle emissions and fuel consumption while shortening their payback period for an investment in hybrid power," said **Dontia Warren**, market development manager for Eaton's Hybrid Power business unit. "This is a significant investment by the U.S. Government to help offset the initial costs of these clean vehicle solutions. Eaton has been working with industry experts and non-profit stakeholders to help fleet owners complete grant applications to apply for funding for new hybrid trucks." For more information contact Don Alles 269-342-3311 or at DonAlles1@Eaton.com.



Volvo Trucks to Help America's Road Team Deliver Its Message With a VN780

The Captains of America's Road Team, the roving ambassadors of the U.S. trucking industry, now have a Volvo VN780 at their disposal to help deliver important news about the trucking industry and highway safety. Volvo Trucks North America presented the tractor to the American Trucking Associations today at the Mid-America Trucking Show in Louisville, Kentucky.

The Volvo VN780 will be driven by the Road Team Captains as they transport the new ATA Image Trailer, which is outfitted as a mobile educational and promotional tool for the trucking industry. "Volvo Trucks' sponsorship of America's Road Team and our presentation of this truck for the Road Team's use demonstrate our deep commitment to safety, a commitment we share with ATA," said **Scott Kress**, Senior Vice President, Sales and Marketing. "It is our hope this tractor will help ATA and the Road Team Captains communicate vital information in support of the trucking industry to the many audiences we want to reach. And, of course, the Captains will arrive in style and comfort."



"Having a dedicated Volvo tractor to pull the new highly-visible ATA Image Trailer will allow the America's Road Team Captains to travel across the country to share the industry's message of safety, essentiality and sustainability," said ATA President and CEO **Bill Graves**. "With the support of Volvo Trucks North America, the new tractor-trailer is another tool for us to use in our advocacy and outreach efforts. Watch for the Captains traveling across the nation - from capitol steps to community events and everywhere in between." ■

File Cabinet

NTEA Names New Board of Trustees

FARMINGTON HILLS, MI • The **National Truck Equipment Association (NTEA)**, the premier association supporting the commercial truck and transportation equipment industry, recently announced the election of three new members to the NTEA Board of Trustees. Three new Distributor Trustees were elected: **Steve Hayes**, General Manager of **Layton Truck Equipment** (Colorado Springs, CO); **Shawn Jacobs**, President of **STS Trailer & Truck Equipment** (Syracuse, NY); and **Richard Sippola**, President of **Carnegie Body Co.** (Cleveland, OH).



Seated in front row (L-R): Executive Director and Secretary Jim Carney, Second Vice President Spencer Hinson, President Andrew L. Outcalt, First Vice President Allen Birmingham, Third Vice President Steven Sill; standing (L-R): Trustees Bobby Horton, Richard Sippola, Blake Murray, Frank Livas, David Gilpatrick, Steve Hayes, Jim Radous, Shawn Jacobs.



Outcalt Installed As 45th President Of NTEA

FARMINGTON HILLS, MI • **Andrew L. Outcalt**, (pictured left) President of Meyer Products and Swenson Spreader (Cleveland, OH), was installed as the **45th President of the National Truck Equipment Association**. Outcalt accepted the gavel from immediate Past President Dennis Jones, (pictured right) Vice President of Sales & Marketing for Auto Truck Group (Bensenville, IL). When asked about his newest undertaking with the NTEA, Outcalt replied, "I am very excited about this opportunity. I embrace the challenge, and I look forward to serving the NTEA's membership during these unprecedented economic times. My goal will be to enhance the Association's current programs and develop new offerings and services that will provide added value to all NTEA members."

President Obama Previews First Plug-In Hybrid Electric Utility Truck System Developed By Eaton And EPRI For Southern California Edison

President Barack Obama and Edison International CEO **Ted Craver** tour the company's Electric Vehicle Technical Center in Pomona, CA. The plug-in hybrid truck is the first of five "boom and bucket" trucks based on a Ford F-550 chassis that will be provided by Eaton, EPRI and Ford to public and private utility fleets in the United States for use and evaluation. (Photo: Business Wire) ■



The Road from Reno...



LEADS TO **San Antonio**

“Singing a New Tune”

LOUISVILLE, KY – Due to a severe back injury suffered in 2000 during survival school parachute training, truck driver and U.S. Air Force veteran **Dennis Lott** was forced to stop driving trucks. But now that he has won **Arrow Truck Sales’** second annual “**Back on the Road**” contest, he is able to get back to his second career, as a truck driver; a career he also loves. He received a 2006 Volvo VNL 670 powered by a D-12 465 hp engine from Volvo Trucks North America along with a one-year work agreement with Coralville, IA-based truckload carrier Heartland Express, among other gifts.

Lott is overjoyed to be getting a fresh start behind the wheel of a big rig again. “What a dream come true this is for me,” he told **FleetOwner**. “I’ve been off the road for several years and it’ll be good to get back.” Country music singer **Aaron Tippin** anchored the award ceremony, helping present the keys to Lott’s new truck. “When I was a driver, we had nothing like this contest,” Tippin said. “Dennis is a genuine person, whose commitment to his country and the trucking profession is inspiring. This is the start of a great journey for him and I know he’ll represent the trucking industry with great pride.”

Carl Heikel, President and CEO, Arrow Truck Sales, said the “Back on the Road” contest is an important part of the company’s strategy to reach out and support its core customer base of owner-operators. “We do our primary business with them – we sell 10,000 trucks a year to them. They are our core customers and we felt what better way to show our support for them than to give a deserving owner-operator that’s fallen on tough times a way to get back on the road. Helping them is the best thing we can do.”

Along with the tractor and work contract, Lott received: a custom truck paint job and graphics courtesy of Dickinson Fleet Services; X One wide-base tires courtesy of Michelin; a TriPac auxiliary power unit courtesy of Thermo King; monthly \$500 fuel cards courtesy of Pilot Travel



From left to right: Mike Koogler from Heartland Express; Matt Kelly, executive director of sales for Volvo; Dave Nemo, Sirius XM satellite radio personality; Aaron Tippin, Marsha and Dennis Lott; and Carl Heikel, President and CEO, Arrow Truck Sales.

Centers; one year’s worth of filter products courtesy of Genuine Volvo Parts; one year’s worth of oil changes courtesy of Chevron; business consulting tools courtesy of ATBS; insurance provided by the Owner Operator Independent Drivers Association (OOIDA); a 3-year / 300K mile warranty from National Truck Protection, Inc.; truck accessories and fenders courtesy of Minimizer Products. ■
(Picture and content by Sean Kilcarr, FleetOwner)

Last Notes

Nature, nurture, and free will. Simple words. Complicated subjects. Just in time to write this month’s column, I finished *You Can Read a Face Like a Book*, by Naomi R. Tickle. As we learned last month, the four personality foundational types are rooted in genetics. Face, head, and eye shapes as they indicate personality are also rooted in genetics. In other words, fine hair does not make one highly sensitive, but those who are highly sensitive overwhelmingly have fine hair. Thus the correlation between hair type and sensitivity levels. Yes, there are exceptions to every rule; but that is what makes the rules so dependable.

Oftentimes, well meaning parents, friends, and teachers make career suggestions that are simply not a match with a student, sometimes veering them off track for many years. Face Language, the relationship between facial structure and personality, identifies innate abilities and talents. It



then matches these abilities to careers that need these skills. In simple words it connects the dots. Our face is a piece of the human blueprint. When we engage in a career or any activity that we feel passionate about, we live a more fulfilled life. Why spend years going in the wrong direction when such a basic approach helps you find your path?

The number of people now in forced career transition or simply looking for a new career direction before change is thrust upon them is growing. This approach will help them explore other areas that perhaps they had not thought of or possibly can reconnect them with the path they should have followed years ago. More and more job seekers will come knocking. This tool is just one more way to help employers identify the right person and place them in the best position and allow employees to avoid what will be wrong for them.

Are you in a job or career transition? Are you an employer? I suggest you find and devour a copy of this book; check one out at the lending library or purchase one at your neighborhood book store. The time you spend on this simple system will yield amazing insights well worth your time.

The year is one-fourth over, gone, under our belts, vanished. What are your year-long projections looking like? Pretty slim, huh? Remember, though, folks, it is going to get better. It is. It will. Work on improving your processes now, and when it comes to blow-and-go time again, you will be poised to take advantage of the market upswing. Let’s get to it, guys and gals.



Sincerely,
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