

Lee Chapin's Bio for LTA 2018

Lee Chapin's used truck career started in 1985 when he was released from prison. He was caught one last time robbing homes in the Lincoln Nebraska area. He actually got caught robbing the home of Tom and Rhonda Peed in Lincoln Nebraska. The Peed Family was moving their printing business from Webster City Iowa, when Lee broke into their new Lincoln home believing that there was no one home. Lee was found naked and sloshed with only a pair of leather chaps on laying on their new couch ass-up with a bottle of Tito's. Instead of prosecuting Lee; both Tom and Rhonda Peed hired Lee to be the lawn and pool boy around their new house. They provided Lee a shed to live in that was in the backyard without heat or air conditioning. As their magazine grew in popularity Lee became the printing press maintenance man and graduated to a full pressman by 1985. With some of his habits curbed he took over the as the sales manager for the Truck Paper. Thirty three years later Lee is now working for Tom and Rhonda's oldest son Shawn Peed as the National sales manager of Truck Paper and truckpaper.com while still living in the same shed.

In 1985 Truck Paper was a five region weekly newspaper with just over 150 pages today Truck Paper has nine weekly magazine editions with over 1500 pages and 135,000 trucks and trailers for sale on truckpaper.com. When Lee started he worked for the company for one week and then hit the road to represent Truck Paper at the 1985 Southwest Truck show in San Antonio TX followed up by another week on the road calling on truck and trailer dealers in Houston TX. After two weeks going door to door Lee had one lone ad to show for his efforts and a bruised ego and yet stayed out of jail.

Lee went out on his own for a while and rolled out the nationwide edition of The Bull Rider Paper and made The Bull Rider Paper nationwide in 1989. He also setup in 1985 The Bull Rider Paper's first bulk distributions locations at Sapp Brothers in Omaha Nebraska. In the late 1980's Lee changed the name of the magazine to Humps N Horns and went worldwide. Lee has also posed in one of the centerfolds with a herd of bulls dressed only in his chaps mounted on his favorite bull. Some say his magazine became so successful because of all of Lee' Bull.

Early in the 1990's Lee turned his attention back to the class 8 truck market and after attending used truck meetings across the country Lee knew that used truck dealers needed an opportunity to meet and talk with each other so in 1996 Truck Paper held the first Truck Paper dealer forum in Atlanta Georgia. While in Atlanta Lee once again attended the Cobb County Rodeo and fell in love with a dwarf rodeo clown named Flint. Lee quickly finished up the Atlanta forum with the following people. Here's few names from the first Truck Paper dealer forum Wayne King, Peach State Ford, Jim Sundry Nalley Motors, G. L. Barrow Atlanta Freightliner, Ron Corley Americtruck, Keith Bogh Eagle Truck Sales, Gary Conleay Freightliner of Knoxville, Ron Creager, Music City, David Horton, Crook Motor, Steve and Terry Crouse, Pete of Central Florida, and Joe Nacarato, Nacarato Volvo and GMC.

Later on in the 1999 Flint dumped Lee and stole his set of chaps and returned to Lincoln, living on the streets of Avenue P homeless and drunk. Lee met a man named Jerry who paid for his membership at the National Used Truck Association NUTA the organization that helped start the UTA. Lee served on the UTA board of directors pretty much sober 2001 -2003, chaired the education committee, served on the

convention committee, EMCEE for the UTA convention, was UTA Vendor of the Year in 2012 and wrote one of our first white papers Importing and Exporting with Confidence. By far the best thing Lee did for the UTA was let the membership committee have a recruitment table at the Truck Paper dealer forums which helped get the UTA membership get off the ground.

No one knew what the internet was going to do to our business but Truck Paper was a leader in helping teach dealers how trucks and trailers could be advertised and sold off the internet. We all learned together how to change over from print photos to digital photos and selling customer's off the internet vs. face to face.

In Lee's thirty three years in and out of the rodeo/used truck business; Truck Paper and the internet have become second nature and the UTA Annual Convention proves having a personal relationship is still the way we do business.