Driven to Distraction at Work

Tips for dealing with screen addiction

In last month’s Industry Watch we discussed a problem you’re probably familiar with—screen addiction. Whether or not too much smartphone/Internet/TV time, etc., is personally a problem for you, your partner, or your children, undoubtedly it’s a growing concern in our society. In our own industry, we know that texting and emailing can cause distracted driving among truck drivers.

Screen addiction is just one of many distractions that can cause us to lose focus at work. But it’s right there near the top. Fortunately, it’s already a topic of study for social scientists, psychiatrists, and other academics. In his new book, Driven to Distraction at Work: How to Focus and Be More Productive, Edward M. Hallowell, MD, covers screen addiction and other time wasters, and what to do about them. In this month’s excerpt, Dr. Hallowell provides some ideas for dealing with screen addiction in particular.

10 Tips for Reducing Screen Sucking
by Edward M. Hallowell, MD

1. Honestly assess how much time you spend on electronics every day. Most people grossly underestimate this figure. If you can, keep a record of use of electronic devices, an RUED. Just jot down when you log on and off, or record your on and off times in a voice memo.

2. Based on your RUED or estimated RUED, gauge where you could cut back. Don’t say you can’t cut back. You can. This is likely your largest or nearly largest waste of time, so don’t squander a good chance to reclaim the time you’ve surrendered.

3. Create pockets in your day reserved for screen time. A half hour in the morning, a half hour in the afternoon—whatever works for you. Outside those pockets, turn it off. Have an assistant notify you if you are urgently needed. Make your coworkers and customers aware that you may not be available at all times.

4. Turn off your devices during social engagements, like luncheons and coffee breaks.

5. When you get bored, don’t use your electronic device like a binky. Do something more productive when you are bored. Read an article you’ve been meaning to read. Or call an associate you’ve been meaning to contact. Or write the difficult memo you’ve been putting off.

6. Avoid addictive or habit-forming websites and games. You know which ones they are for you. Once you get out of the habit of visiting them, they will fade into the oblivion they ought to occupy.

7. Encourage your group or division where you work to collaborate on creating an e-mail policy: when to send messages, when not to; what’s the expected turnaround time for an e-mail; how lengthy an e-mail should be before it becomes onerous to read, and so forth.

8. Make judicious use of the human moment, that is, face-to-face communication. While more expensive and cumbersome, human moments are infinitely richer and more powerful than electronic moments.

9. Measure and monitor your progress. The more progress you make, the more motivated you’ll feel to continue to cut back on screen sucking. Monitor not only the time you save, but also the increase in the volume and quality of your work that you will most assuredly enjoy.

Reprinted by permission of Harvard Business Review Press. Excerpted and adapted from Driven to Distraction at Work: How to Focus and Be More Productive. Copyright 2015 Edward M. Hallowell, MD. All rights reserved.
Board News and Views

Medium Duty Madness

Hello fellow Used Truck Association (UTA) members. I’m the Medium Duty Committee Chairperson. As I write this Board News & Views article for March, the Super Bowl is over (anyone else think they should have run the ball?), and the focus is on college basketball. Ah yes, “March Madness”. Whether you’re personally a basketball fan or not, many UTA members will be playing basketball bracket pools, or just settling down at night to watch a few games. Who are you picking? Who do you think will win it all?

I’ve learned that some medium duty dealers don’t want to make the transition to EPA10 emission units yet. We all liked the way things were before. Perhaps we have become complacent. Pre-emissions (EPA07) units have been around for a while, and we all know them well. Some change is good, some bad, but I say for sure that change is now upon us. Yes, most of us still have the choice to buy and sell pre-emission trucks. But imagine if you had no choice, and had to quickly learn all about emission trucks.

That was the case with California’s truck dealers and retail customers just a few years ago. They had very little time to prepare and had to jump into emission trucks without much time to get ready. It’s true that pre-emission trucks are cheaper to operate and repair. We didn’t have to deal with diesel particulate filters, a seventh injector, or engine warning lights that could cost us upwards of $5000 or more.

It seems everyone wants to buy low-mileage pre-emission trucks. GOOD LUCK! There are some units still out there, but how much are we willing to spend for them? It seems to me that we need to accept higher mile pre-emission trucks, or dive head first into the 2008 units and newer.

I believe that education is key! We need to educate ourselves, the drivers, and our customers on these units. The change is happening, and like it or not we will have to embrace it and make the mental adaption too. Some dealers are willing to pay more money for 2007’s than emission vehicles because they fear the unknown. Yes, it may help to get service records for an idea of what’s been done on on a given truck so you know how it was taken care of. But we all know that is sometimes difficult. Snap test are suppose to help us determine if a filter needs to be changed. But I have had people do snap test and discover the vehicle still needs a new DPF filter.

So as you can see from my rambling, new emissions are adding some madness to the world of medium duty trucks. Please join us in November at the UTA Convention for more news and updates on medium duty commercial trucks.

Thank you,

Amy Shahan
Bayshore Ford Truck Sales, Inc.
UTA Board Member
Amy@uta.org
It’s always a treat to welcome new members to the Used Truck Association. Each month we profile our new members in this newsletter. New members have the opportunity to complete a bio and send a photo so our current members can learn more about you. We hope to learn not just how to reach you, but what you enjoy about the work you do, why you joined the UTA, and what gets your gears going as a person. So please return your questionnaire so your fellow UTA members can get to know you!

If you’d like a copy of the new member brochure handed out at the convention, please contact David Grace at davidgrace@charter.net, or 770-389-6528 ext. 404.

New Members

**Nick Bionda, Sales Director**  
Second City Leasing, LLC  
3351 W. Addison  
Chicago, IL 60618  
www.secondcityleasing.com  
(312) 433-9477 (w)  
(312) 881-3308 (c)  
nbionda@secondcityleasing.com

Nick began with Second City Leasing in 2012; his job there is his first in the industry.

Asked what he likes best about his job he told us he’s a big advocate of small businesses. “I get to help those people every single day grow their business whether it’s a trucking company or a truck dealer.”

Were he to leave trucking Nick could also see himself in commercial real estate. He says he’s always loved real estate as a business, “and in the commercial world the element of creative financing prevails and I feel I would do very well with that,” Nick said.

Other interests? “I love to fish,” Nick said. “I also love to ski (snow) when time permits, and was an instructor when I was younger. My wife Traci and I have three kids, Zak (21), Demi (19) and Colin (14). The boys have taken to snowboarding, and Demi joins us every now and then. Traci however would never be caught dead playing in the cold! (We hear you Traci. As we write this it’s about 10 degrees outside!)”

**Keith Halvorson, Sales Manager**  
Kordell Truck and Trailer Sales  
16868 West Ridge Lane  
Dubuque, IA 52003  
www.kordelltrucksales.com  
(563) 587-8500 (w)  
keithhalvorson@kordelltrucksales.com

Back in 1982, when Keith started in the business, he worked as a driver for Midwest Coast Transport (MCT). “It made my Mom cry,” he told us. She was upset because Keith was starting out in trucking even though he had a business degree.

But Keith says he “had a blast” driving a Kenworth Glider kit with a 350 Cat, and 9 speed with a crawl-in sleeper. It was “an amazing experience and fun way to see the lower 48 states! Plus we made great money!”

UTA training opportunities grow each year, and Keith is looking forward to our sales management training, and gaining advice about coaching his sales team. “Sales management is the perfect place to help our business grow and thrive by building the proper foundation for customer expectations and satisfaction!, he said.

It’s not just trucks that call to Keith. Cattle does too. He’s always liked feeding cattle and stock cows on his family’s operation. Why? “Because it was always fun to see the cattle or cows so eager to see me coming with the feed wagon and it never seemed like ‘work’ because we all were dependent on each other and every day was rewarding.”

Other interests include the Sturgis Motorcycle Rally, which Keith has been to every year since 1977. He also likes building cabinets and enjoys home remodeling projects.

Signing off, Keith said he’s “excited to grow in and with the trucking industry and learn all I can!”

**Al Kelly, National Specialty Rep.**  
(Heavy Duty Truck and Equipment, RV, Powersports, Motorcycles, and Marine)  
ADESA Specialty Auctions  
11600 Fruehauf Drive  
Charlotte, NC 28273  
www.adesarigs.com  
(704) 405-5778 (w)  
al.kelly@adesa.com

First off, Al is the winner of our annual contest for the longest job title!

He began in the business in 1994, as a delivery driver for a cabinet distribution company. Al’s UTA membership, he hopes, will provide him with additional trucking knowledge, contacts, friends, and mentors.

Al enjoys the problem-solving challenges that come with his job. “As much as I want everything to work like it should nothing makes me happier then to be presented with an issue and figuring it out,” he said.

Given his analytical mind it’s no wonder that Al would gravitate toward engineering, should he ever leave trucking. He wants to know how and why things work and how can they be improved.

Al has many interests outside of work...way too many to list, he said. “You name it and I am most likely interested.”

**Susan Koehler**  
TruckLocate.com  
2883 Oakview Drive NE  
Rochester, MN 55906  
(507) 206-3291 (w)  
UTA@TruckLocate.com

**Aaron McCann**  
Snider Fleet Solutions  
200 E. Meadowview Road  
Greensboro, NC 27407  
www.sniderfleet.com  
(800) 528-2840 (w)  
amccann@sniderfleet.com

New Members continued on page 4
New Members continued on from page 3

Rob Nusca, Sales Manager
True North Truck
68 Blossomfield Crescent
Cambridge ON N1S 0A5
www.truenorthtruck.ca
(289) 259-6054 (w)
rob@truenorthtruck.ca

Cora O’Connor, Account Manager
River Valley Capital Corporation
14868 West Ridge Lane
Dubuque, IA 52003
www.rivervalleycapital.com
(563) 584-9800 (w)
cora@rivervalleycapital.com

Pat O’Connor
Insurance Auto Auctions, Inc.
1034 N Gaucho Cir
Deltona, FL 32725
(708) 492-7000 (w)
dpetty@sniderfleet.com

Kim Olson, Finance Sales Manager
River Valley Capital Corporation
14868 West Ridge Lane, Suite 200
Dubuque, IA 52003
www.rivervalleycapital.com
(563) 584-9801 (w)
kimolson@rivervalleycapital.com

Gustavo Orozco, Used Truck Sales Representative
Rush Enterprises
P.O. Box 34630
San Antonio, TX 78265
www.rushenterprises.com
(800) 873-8372 (w)
orozcog@rushenterprises.com

David Petty, Sales
Snider Fleet Solutions
200 E. Meadowview Road
Greensboro, NC 27407
www.sniderfleet.com
(800) 528-2840 (w)
dpetty@snidertire.com

Grant L. Shaner, Vice President
Country Truck Sales, Inc.
14377 State Route 116
Saint Marys, OH 45885
www.countrytrucksales.com
(419) 394-7178 (w)
(419) 394-3661 (c)
grant@countrytrucksales.com

Joey Smith, Truck Sales
Gulf Coast Truck & Equipment
2260 Halls Mill Road
Mobile, AL 36606
www.gulfcoasttruck.com
(251) 510-4330 (w)
(251) 476-3879 (c)
jsmith@gulfcoasttruck.com

As writers, we appreciated Kim’s response when asked what she could envision herself doing outside of transportation. “Transportation is all I’ve done and I love every part of this industry,” she explained. “But, if I had to choose a different career path, I would probably work at a publishing company. Reading is my other passion so being able to be a part of that process would be enjoyable for me.”

Outside of work, Kim is an outdoor girl who loves to go hiking, camping, explore our national and state parks, go four wheeling, and more. She’s recently relocated and plans to give trout fishing a try. “Living in the Midwest, you need to take advantage of the nice weather and get outside while you can,” she said.

Kim is also a huge Green Bay Packers and Milwaukee Brewers fan. “The best part of growing up in NE Wisconsin was going to at least one Packers game a year,” Kim told us.

“Meeting different types of customers,” is what Joey finds especially interesting about his job now. And although he’s been in trucking for over 40 years, he still really enjoys it. “I honestly can’t think of anything else I’d rather be doing,” he told us.

In closing, Grant said one of the greatest strengths he sees in the UTA is the willingness of fellow UTA members to look out for and help each other in times of need.

While many of us were waiting in those long lines at the gas pumps in 1973, that was also the year that Joey started in trucking. His first job was inside parts sales. “Meeting different types of customers,” is what Joey finds especially interesting about his job now. And although he’s been in trucking for over 40 years, he still really enjoys it. “I honestly can’t think of anything else I’d rather be doing,” he told us.

That’s not to say he doesn’t have other interests, as he loves to hunt and fish!
Alan Strickler, Used Truck Sales Manager
Harrison's Truck Centers
3601 Adventureland Drive
Altoona, IA 50009
www.htctrucks.com
(515) 967-3500 (w)
(515) 967-7850 (c)
alan.strickler@htctrucks.com

The year 1969 will be remembered for many things including the Woodstock music festival. For Alan Strickler though it was the year he began in the truck business, selling Ford trucks and parts at a dealership in Iowa.

A UTA member for several years, Alan’s maintained his membership at his new employer, Harrison’s Truck Centers. He really enjoys the networking and new friendships that come with UTA membership. Asked about the best part of the job he has now, Alan said he does a lot of wholesaling and enjoys the fast pace.

If after all these years Alan were to leave the truck business he could see himself in the collector and classic cars business. “I love them all,” he told us.

Something others may not know about Alan is that he has two hot rods, a 1956 Ford F100 big back window pickup, and a 1957 Ford Custom 2 dr. He’s been married for 44 years, and has two married sons, three grandchildren, and another grandchild on the way!

His concluding advice? “Be active members, get involved!”

Andy Warnstaff, Mid-Atlantic Sales Director
Premium 2000 Plus Warranty
190 Charlois Blvd, 200B
Winston-Salem, NC 27013
www.premium2000.com
(704) 763-1411 (w)
andy@premium2000.com

Andy impressed us with his quick rise in the industry. It was just 2008 that he began as a fuel tanker driver. Now he’s Sales Director for the entire mid-Atlantic region for his company.

If you love trucking, which we’re betting you do, you’ll find Andy a kindred spirit. He’s joined the UTA “hoping to develop networking relationships with those of a like mind who enjoy this industry and love to see it grow as a backbone to this country.”

Asked what he likes best about his job he had no trouble coming up with an answer. “I like the ability to get out and meet the folks,” he said. “Being able to communicate naturally with the ones behind the scenes. Like driving, sales is a natural and needed part of the economy, if no one is selling, no one is buying.”

Andy has an extensive background in aviation, which is the field he’d probably be in if not for trucking. He’s been an A&P mechanic for eight years and a licensed, private pilot for six. “There is immeasurable joy being able to get up in the air on a beautiful day. After getting out of the Marine Corps as a helicopter mechanic and crew chief, my first job after college was being able to drive heavy trucks across the country to supply fuel to remote sites, and working on the helicopters when I got there,” he told us.

When not at work Andy said he loves getting to play outside, “whether it’s softball, basketball, golf, hiking, or biking,” he said. Adding: “Spending that time with friends and family is what really keeps me going.”

Finally, Andy wanted us to share that he feels really blessed by the opportunities presented to him. “I really look forward to meeting the people involved in everyday operations in this field and community,” he noted.

Eric Weir, Sales Consultant
Kordell Truck & Trailer Sales
14868 West Ridge Lane, Suite 200
Dubuque, IA 52003
(563) 587-8500 (w)
ericweir@kordelltrucksales.com

You only get consistent results from salespeople by holding them accountable for their own goals, actions, activities, and results.
In his job as the General Sales Manager of Lexington Truck Sales, Danny makes decisions about trade values. He purchases all the used trucks, and orders all new inventory for the dealership in Lexington, KY. He’s been a member of UTA for about 12 years now, and he worked his way up the ranks of the sales department to reach the spot he now enjoys. Danny’s first job selling trucks was as a salesman with Mack coal trucks. He worked in the coal fields of eastern Kentucky, staying in that job for two years. His next step was to switch to selling Ford trucks and now he currently works with Volvo trucks.

Danny first of all credits his parents with instilling him with the work ethic that has seen him through a long and successful career. He grew up on a farm in Kentucky where hard work was an expectation for all members of the family. He also learned early on how to treat each person with respect, and he discovered that he has a knack for being able to relate to different personalities of customers. His people skills have certainly served him well over the years! His advice to younger people starting in the industry comes back to this talent. “Treat all your customers with honesty and integrity,” he advises. “Network with other UTA members and establish long-term relationships. This is the most important thing you will ever do in the used truck business.”

We asked Danny to tell us about the things he loves most about his job and the things that have brought him the greatest pride. “I still enjoy, the most, bringing in a used truck and after reconditioning, seeing the condition before and after,” he explained. “Of course the most enjoyable part is when you see a large profit and a happy customer!” Danny’s greatest pride throughout his career actually came along tied with one of the most challenging times. “I was involved with a dealership when the majority owner sold the Mack franchise and all the assets of our dealership,” he explained. “We were left with no franchise, no furniture, computers, or shop tools. We still had the building.” Danny told us that he went, along with the owner and the service manager, to an auction in Charlotte, NC just the next week. There they bought office furniture, shop tools, forklifts, and used trucks. The dealership was back in business. “We did not have to lay off anyone who worked for us,” he said with pride, “And because of used trucks, we were very successful and eventually became the Volvo dealer in Lexington, KY.” Talk about making lemonade out of lemons!

As Danny looks forward in the truck industry he sees that challenges will include learning to refocus on selling used trucks with higher mileages. That’s an observation others in Danny’s position and with his longstanding experience have also noted. Danny would like to see the industry find ways to attract younger people who will be willing to make the sacrifices that are necessary to become successful in this business.

Danny and his wife, Marietta, were college sweethearts. They’ve been married more than 40 years, and they’ve raised two children, a daughter and a son. Daughter Lindsay and son-in-law Adam live about five minutes from the Lyons. “They have given us three beautiful grandsons, Jackson, Will, and Charlie,” Danny told us. Son, Dustin, lives in San Francisco and has just recently become engaged! “When I’m not at the office,” Danny said, “I enjoy fishing with my grandsons, playing golf, taking care of the five acres we have, and generally just hanging out with my family.”
Women In Trucking Association Launches
Smart Phone App

Ellen Voie
President/CEO of
Women In Trucking, Inc.

The Women In Trucking (WIT) Association has partnered with uFollowit™, a leading provider of mobile applications, to offer an application designed to connect the organization’s current and potential members through technology.

“This app will provide an electronic way for our 4,000 members to connect with each other through our social networks, such as Facebook, YouTube, LinkedIn, and Twitter,” said WIT President/CEO Ellen Voie. “It will also allow us to give them current information about our events, programs, and even career opportunities,” Voie added. The application also includes route sharing for conference attendees, as well as Voie’s blog and the association’s press releases.

Both members and potential members are invited to download the app from the Google Play Store or Apple iTunes. There is no charge for the app, which can be found by searching for “Women In Trucking.”

“uFollowit™, Inc., is proud to support Women in Trucking by providing them their own application, connecting members, sponsors, and those interested in the contributions that women are making in the trucking industry,” said Danny Dever, Vice President of Sales for uFollowit™. “This simple yet effective app ties all the social media channels as well as the organization’s website into the palm of your hand and a button touch away,” Dever added.

As more industry professionals use the app, features will be added to accommodate the needs of the users. Women In Trucking is the first trucking association to offer a Smart Phone application to its members.

Women In Trucking Association, Inc. is a nonprofit association established to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry. Membership is not limited to women, as 16 percent of its members are men who support the mission. Women In Trucking is supported by its members and the generosity of Gold Level Partners: Bendix Commercial Vehicle Systems, Daimler Trucks NA, GE Capital Transportation Finance, Great Dane Trailers, J.B. Hunt Transport, Ryder, Inc., U.S. Xpress, and Walmart. Follow WIT on Twitter, Facebook, or LinkedIn. For more information, visit http://www.womenintrucking.org or call 888-464-9482.
Announcing the Used Truck Association’s First Free Webinar

by Craig Kendall

The Used Truck Association Training Committee is pleased to announce the first in a series of training webinars.

This first webinar will be hosted by Anthony Gansle of Peterbilt Motors. Anthony will discuss what you must know to sell used trucks with PACCAR MX engines to your customers.

Here is what will be covered:

- Introduction to the PACCAR MX-13 Engine (Both EPA10 and EPA13)
- Features and Benefits of the PACCAR Engine
- Operating the MX Engine (Down Speeding)
- Parts and Service Support

Here are the details:

Topic: UTA PACCAR Engine Webinar
Date: Thursday, April 9, 2015
Time: 1:00 p.m., Central Daylight Time (Chicago, GMT-05:00)
Meeting Number: 593841742
Meeting Password: (This meeting does not require a password.)

To start or join the online meeting go to:
https://paccar.webex.com/paccar/j.php?MTID=m91c50bb603cddac55e9155f27b700011

Teleconference information:
Participant call-in number:  888-637-8981
Conference ID number:  2685221

For assistance:
1. Go to https://paccar.webex.com/paccar/mc
2. On the left navigation bar, click “Support”.

To add this meeting to your calendar program (for example Microsoft Outlook), click this link:
https://paccar.webex.com/paccar/j.php?MTID=m0b809d4e705999f676c6fb80033dd220

You will receive emails from both the UTA and Peterbilt Motors to register for this event.

Your Used Truck Association is working to bring you more webinars and training, to help you and your used truck sales team sell more trucks! We plan to make these webinars both timely and free!

I look forward to joining you on this webinar.
## Industry Events Calendar

### MARCH

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Event Description</th>
<th>Location(s)</th>
<th>Website(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>26-28</td>
<td>Mid-America Trucking Show 2015</td>
<td>Kentucky Expo Center • Louisville, KY</td>
<td><a href="http://www.truckingshow.com">www.truckingshow.com</a></td>
</tr>
</tbody>
</table>

### APRIL

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Event Description</th>
<th>Location(s)</th>
<th>Website(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>14-17</td>
<td>NAFA Institute &amp; Expo</td>
<td>Orange County Convention Center • Orlando, FL</td>
<td><a href="http://www.nafainstitute.org">www.nafainstitute.org</a></td>
</tr>
</tbody>
</table>

### MAY

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Event Description</th>
<th>Location(s)</th>
<th>Website(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>Midwest Pride In Your Ride Truck &amp; Tractor Show</td>
<td>Tri State Raceway • Earlville, IA</td>
<td><a href="http://www.midwestprideinyourride.org">www.midwestprideinyourride.org</a></td>
</tr>
<tr>
<td>18-19</td>
<td>Selling for Success, UTA Sponsored Training</td>
<td>Courtyard Houston Kingwood • Houston, TX</td>
<td><a href="http://www.uta.org">www.uta.org</a></td>
</tr>
<tr>
<td>28-30</td>
<td>ATHS National Show &amp; Convention</td>
<td>York Expo Center • York, PA</td>
<td><a href="http://www.aths.org">www.aths.org</a></td>
</tr>
</tbody>
</table>

### JUNE

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Event Description</th>
<th>Location(s)</th>
<th>Website(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7</td>
<td>Wheel Jam Truck Show 2015</td>
<td>South Dakota State Fairgrounds • Huron, SD</td>
<td><a href="http://www.wheeljam.com/index.html">www.wheeljam.com/index.html</a></td>
</tr>
</tbody>
</table>

### JULY

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Event Description</th>
<th>Location(s)</th>
<th>Website(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9-11</td>
<td>Walcott Truckers’ Jamboree</td>
<td>755 W Iowa 80 Rd, I-80, Exit 284 • Walcott, IA</td>
<td><a href="http://www.truckersjamboree.com">www.truckersjamboree.com</a></td>
</tr>
<tr>
<td>20-21</td>
<td>Selling for Success, UTA Sponsored Training</td>
<td>SpringHill Suites Chicago O’Hare • Chicago, IL</td>
<td><a href="http://www.uta.org">www.uta.org</a></td>
</tr>
<tr>
<td>24-25</td>
<td>Expedite Expo 2015</td>
<td>Roberts Convention Center • Wilmington, OH</td>
<td><a href="http://www.expeditexpo.com">www.expeditexpo.com</a></td>
</tr>
</tbody>
</table>

### AUGUST

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Event Description</th>
<th>Location(s)</th>
<th>Website(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>14-16</td>
<td>Eau Claire Big Rig Truck Show</td>
<td>CVTC Parking Lot • 617 West Clairemont Ave. Eau Claire, WI</td>
<td><a href="http://www.eauclairebigrigtruckshow.com">www.eauclairebigrigtruckshow.com</a></td>
</tr>
<tr>
<td>27-29</td>
<td>The Great American Trucking Show (GATS)</td>
<td>Dallas Convention Center • Dallas, TX</td>
<td><a href="http://www.gatsonline.com">www.gatsonline.com</a></td>
</tr>
</tbody>
</table>

### SEPTEMBER

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Event Description</th>
<th>Location(s)</th>
<th>Website(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-6</td>
<td>Selling for Success, UTA Sponsored Training</td>
<td>Courtyard Denver Airport • Denver, CO</td>
<td><a href="http://www.uta.org">www.uta.org</a></td>
</tr>
</tbody>
</table>

### OCTOBER

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Event Description</th>
<th>Location(s)</th>
<th>Website(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-6</td>
<td>Selling for Success, UTA Sponsored Training</td>
<td>Courtyard Denver Airport • Denver, CO</td>
<td><a href="http://www.uta.org">www.uta.org</a></td>
</tr>
</tbody>
</table>

### NOVEMBER

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>Event Description</th>
<th>Location(s)</th>
<th>Website(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-7</td>
<td>16th Annual UTA Convention</td>
<td>Gaylord Texan Resort &amp; Convention Center • Dallas, TX</td>
<td><a href="http://www.uta.org">www.uta.org</a></td>
</tr>
</tbody>
</table>
**Summary**

3-5 year-old sleepers continue to represent an increasing proportion of the retail and wholesale markets, thanks to the continued influx of trade-ins resulting from increased new truck deliveries. This trend has resulted in notable depreciation in the wholesale channel, but retail pricing has so far held relatively stable. The wave of trades appears to have slowed in the 4th quarter, but we expect this activity to pick up in upcoming months, with negative implications for pricing. See the “Percentage of Sleeper Market Comprised of 3-5 Year-Old Trucks” graph for detail.

Specifically, the average sleeper tractor retailed in January for $62,246. This figure beats the previous record set in October 2014 by $1,162 (or 1.9 percent). Month-over-month, January’s result was $5,380 (or 9.5 percent) higher than December’s. Year-over-year, this month came in $7,535 (or 12.4 percent) higher than January 2014. See “Average Retail Price and Mileage” graph for detail.

Unlike the retail channel, the January wholesale channel was characterized by an older, higher-mileage mix of trucks selling through auction and dealer-to-dealer channels. Sales volume of trucks with under 600,000 miles appears to have peaked in the latter half of 2014, dropping at the end of the year. This group is mainly represented by the 2010-2012 model years. See “Percentage of Sleepers Sold Wholesale with Less than 600,000 Miles” graph for detail.

Keep in mind that our universal average includes all model years, so the increased proportion of younger trucks entering the marketplace is responsible for the higher average. For a better feel of where market pricing is actually heading, we need to look at the performance of 3-5 year-old trucks. This cohort now comprises more than half of the trucks in our sleeper database—53 percent in January, up from 43 percent in January of 2014. So far, year-over-year comparisons are essentially identical, with this group averaging $74,020 in January vs. $74,120 in January 2014, for a $100 (or 0.1 percent) decrease. Keep in mind that we consider the new model year to begin in January, so a 3 year-old truck is now represented by the 2013 model year.

From the first to fourth quarters of 2014, 3-5 year-old trucks lost 8.5 percent of their value on average. We expect depreciation for this cohort to be closer to 10-12 percent by the end of 2015, based on a less favorable supply-demand relationship. See “Average Selling Price – 3-5 Year-Old Sleepers” graph.

Pricing for trucks with 400-600K depreciated mildly – approximately 5 percent from the 1st quarter to the 4th - but those with under 400K dropped more notably - about 23 percent in the same period. The 2011 and 2012 model years have been hit hardest in terms of depreciation.

Looking at the 3-5 year-old cohort, those trucks lost an average of 17.4 percent of their value from the first to fourth quarters of 2014. As in the retail channel, we expect depreciation to accelerate moderately in 2014 – probably reaching 20 percent by year’s end. See “Average Wholesale Pricing by Model Year” graph for detail.

**Sleeper Tractors - Retail**

Looking at the sleeper market overall, January’s retail pricing was unexpectedly strong, with the ever-increasing volume of late model trucks pushing our universal average to a new record.

Specifically, the average sleeper tractor retailed in January for $62,246. This figure beats the previous record set in October 2014 by $1,162 (or 1.9 percent). Month-over-month, January’s result was $5,380 (or 9.5 percent) higher than December’s. Year-over-year, this month came in $7,535 (or 12.4 percent) higher than January 2014. See “Average Retail Price and Mileage” graph for detail.

**Sleeper Tractors – Wholesale**

Unlike the retail channel, the January wholesale channel was characterized by an older, higher-mileage mix of trucks selling through auction and dealer-to-dealer channels. Sales volume of trucks with under 600,000 miles appears to have peaked in the latter half of 2014, dropping at the end of the year. This group is mainly represented by the 2010-2012 model years. See “Percentage of Sleepers Sold Wholesale with Less than 600,000 Miles” graph for detail.

Pricing for trucks with 400-600K depreciated mildly – approximately 5 percent from the 1st quarter to the 4th - but those with under 400K dropped more notably - about 23 percent in the same period. The 2011 and 2012 model years have been hit hardest in terms of depreciation.

Looking at the 3-5 year-old cohort, those trucks lost an average of 17.4 percent of their value from the first to fourth quarters of 2014. As in the retail channel, we expect depreciation to accelerate moderately in 2014 – probably reaching 20 percent by year’s end. See “Average Wholesale Pricing by Model Year” graph for detail.
Competitive Comparison – 3 and 4-Year-Old Sleeper Tractors (Retail)

As of January, we consider a “3 year-old” truck to be model year 2013, and “4 year-old” to be model year 2012.

In the 3 year-old cohort, this month’s average pricing of $87,476 was $2,619 (or 3.1 percent) higher than January 2014’s.

The model with the largest increase year-over-year was the Volvo VNL 630/670, with a $11,723 (or 14.0 percent) increase. Close behind was the Peterbilt 587, with a $9,032 (or 10.5 percent) increase. The International ProStar turned in a surprisingly strong result for that model, coming in $7,064 (or 11.1 percent) higher. Volvo’s 730/780 was the final model to increase year-over-year, coming in $6,568 (or 7.1 percent) higher. See 3 Year-Old graph for detail.

In the 4 year-old cohort, this month’s average pricing of $76,447 was $1,610 (or 2.1 percent) lower than January 2014’s.

Volvos performed particularly well, with the VNL 730/780 coming in $7,882 (or 10.1 percent) higher, and the 630/670 right behind with a $6,403 (or 9.2 percent) increase. The T700 also performed well year-over-year, with a $4,532 (or 5.9 percent) increase. The remaining model to turn in a higher price was the 386, coming in $1,158 (or 1.5 percent) higher. See 4 Year-Old graph for detail.

Sales Volume

It appears that the largest wave of trade-ins peaked in mid to late 2014, with new truck sales since then likely representing increased expansion. One-for-one replacement is largely a thing of the past. At the same time, the severe weather much of the country has been suffering since December is a major factor influencing volume, so we will refrain from identifying any fundamental changes for at least another month.

Looking at the numbers, January’s retail sales per rooftop fell back down to a relatively weak 5.1 trucks, for a 0.8 truck decrease month-over-month and a 0.2 truck decrease year-over-year. January can be a weak month for the retail environment, particularly when harsh weather is a factor. We expect volume to pick back up based on the continually-increasing supply combined with healthy demand. See “Average Number of Used Trucks Sold per Rooftop” graph for detail.

Wholesale customers were braver than retail customers, heading out to the auctions and trading with their colleagues to a greater extent this month. Specifically, January’s wholesale total of 3,107 was higher than last month by 109 units (or 3.6 percent), and beat January 2014’s result by 322 units (or 11.6 percent). Healthy activity in the wholesale environment generally points to healthy demand in the retail channel. See “Total Wholesale Sales Reported to NADA” graph for detail.

Outlook

Depreciation will be more notable in the first half of 2015 due to increased supply. The wholesale channel will bear the brunt of this lower pricing, while retail pricing for lower-mileage trucks will remain high. Going forward, the proportionally-higher price of new trucks has caused a permanent shift in dynamics supporting increased demand.

Be sure to read our blog twice each week for real-time updates on this and other market data, at www.nada.com/b2b.

Reprinted with permission from the ATD/ NADA Official Commercial Truck Guide®
www.nada.com/b2b
January’s Class 5-8 Orders Remain High: ACT

December’s near-record net orders for Class 5-8 vehicles set a very high bar indeed, and not surprisingly January’s orders for the same vehicle Classes did not match them. They showed a 21 percent drop from December’s numbers, according to ACT Research. Yet the numbers were good enough—at 53,200 NA Class 5-8 vehicle net orders—to beat last January’s tally by five percent, which is probably a better measure anyway. ACT added that while orders fell to their lowest volume since September, they would still be equivalent to an “annualized” rate of 638,400 units. Along with providing the overall numbers, Kenny Vieth, ACT’s President & Sr. Analyst, discussed the two major market segments—Class 8 trucks, and Class 5-7 vehicles—in detail.

“After three consecutive months in which Class 8 orders rose above 40,000 units, January’s Class 8 order intake of 35,400 units appears pedestrian,” Vieth said. “However, while October to December represent the three strongest months cycle-to-date, January orders tilt the scale at a respectable fifth best, and are closely aligned with the 6-month order trend (425k AR versus 6 month 433k AR).

“Similar to Class 8, January’s medium duty orders didn’t live up to the strong Q4 pace, but rose above year-ago activity,” Vieth said. He added that January’s 17,800 units for Classes 5-7 orders rose 11 percent compared to last year’s levels. The orders came in “slightly below build expectations.” Vieth said this suggested that backlogs would likely be 1,000 to 2,000 units lower.

For more information, visit www.actresearch.net.

January’s Class 8 Orders Best Since January ‘06: FTR

FTR agreed with ACT that January’s Class 8 orders shrank from December’s tally to their lowest level in four months. But again, that was an extraordinary four-month period.

Taken another way, with Class 8 orders at 35,060 units, that represented the best January since 2006. “Orders fell back into more traditional patterns with most, but not all, OEMs continuing their strong order momentum,” FTR said in a release. Class 8 orders stood at 377,000 over the past 12 months. “Even though orders were their lowest in the last four months, the market remains very robust,” said FTR VP Don Ake.

Continuing, Ake said “Fleets are now trying to determine their requirements for the entire year and then place orders accordingly. With limited build slots available, they have to be more strategic in their buying decisions. We should see more normal ordering cycles for the next few months. The orders this month continue to support the strong FTR forecast and are right in line with our expectations.”

For more information, contact FTR at sales@ftrintel.com or (888) 988-1699 ext. 1.

ATD Names Kenworth’s T880 2015 “Truck of the Year”

Maybe we had the Oscars on our minds after recently viewing the Golden Globes and Grammy Awards, but it definitely seems like it’s also awards season in the trucking industry, as we write this in late February.

First off, at its recent San Francisco conference and expo, ATD named Kenworth’s T880 Vocational Truck with the PACCAR MX-13 Engine its 2015 Truck of the Year.

Judges chose the truck for its “exceptional handling, power, torque and outstanding visibility from all quarters of the driver’s seat.”

ATD said other finalists included the International WorkStar 7600 and the Peterbilt Model 567.

Journalists chose the winners from categories including innovation, design, safety and driver satisfaction.

The ATD event ran concurrently with the National Automobile Dealers Association Convention & Expo held from January 22 to 25.

For more information, visit www.atd.org.
Scott McCandless Named ATD’s “Dealer of The Year”

ATD also recently named Scott McCandless, of Aurora, Colorado’s McCandless Truck Center, LLC, its 2015 Truck Dealer of the Year. ATD said the national award focuses on excellence in dealership performance, as well as industry and community leadership.

Like many others in the trucking industry, McCandless started in the business working alongside his father. He began his career at his father’s International Truck dealership in Las Vegas in 1972. McCandless then worked in almost every department of the dealership. He feels this experience gave him the chance to learn the business from the ground up, from entry level to management.

“My father showed me that this business is about taking care of customers, being involved in the community, and developing good working relationships with employees and suppliers,” said McCandless.

McCandless is a member of the International Truck Product Advisory Board. As such, he helped develop and launch the International ProStar. He was previously the Chairman of the International Truck Executive Dealer Council.

“Scott’s knowledge and industry experience have helped him to build and develop a great team that is dedicated to customer service and high performance,” said Richard Ryan, president, Carolina International Trucks, Inc. “Growing up in the truck dealership environment, Scott learned that every interaction with a customer is important and he instills that philosophy throughout his organization.”

McCandless has won many corporate and industry awards in his career including the International Truck Circle of Excellence, Warranty Efficiency Award, Service Dwell Time Award, and Diamond Club Parts Sales Achievement Award. Idealease has also recognized him as an Idealgold recipient since 2001.

For more information about McCandless Truck Center, LLC, visit www.mctrux.com.

Allstate Pete named top TRP dealer

And for our final award (space prohibits us from naming the several others), Peterbilt Motors Company and PACCAR Parts named Allstate Peterbilt the 2014 TRP Dealer of the Year. Peterbilt said the dealer “accomplished exceptional sales of the all-makes, all-models TRP line of replacement parts.”

Peterbilt announced the award at its annual Dealer Meeting in Scottsdale, AZ. The award was presented to Allstate Peterbilt Dealer Principle Don Larson and Allstate Peterbilt President Jeff Vanthournout.

“We take great effort to serve our customers throughout their entire vehicle ownership, and that includes having high quality, cost effective parts for their equipment available when they need them,” said Larson, Dealer Principle of Allstate Peterbilt. “We thank Peterbilt and PACCAR Parts for selecting us for this award, it’s a great recognition of the hard work and dedication of our entire team. We’re always focused on providing customers the highest levels of satisfaction and a major part of that is serving their full range of aftermarket needs.”

“Allstate Peterbilt’s year-over-year growth was outstanding, increasing TRP parts sales by 30 percent,” said Darrin Siver, Peterbilt General Manager and PACCAR Vice President. “Both their inside and outside parts professionals are very knowledgeable of their customers’ needs and they are backed by a sophisticated interdealer inventory and support system.”

Founded in 1971, Allstate Peterbilt has nineteen locations in the upper Midwest.

NEWS continued on page 14
Volvo Debuts New Long-Haul Sleeper

Volvo Trucks North America introduced the Volvo VAH 630, a "premium" sleeper for long-haul operations. The new sleeper joins Volvo's VAH lineup, which includes day cab and smaller sleeper VAH models for local and regional automobile transport.

Volvo says the new long-haul sleeper maximizes payload capacity "while still delivering the efficiency, driver productivity, and uptime benefits that all customers expect from Volvo Trucks."

The VAH 630 features a 61-inch sleeper, a full-sized bunk, "ample" storage cabinet capacity, and space for "comfort and entertainment amenities." It can be ordered with either Volvo's D11 or D13 engine. The VAH 630 is available with the Volvo I-Shift automated manual transmission.

To help maximize uptime the VAH 630 model comes with Remote Diagnostics, Volvo's telematics-based diagnostic and repair planning system. Volvo has made remote diagnostics standard on all of its Volvo-powered models since 2013.

For more information visit www.volvotrucks.com.

---

**Industry Overview — U.S. New Commercial Vehicle Registration Summary 2014 YE, 4th Quarter and December 2014 (based on VIN-defined vehicle definition)**

New commercial vehicle registrations for GVW 3-8 vehicles for the 2014 calendar year were 655,393 units, an increase of 13.6% from the 2013 calendar year and almost double the level of new registrations reported during the bottom of the trough in the 2009 calendar year.

New Commercial Registrations (GVW 3-8) by calendar year

![Graph showing new commercial registrations for GVW 3-8 vehicles by calendar year from 2000 to 2014.]

Source: IHS Automotive, Polk 2006-2014 new registration data

The strength of new registrations during the 2014 calendar year came from GVW 8 vehicles, which were up 18.7% from the level achieved during the 2013 calendar year. Large fleet acquisitions continue to push GVW 8 new registrations to their strong performance. During the 2014 calendar year, large fleets (500+ vehicles) represented 48.4% of total new GVW 8 registrations and were up 22.6% from the 2013 calendar year, while total GVW 8 new registrations were up 18.7%. Additionally, new registrations of GVW 8 vehicles by rental/leasing companies were up 24.1% during the 2014 calendar year and these registrations accounted for 25.0% of total new GVW 8 registrations.
Ryder Offers Specs for Women Truck Drivers

Timing Coincides with Nationwide Driver Shortage

You’ve been hearing about it for a long time now. There’s a shortage of truck drivers. You’ve also heard that attracting more women to the profession is one way to address that shortage.

Ryder System, Inc. is working to help reduce the driver shortfall by introducing a “female friendly” vehicle package for lease.

With the help of several OEMs and the Women In Trucking Association, Ryder is offering a custom vehicle design that includes 15 unique specifications, to better meet female drivers’ needs. These ergonomic specs may also benefit many male drivers.

The features include adjusted height and placement of cab grab handles, adjustable seatbelt shoulder straps, improved placement of dash cluster gauges, and better access to oil and coolant checks and fill ports. Depending on the model of the vehicle, upon customers’ request Ryder can also include these options:

- Ergonomically designed seats and adjustable armrests
- Hood lift/closure assistance mechanism
- Automated transmissions
- 5th Wheel configurations with lower pull pressures to open the locking mechanism
- Automated 5th wheel locking mechanisms
- Automatic landing gear operators for trailers
- A cab security system that offers personal protection while a driver is in his/her sleeper berth.

Right now, only five percent of the country’s truck drivers are women. If women found the job of truck driver more desirable, and consequently joined the field in greater numbers, that could put a big dent in the estimated driver shortfall. Ryder estimates this shortfall at between 20,000 and 25,000 drivers, and forecasts it to reach 239,000 by 2022.

Ryder says it’s committed to identifying truck design gaps and working to improve future vehicle designs to make truck driving a more attractive career option for women. For example, Ryder now encourages OEMs to make adjustable foot pedal height a standard feature in future truck models. This is one item female drivers say is an important need, according to a recent survey by the Women In Trucking Association.

“This custom truck package is not only more ergonomically friendly to women, but will also benefit other drivers with the same types of needs,” said Scott Perry, a Ryder VP. “Our intent is to not only help attract more women to the industry, but also to make the vehicles easier and safer for a broader range of drivers to operate. As an industry leader, we feel a responsibility to leverage our influence and find creative ways to deal with the professional truck driver shortage.”

“Addressing driver comfort and truck cab design to accommodate the typically smaller stature of women is one of the issues where the Women In Trucking Association is prompting changes,” said Ellen Voie, President and CEO, Women In Trucking. “We are so pleased to see Ryder’s efforts in moving these ergonomic challenges into the forefront of the manufacturers’ design changes,” Voie added.

Wire Fraud Scheme Almost Cost UTA Member Thousands

Long-time UTA member Michael Everhart faced “a very scary situation” recently, when he almost became the victim of a new type of wire fraud. The potential hit was $16,000, but it could have easily been $100,000 or more, if not for a sharp-eyed customer. Here, Michael explains what happened in his own words. It was something he had not seen in 20 years of doing business.

“I created an invoice in QuickBooks, and saved the PDF file to a folder on my secure server. I then created an email and sent the invoice to my customer (someone with whom I’ve been dealing with for 20 years).

“My customer receives the email, and thank the Lord he called to question the bank wiring information. He asked me if I had changed banks. I said no, why do you ask? He said the bank wiring information was for a different bank than what I usually use, and also to a different person. I immediately looked at my invoice in my sent folder. All appeared normal. My copy of the invoice had the correct information. I sent him the invoice again, but this time also copied other people in his company. Everyone got the correct invoice except for my customer! Again he had the incorrect wiring information. So I asked him to forward the email to me.

“It turns out his copy of the invoice looked VERY similar to the invoice I sent. Yes the font was a little different. But the big difference was that the bank wiring information had been replaced with someone else’s information. OMG!

“I later noticed that the email I sent him was not from me. My email address is mike@trinitytrucksales.com. This came from mike@trinitytrucksale.com. (Note the missing s in the second address.)

“From speaking with my IT folks and several others, we believe my customer’s email was hacked. The hacker recreated/changed my PDF invoice with new routing information. He then sent it to my customer with the similar, but fake, email address. I don’t know all the ins and outs of this sort of thing but what I do know is that this was almost a $16,000 mess. Actually, the first thing the risk management people asked me was how much money I had stood to lose. When I told them it could have been $16,000, they said ‘well in that case you would have been lucky because we’ve seen situations where people have lost as much as $100,000.’

“Anyway… I would suggest to everyone to change email passwords, run virus scans, and review invoices carefully. Save your regular customers’ wiring information some place offline for review before each wire. Also, note if an email comes in from someone saved in your contacts, but which is displayed slightly differently, such as in this case with one letter different. Again, everyone just take an extra minute to make sure all looks correct before blasting out thousands of dollars, and creating a nightmare.

“I don’t have a 100 percent solution for this problem. But I do think awareness about it within the UTA is a good starting point, to help protect us from harmful Internet crooks.

Happy Selling!”

Mike Everhart
Let’s Get Networking
Come to AZ to Network from A to Z

15th Annual UTA Convention
November 5-7, 2014
Talking Stick Resort • Scottsdale, AZ
Every once in a while, something comes into your life that actually makes everything just a little bit better. Okay, maybe in this case, a whole lot better. I’m very excited to share with you the newest contraption in my life. I have a disclosure to share first. Let’s begin with the voice you’re reading. This is Deb writing this time. This happens to be my story specifically, so Brad agreed he wouldn’t mix into this one. For more than a few years, I’ve noticed that my hearing is no longer what it once was. I’ve been cleverly hiding this fact from everyone, but my immediate family. Or so I thought. I recently visited my oldest brother and his family in south Florida. My brother is an audiologist and has been for many decades. We’ve all been very proud of the help he has brought to those with hearing issues throughout the years. We’re happy to see the thriving business he and his wife created. Their daughter has been working with them as a hearing aid specialist for 25 years, and now their grandson has joined the business. Anyone can see why the whole family is proud of this particular branch of the tree.

Well, I decided to confess my shameful secret to the professionals in the family. I realized that I had to do this last summer. Brad and I were sitting on our front porch enjoying a beautiful sunny afternoon. “Man, those bugs are chirping like crazy today,” I told Brad. He gave me a peculiar glance and said, “Ah, Deb, there are no bugs chirping.” Okay, so now I realized that I was suffering not only a hearing loss, but also tinnitus, that dreadful condition that causes noises in your ears when there are no real noises! I’m a pretty easy-to-get-along-with kind of a person, so although I noticed it, I can’t say it plagued me the way many others are plagued by it. But, it did add another reason why I should be honest with my big brother. Traveling to my very own hearing-helpers anyway, I decided to confess. They’re response was, “Yeah, no kidding.” Seems I wasn’t so cleverly hiding anything after all.

My brother was nearly grown by the time I was born, so we span two different generations. He was born before the Second World War, and I’m a Baby Boomer. You know, we’re the ones who listened to loud music, used headphones and ear buds, and were raised to believe we could change the world without ever seeing time change us. And, in many ways we did change so many things in America, from new schools and playgrounds to life on college campuses. My niece tells me that she’s actually seeing more and more of my generation coming in with hearing issues throughout the years. We’re happy to see the thriving business he and his wife created. Their daughter has been working with them as a hearing aid specialist for 25 years, and now their grandson has joined the business. Anyone can see why the whole family is proud of this particular branch of the tree.

Now, one of the many things my brother brought to the world of audiology when he started his practice nearly 50 years ago was the realization that he was offering people a product that nobody wanted to buy, and honestly, who could blame them. My high school history teacher wore a hearing aid in his shirt pocket that all the kids made jokes about. It’s crazy. We seem to attach no stigma to the people who need vision correction. Okay, some of the nastier children might call a kid “four-eyes,” but adults generally just grab the glasses and keep on going. Hearing aids, however, have been a mark on the road to Old Age, except, of course, they’re not really. Anyone can suffer hearing loss. Baby Boomers like me, veterans returning from battlefields, hunters who haven’t protected their ears through years of hunting, musicians, and yes, even truck drivers who spend so much time in and around noisy vehicles and roadways. So, I’m here to proudly proclaim the joy of good hearing! I love my new ears! I will embrace all the tools that help us to live a better and more comfortable life. And, it’s such a thrill not to be saying, “Excuse me,” “Come Again,” “Could you please repeat that.” If you feel that you could use some help with your hearing, please join me in rejoicing everything that life can offer us in the 21st century. Only fools would refuse to improve their lives by refusing to enhance one of their senses in favor of their pride or ego. Since we know we don’t write for an audience of fools, we thought you should share in our great new discovery! At least that’s how it sounds from where we sit.

Deb and Brad Schepp
editor@uta.org