



The UTA honored Paul Spokas with the 2005 Marvin F. Gordon Lifetime Achievement Award at the 2005 Convention.

Spokas was the founder and president of Heavy Duty Marketing Associates (HDMA), Oak Ridge, NC. Founded in May 1997, HDMA was a marketing consultancy and training organization focused on serving suppliers to the commercial truck industry.

The award — the highest honor bestowed by the UTA — recognizes sustained contributions and leadership in the used truck industry and community. It was created to commemorate Marvin F. Gordon's lifetime of extraordinary accomplishments, sacrifices and achievement to the used truck industry.

Richard Vulgamore, Jr., the 2004 award recipient, presented Spokas with his award at the convention's banquet.

Spokas began his career in commercial trucks in 1973 as a commissioned retail sales representative after being an educator in the Cleveland Public School system. Joining White Motor Company in 1976, he spent the next 21 years with that organization, holding numerous positions of increasing responsibility, including export and domestic parts sales and marketing, new and used truck sales, marketing and operations.

A long-time member of the UTA, Spokas served as treasurer and secretary for two years and as a board member for 11 years. He was a contributing writer to the *UTA Industry Watch* newsletter and *Successful Dealer* magazine. His other industry association memberships included the Owner Operator Independent Drivers Association, American Truck Historical Society and past member of the Truck Blue Book's Advisory Council.

As a community leader, Spokas was a founder of the Kernersville Soccer Association and coached youth soccer for many years. He is a member of St. Paul the Apostle's Catholic Church, where he is a lector, Eucharistic minister and steering committee member of its Sister Parish program. Paul passed away in 2008 he will be missed.