

Ron Corley

Employment History (brief description): Ron first became a truck salesman in 1963 in Columbia, S.C. for Burnside Dodge. Successful sales of light and medium trucks lead to his becoming a dealer principal in a heavy-duty Dodge and GMC distributorship. Ten years later, Ron was recruited from the smaller S.C. dealership to management in a start-up Peterbilt dealership, Nalley Motor Trucks, in Atlanta, Georgia. Ron's first challenge was to dispose of over 3,000 used Hertz Truck Rental Units located from coast to coast. With only administrative assistance, he received and sold over 2,000 trucks in 12 months. Incidentally, approximately 500 of the trucks in the Midwest were sold to a newfound customer and friend Jerry Nerman! This developed into a life-long friendship and business relationship.

Following years of growth and success with the Nalley Dealerships, Jim Nalley asked Ron to become his partner in the purchase of Peterbilt Carolina in Charlotte, N.C. Over the years the partnership grew with the addition of White-GMC Trucks and a full-service Greensboro Branch.

In the interim stages of his career, Ron was considered instrumental to the growth and expansion of Arrow Truck Sales during two different time periods. In 1977, he was the General Manager of Arrow Truck Center, Inc. This was a brand new company formed in Kansas City, MO, by Arrow Truck Sales. This represented Arrow's very first retail-only operation.

In 1989, following the successful sale of Peterbilt Carolina, Ron was reunited with Arrow Truck Sales as Vice President & General Manager as well as a member of the Board of Directors. Ron's responsibilities were expanded to management of the entire Arrow Truck Sales operations, including all Divisions and Branches in the U.S. and Canada.

Twelve years ago, Ron amicably left Arrow to return to his home in the South. He partnered with his son-in-law, Jon Tepper to open used truck dealerships in Charlotte and Atlanta.

Years of experience in the Used Truck Industry: Ron Corley has been a respected leader in the used truck industry for 44 years. His reputation for ethical, integrity-based business practices has remained unquestioned throughout his career.

Used Truck Career (brief description of how the nominee got into the used truck business and became associated with the current business): Ron's very first job was extended into a very successful, lifetime career in the Used Truck Industry.

Current Duties and Responsibilities: Over the past twelve years, Ronco Management, Inc. (the holding company) has grown into a debt-free group of companies including: Ameritruck, LLC, Nationstruck, R-M Funding, real estate holding companies and several joint ventures.

Business Accomplishments:

List industry/business accomplishments: The most notable aspects of Ron's career revolve around his accomplishments and dedication to an industry that he loves.

After serving his country on active-duty in a National Guard Helicopter Battalion, Ron began his career in truck sales at the very young age of 21! He has since managed to build businesses and maintain positive relationships with industry leaders nationwide. They include competitors, manufacturers, advertising magazines, national vendors and financial & lending institutions.

Nominated as "Most Likely to Succeed" in high school, Ron has fulfilled these expectations with proven success in the Used Truck Industry and his personal life. In many used truck organizations across the country, business leaders have either worked or trained with Ron or partnered with him in successful business ventures.

List industry/business awards or recognitions: The largest recognition for Ron exists in consulting requests over the years. Ron has been asked by major manufacturers, dealing in new and used trucks, how to "sell used trucks" or make their used truck divisions more profitable. He has been a speaker for the Truck Paper and UTA, worked with Caterpillar on promoting their TOPPS program, and countless involvements with new approaches to selling and advertising used trucks. Recognizing the need for additional warranty programs, particularly for independent dealers, Ron sold the very first warranty for a company that has since grown into an industry leader.

Industry Memberships:

List memberships in any industry organizations and any offices held: Ron is a member of the Used Truck Association, past president of the Peterbilt Dealer Counsel, and has been guest speaker for many conventions and panels. An interesting aspect of his career involves his networking and relationships over the years. Ron repeatedly recruits leaders and has positioned many UTA leadership members in their respective careers. For example, past Lifetime Achievement Award winner Jim Sundy was recruited by Ron from Burnside Dodge to Nalley Trucks of Atlanta, where Jim spent his entire career until retirement. Arrow Truck Sales Regional Manager, Ken Kusic, was recruited by Ron from the restaurant business into a 35 year career in used truck sales management. The list of associates recruited into our industry, by Ron, is long and productive, yet many people are today unaware of these long-term connections.

Finally, the best references for Ron exist in our industry. Current UTA Vice President Al Hess has a long history with Ron's personal and business ethics and success. We have mentioned only a few of the most notable business and personal relationships such as Jerome Nerman, Jim Sundy and Ken Kusic. There are many more. In a competitive business, such as used truck sales, it is a great accomplishment to maintain close relationships and respect for your integrity for over 44 years.

Community Involvement & Leadership:

List involvement with any community organizations and any positions held:

Many business associates of Ron are unaware of his extensive involvement in the community. Over the years, he and his wife of 44 years, Madaline, have opened their home to fifteen unwed mothers through their pregnancies. They adopted their youngest son, a seven month old abused foster child, through Catholic Charities 39 years ago. Ron is a devoted family man and always provides support for employees facing personal struggles, above and beyond normal employer expectations.

During his employment with Nalley of Atlanta, Ron was diagnosed with terminal cancer of the lymph nodes and given less than one year to live. He was asked by Emory Hospital of Atlanta to be a test subject for a new Chemotherapy and received aggressive treatments for his cancer. Ron would work all week selling trucks and receive injections Friday afternoon, causing him to be physically sick all weekend. After an intensive year of weekly chemo treatments, Ron survived the cancer, never missing work or being a father to his three small children. Ron was featured in the Atlanta Journal Constitution as a “miracle” story and inspiration.

Ron has been a National Spokesperson for the American Cancer Society and a “hotline” volunteer. He sponsored children with cancer and their families. Recently, Ron has supported a 12 year employee of Ameritruck through her diagnosis, treatment, and recovery from cancer. Ameritruck as an organization has been an active sponsor for the Elon Children’s Home of Charlotte.

Ron has supported the UTA and the Used Truck Industry for many years and is a perfect gentleman 100% of the time.