

Ronnie Jordan

When Ronnie Jordan was a boy his grandfather gave him some sage advice. “Go out and do it on your own,” he told Ronnie. In his colorful way, Grandpa pointed to his dog. He told young Ronnie, “You see that dog?” he said. “That’s the smartest dog I’ve ever seen, and I didn’t teach him a thing.” The boy took this lesson to heart and set out to make his own way in the world. In 1987 he started his truck business, Jordan Truck Sales, Inc., in Carrollton, GA. His first location was his own home, and he started out with just two trucks. Today he employs more than 50 people, including several members of his own family. Of course, according to Ronnie, every one of his employees is part of the family. “Our success is definitely due to our employees,” Ronnie says.

Getting Ronnie to talk about himself and what he has achieved throughout his long career is a little like trying to convince a bird to walk. You can try, but you’re going to have a struggle on your hands! When asked about his earning the Truck Blue Book "Independent Used Truck Dealer of the Year" in 2005, he turned back toward his team. “I have some of the best employees in the country,” he said. “Some have been here 25 years. They are very loyal.” He credits his success in life to his faith, his family, and his employees. Still, loyal and devoted employees don’t just happen. That is definitely a two-way relationship, and Ronnie has a way of making the people in his life feel important.

“Surrounding myself with people who are smarter than me,” was his reply, delivered with a chuckle when asked to elaborate on his successful career. Beyond his formal training at West Georgia Technical College, Ronnie said his greatest training came from “hard work.” Now that’s something Ronnie has never been afraid of.

Of course no one works harder than the person who owns his own company, so all of Ronnie's early dedication to work has served him well. "You need to have a good business plan and stick with it," he said. "A good solid business plan is essential no matter who you are, whether you are cutting holes out of doughnuts, building airplanes, or selling trucks." He started his business with three distinct vows, only two of which he has kept. His first was to never wear a suit to work. "I've kept that one," he said. He also vowed to never have a computer. "I lied about that one," he explained. The last was probably the most important of them all. He vowed to never have a time clock in his operation. He's lived up to this last one with devotion. "Everyone is on salary here," he explained. "The janitor is on salary."

Of course, when a person loves his work as much as Ronnie does, it's easy to look at that good life and see as much fun as it is work. Surrounded by his wife of more than 41 years, Debra, and their sons who also work in the business, every day at work is a great mix of challenge and family. That sounds just about right for Ronnie. He remembers his mom telling him that as a child all he wanted to do was play with trucks! "And at 59 years old, I'm still playing with trucks," he said. Working hard in an industry he loves surrounded by the family he treasures and the employees he is devoted to, sounds like a lifetime of achievement by any standard.