President’s Message...

What an exciting time to be associated with the UTA; especially to be on its Board and watch first hand a bunch of outstanding individuals mold a group of interested individuals into a meaningful organization. The UTA has a sharpened focus and continues moving forward. It approaches issues with an openness that produces positive results. It is an organization that lives, eats and breathes the energy and evolution of the used truck industry.

The board meeting in Louisville was time well spent. The board members came prepared and eager to make things better. We all came away with new ideas, goals and new direction. Turning a corner means growth, and we can feel it happening. The founding members (Marvin, Kurt, Jim, Bruce, Jerry S. and Jerry N.) can feel proud of their efforts in getting all this started and serving over the past years.

It has been very rare in our history to have the possibility of having a major manufacturer represented on our board. We now have that opportunity. This further proves the importance of the association. Hopefully, this will happen very shortly.

The UTA is beginning to market itself at the conventions across the country. For the first time, we will have a booth at the ATD Convention, in Philadelphia April 11-15, and a booth at the Blue Book Seminar in Las Vegas June 12-14.

The Membership Committee made a presentation to the Board in Louisville on a plan to divide the nation into regions and establish regional UTA directors. These directors would coordinate UTA activities within that region. This would also give the UTA a better feel for actual used truck-related issues in the different market places across the country and, consequently, our members would be better served.

We are embarking on our Fourth Annual Convention, the theme of which is Come Meet The Used Truck Industry, and the Convention Committee has once again done a splendid job. The tentative agenda for the convention is listed elsewhere in this newsletter. Everyone needs to start talking about this event and promoting to friends and business associates.

Heavy Duty Marketing Associates, our training provider, is offering a new training program on different truck models. I personally bought one for my dealership. If you haven’t checked it out, you should. The UTA is proud to offer this type of product.

I am pumped about the direction of the UTA and the people involved. It has been said that one’s life has value so long as one attributes value to the life of others, by means of love, friendship, commitment and compassion. I believe this describes what and why we do the things we do.

— Eddie Walker
UTA President

SHARE YOUR NEWS

UTA Industry Watch is published monthly. Submissions, ideas and comments are most welcome.
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Heavy Duty Marketing Associates (HDMA), the UTA’s official partner for used truck training, has introduced the first in a series of “in-house” used truck product training programs. The initial two programs are on Mack Trucks’ CH, CL and Vision models, and Mack’s engines, transmissions and rear axles.

Contained in each program is a self-directed VHS videocassette, a program workbook with study guide exercises and a self-test for students to assess how well they learned the program information.

The new in-house programs are designed to help salespeople build more value in the products they sell, while also helping them close more deals with increased gross profits.

The regular price for the Mack Programs are $139.95 each. However, HDMA is offering a special introductory price of $119.95 each, plus shipping and handling, on all orders received by April 30, 2003. UTA members receive an additional 10% discount.

To order your programs, or for more information, call HDMA toll free at 866-454-4362.

Exporting To Friendly Countries

The fact is, exports move inventory. In 2001, companies just like yours exported $125 million in used trucks to over 22 countries around the world.

The U.S. Treasury has updated to which countries you cannot export. This, and other valuable information, can be found on the Internet. Two very helpful websites - which can help you expand your company’s exports even if you are well underway with your exports or are new to export - are:

www.treas.gov/offices/enforcement/ofac - click “Sanction Programs” and “Country summary.” The information contained in these areas will tell you which countries or groups are “off limits” or restricted for trade with the US. For example, Zimbabwe has recently become a nation with trade restrictions.

www.bis.doc.gov - At this site, review the four lists and “FAQs.” The lists provide the persons, groups and entities that are “off limits” for trade with the US.

— Rudy Jose Gonzalez
NASAIC (nasasic@usa.net; 913-488-4476)

“Think Tank” Roundtable

Continuing with tradition, the “Think Tank” Roundtable will once again be a focal point of the UTA’s Annual Convention in November.

To make these roundtables as worthwhile as possible, the UTA would like your input on and suggestions for discussion topics for the roundtable. E-mail your ideas to Justina Faulkner, UTA Convention Chairman, at jfaulkner@primediabusiness.com. With your help, we can make our 2003 convention an even more valuable resource.
- Start Making Your Plans To Attend -

4th Annual UTA Convention
“Come Meet The Used Truck Industry”
November 6-8, 2003
Palm Coast Golf Resort
Palm Coast, Florida

TENTATIVE AGENDA

Wednesday, November 5, 2003
1:00 p.m. Board meeting
6:30 p.m. Board/spouse dinner
Evening Meet & Greet - Cash bar and hors d’ouevres in resort hotel bar for all convention attendees

Thursday, November 6, 2003
8:00 a.m. Welcome Address - Convention Chairman
8:15 a.m. State of the Association - President
8:45 a.m. State of the Industry Address & Economic Forecast
9:45 a.m. Break
10:00 a.m. Sponsor Presentations
12:30 p.m. Shotgun Golf Tournament
12:30 p.m. Tour or Kayaking Adventure with Picnic
6:30 p.m. Welcome Reception - Cocktails and buffet; Sponsor Information Centers and raffle prize drawing

Friday, November 7, 2003
8:00 a.m. Opening Address - President
8:05 a.m. Industry Leadership Forum & Panel Discussions
10:00 a.m. Break
10:20 a.m. Manufacturer Updates
12:00 p.m. Lunch
1:30 p.m. Keynote/Motivational Speaker
3:30 p.m. Break
3:45 p.m. “Think Tank” Roundtables
6:30 p.m. Cocktail Reception
7:30 p.m. Awards Dinner

Saturday, November 8, 2003
7:30-9:00 a.m. Farewell Breakfast
9:00-11:00 a.m. New Board of Directors meeting

For additional information about the UTA’s 4th Annual Convention, please go online to www.uta.org or contact Justina, Shawnna, or Tiffany at 317-297-5500.
Evaluating People

“In evaluating people, you look for three qualities: integrity, intelligence and energy. If you don’t have the first, the other two will kill you.” — Warren Buffet

If I had to use one word to describe my philosophy of doing business, that word would be integrity. You cannot buy, you cannot sell, you cannot manage without integrity. You may be a success over the short haul with no integrity, but your career in this or any other business will not survive without integrity.

When I sit across the desk from a customer, he must feel that I am dealing with integrity. The bottom line is I am an honorable man who has made the deal with integrity. A man’s reputation is his most valuable asset. A man’s reputation will wither and die unless he has shown integrity in his dealings with others.

Intelligence and energy can be used in many different ways in business. Some of the most energetic and intelligent people I have known spent most of their time trying to find the short cuts of doing business instead of dealing forthright with integrity. Their reputation suffered, for most considered them less than honest.

When I think of evaluating people for business, my mind turns to one of the first people I tried to hire. He worked for a competitor in the trucking business. He seemed to have the making of a great salesman - pleasant, hard working, good reputation and liked by all. We spoke several times on the possibility of him working for us. He seemed receptive.

One evening I took him to dinner and we talked about my company and what his opportunities would be for the future. He gave me every indication that he wanted to come to work for us. However, we had never talked about money. I finally brought the money subject up, but he was hesitant to name a figure or state an income needed. To get this to a conclusion, I asked him outright how much money it would take for him to live on every month. He sat silently for a few minutes, in deep thought, and then looked up at me and said: “You know Mr. Jim, I never have made that much.”

He made a great salesman and I always admired his straightforward honesty. He might not have been one of the most intelligent men I know, but he was full of energy and those he dealt with never doubted his integrity.

People are people. But be sure the ones you choose have the quality that is the key to making you proud that you hired him: integrity.

Integrity must guide their intelligence and energy into a winning combination, or it will kill the both of you as far as business is concerned.

Jim Sundy
UTA Board Member
Nalley Motor Trucks
SPONSORSHIPS for the UTA’s Fourth Annual Convention
Palm Coast Resort, Palm Coast, Florida
November 6-8, 2003

The board of directors is busy putting the finishing touches on the UTA’s annual convention, and this year’s program is shaping up to be the best yet.

The format for this year’s convention has been changed to maximize attendance for all events, and to provide greater exposure for sponsors. Meetings will be held on the morning of Thursday, Nov. 6, with golf and tour events to follow after lunch. Friday will be a full day of meetings and will end with the awards banquet.

Sponsors will be recognized on nametags, in the convention program, on sponsor boards, in promotional materials, on the UTA website and in newsletters.

The sponsor presentations will take place on Thursday morning, and a Sponsor Information Center area will be provided during the opening reception. Only 12 spots for sponsors will be available, so early commitment will guarantee your presentation and a listing in the registration booklet.

The following sponsorships are available:

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<td>Hours d’oeuvres</td>
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YES... I want to commit to be a UTA convention sponsor. Please sign me up as a sponsor for the following. ____________________________________________

Company Name ________________________________________________

Company Contact ___________________________ Phone _________________________

Billing Address ______________________________ Fax _________________________

I am interested in making a presentation ______ Yes _______ No ________

Fax Responses to Sue Dorso at 941-698-4285. Questions? Call Sue at 941-698-4285.
Deserving Individuals Sought For Industry Service Award

August 6, 2003, is the deadline for nominations for this year’s UTA/Marvin F. Gordon Lifetime Achievement Award. This annual Award recognizes individuals who have made numerous and significant contributions to the used truck industry.

Nominations for the Award may come from anyone, including the nominee. *Membership in the UTA is not a requirement.* The 2003 Achievement Award will be presented during a dinner banquet at the UTA’s Fourth Annual Convention. For additional information, phone the UTA at 1-877-GETS-UTA (1-877-438-7882) or visit its website at www.uta.org.

--- Quintessential Quote ---
“A successful man is one who makes more money than his wife can spend. A successful woman is one who can find such a man.”

*Lana Turner, film star.*