



Used Truck Association



NewsWorthy?

Have you expanded your business? Promoted staff? Won an award? Opened a new location? We want to know. Share your news with the *UTA Industry Watch*. Send submissions, as well as ideas and comments, to:

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How are YOU supporting the UTA?

The UTA Code of Ethics:

The Challenge of Living Up To Our Promise

A short time ago, in a galaxy quite close to home, there were a lot of used truck businesses. Quite a few of these were wild and wooly causing no end of grief for those who chose a more customer-friendly path. One day there came together a few men to discuss this tarnishing of their reputation by industry association. What could they do to restore their reputation?

They vowed to give each other moral support when they were tempted to go off-course and the foundation of an association of like-minded people was laid. "Which words," they asked themselves, "best describes a principled used truck dealer?" They identified those words and a code of ethics was born.

These men, willing to put the courage of their ethical convictions in writing, enthusiastically spoke of that meeting to their friends. Those friends joined and talked to their friends. Before they knew it, some 18 years had passed and hundreds had joined in that restoration of reputation.

The phrase "easier said than done" is quite appropriate to mention at this point. As you look at the list of the nine foundation principles for your organization, you may be reminded of the times you were presented with an opportunity to make a sale that you *knew* would not be good for the customer.

But you recalled your promise to live by these principles. You may even have tried to talk yourself into doing the deal anyway and then realized you wouldn't be able to look your fellow UTA-member in the eye the next time you met. You almost certainly straightened your spine, looked that customer in the eye and said, your conscience clear, "Can't do it and here's why."

More than likely that customer is still your customer today because he saw you live by the courage of your convictions and he *knew* to the core of his being that he could trust you with his hard earned money. He probably even passed along a good word about you and someone else came in who was looking for fine treatment.

It is a challenge to live up to our promise. Encouragement to do the dishonest thing surrounds us each day. This newsletter serves as a monthly support of your vow to keep these nine valuable principles. The convention is a yearly treasure serving the same goal. This is what the UTA is about, friends; it is for this reason *we exist*. Let us never forget it. ■

Your Nine Opportunities to Rise Above the Crowd

- 1 Honesty.
- 2 Integrity.
- 3 Professionalism.
- 4 Value.
- 5 Excellence.
- 6 Continuous Improvement.
- 7 Keeping Promises.
- 8 Complete Satisfaction.
- 9 Relationships.

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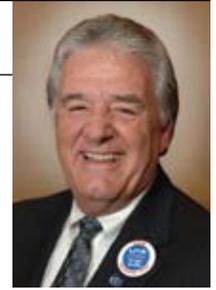
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contact information for your
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President's Message



Support is kind of like trucks. Everything we see, feel, touch, and use has involved or needed trucks somewhere along the way. Support is also needed by each one of us in some form or fashion every day of our lives at home and at work. We live in a world where we depend on support as much as we have grown to depend on trucks.

As we let our minds wander through our day, we realize how important the involved individuals are in each transaction of the support system. From the truck driver to the mechanic to the delivery person and the salesperson, extending a hand to help an older person rise from a chair to stand or giving a loved one a hug; one supporting the other makes the day better. We need to receive support each day, but we are also a player in giving it.

Our association is a prime example of the cycle of support. The UTA would not exist if we didn't have your support. Our membership has grown to over 800 members because of people working to get new members and wanting to get involved so they can support this organization. I recently received this email and want to share it with you:

Eddie,

I wanted to re-introduce myself and offer my assistance to the UTA. I had the pleasure of playing golf behind you in Galveston this year and had a wonderful time in the tournament, but more importantly, during the meetings. Al Vrooman and I spoke more about the UTA at a convention we both attended recently in Las Vegas. We both feel it is important to be involved in the industry and we hold the UTA in high regards. If I can serve you or the UTA in any way to better the industry, count me in. Give me a call and let me know what I can do.

William Bateman

This is an example of the difference people like you in our industry are making when you support the UTA. We had 56 new members sign up in January and February of this year. Our organization is deservedly earning its place in the sun! Support and—as William is doing—getting involved are the ingredients that have given us the success we enjoy.

Giving to and receiving support from business associates, friends and loved ones are essential for healthy relationships. Building relationships is what the UTA is all about. I am very thankful for those that have passed through my life due to my participation in the UTA and I am sure you are also. With every turn of the page we learn something new.

We all spend a lifetime supporting one thing or another and we are glad you chose something worthwhile because the UTA is making a difference in this industry we all love so much. If you know someone who is not a member, share with them the “UTA Experience.” As Karen Lawson said, “Without passion, life is merely a series of experiences. Pursue your passion, and you will find success.” And as my father-in-law always said, “Life is good.” ■

See you at the next truck stop,
Eddie Walker, UTA President
Eddie@uta.org

8th Annual Convention Sponsors Still Needed

Sponsor letters were mailed in March and already we have had a great response. As always, though, the more sponsors the better the convention. Could your company benefit from targeted exposure to potential and current customers? Then this is the place you need to be seen. Convention sponsors will be recognized in many ways including nametags, the convention program, sponsor boards, promotional materials, on

the website, and in the monthly **UTA Industry Watch** newsletter. In addition, each sponsor will also be listed in the convention binder with a brief description of each company's products and/or services and contact information.

Vendor Expo booth space is only available with sponsorship and is limited. Please contact Sue Dorso at (941) 492-2429 to reserve your space and have answered any of your questions about the convention.

Please see page 4 for a listing of those **companies already signed up for sponsorship.**

Will your company's name be seen by decision makers from around the country? Only if you sign up. Call Sue. She's waiting for your call.

Hybrids, Hybrids Everywhere

Part two of last month's Medium Duty Committee article.

by Rolf Lockwood

What exactly do we mean by 'hybrid' vehicle? Simply, it's one that uses two different power sources to make the wheels go round. But you can have both 'series' and 'parallel' hybrids.

If both the diesel engine and electric (or hydraulic) motor are connected to the drive wheels at least some of the time you have a 'parallel' system. It maintains conventional drivetrain design, augmenting the diesel's output with the electric motor's. The diesel engine — usually smaller than would normally be spec'd — and a small electric motor together replace a larger conventional engine. They may both be used to get the truck moving, but once cruise speed has been reached the electric motor is shut down. That leaves the smaller diesel to maintain speed, but of course it will do so more efficiently than a larger engine would. At the same time, the diesel will spin the electric motor, which has become a generator, to recharge the on-board batteries.

In a 'series' hybrid system, on the other hand, there's a generator connected directly to the diesel engine but the driving is done by the electric motor alone, which drives traction motors at the wheels ends. There's no mechanical link between the engine and the drive axle. The diesel is operated in a constant-speed mode that allows for maximum efficiency. Unlike the parallel system, there's no redundancy — if the electric motor is out, you're stopped.

One of the very biggest advantages of a diesel/electric hybrid is regenerative braking via the electric motor, which can create torque in reverse as well as forward 'gear'. In that mode it's a generator being turned by the rotational force of the driving axle and

thus generating electric energy for storage in the battery. At the same time it's slowing the vehicle down with the resistance of the electric motor. Normal brakes are still required, but they're used far less -- really only in very hard stops -- so brake shoes will receive much less wear, extending their life and reducing maintenance costs.

It's all very efficient, relatively speaking, capturing some of the braking energy that would normally be wasted as heat and saving it for acceleration purposes. Stop-and-go city driving is ideal for such a system — and vice versa — because the cycle of acceleration followed by deceleration brings a high energy-recovery ratio.

The Utility Truck

Aside from courier operations, the first mass users of hybrid trucks might well be utility fleets. Development is well advanced, thanks in part to a major pilot test begun a year ago. Organized and sponsored by WestStart's Hybrid Truck Users Forum, it's been field-testing 24 International utility trucks with a diesel/electric power-train jointly developed by the truck maker and Eaton Corporation. Some 14 fleets are involved, including Hydro Quebec.

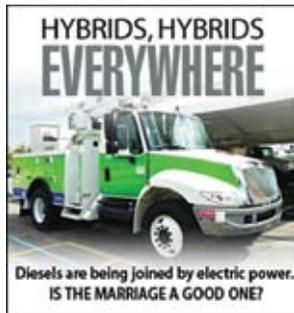
The drive system is a parallel hybrid configuration, with the permanent magnet motor mounted directly in front of the transmission, behind the engine and clutch. The engine powers a conventional drivetrain directly or drives the electric motor to create electrical energy that's stored for use as needed. Electric and diesel torque can be 'blended' to improve vehicle performance and to operate the engine in the

most fuel-efficient range for a given speed. The truck can also be run with electric power only, and it features regenerative braking. The truck can operate the utility bucket in electric-only mode, with the engine off, significantly contributing to improvements in fuel economy. Not to mention emissions and noise reductions.

Each test truck, along with an additional baseline non-hybrid vehicle, is equipped with International's 'Aware' vehicle intelligence system. It sends continuous information to everyone involved in the test, data that will be invaluable in helping fleet owners understand the impact of hybrid-electric vehicles in their operations. Early tests indicate that fuel use can be cut by 40 to 60 percent.

Utility fleets aren't the only market for a medium-duty truck of this general sort, of course, so this test will help others to make sensible hybrid decisions -- applications with frequent start-and-stop operations or significant idle time, for instance, such as food, beverage, and retail delivery. The military is keenly interested too.

There are many more examples of hybrid power systems than we have space for here, so look for a second installment next month. We'll examine the diesel/hydraulic idea and other variations on the diesel/electric theme, including battery developments. ■



Rob Slavin
Medium Duty Committee
rob.slavin@nav-international.com

May 2007: Medium Duty Article

How Long Would You Like to Keep Your Truck?

by Bill Lyons, Mitsubishi Fuso Truck of America, Inc. & Ted Arnold, Al Paul Lefton, Inc.

2007 Convention Sponsors

To the following who have already shown their support of our industry, we say "thank you."



Diamond

Arrow Truck Sales

Platinum

American Trucker
Caterpillar Inc.
Cobalt Finance
National Truck Protection
Nexttruck/Randall-Reilly Publishing
Premium 2000 Plus Warranties
Truck Paper

Gold

Broadway Truck Centers
Eaton Corporation – Roadranger Marketing
Fastline Publications, Inc.
Highline Capital Transportation, Inc.
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Mack Trucks Inc.
Peterbilt Motors Co.
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Volvo Trucks North America
Weldon Manufacturing

Silver

Ameritruck, LLC
ATD/N.A.DA. Commercial Truck Guide
Soarr/Interstate Online Software
The Truckers Choice
Wholesale Trucks Of America

Bronze

Best Used Trucks
Heavy Duty Marketing Associates
Hino Trucks
Utility Trailers Of Dallas, Inc.

Board News and Views

8th Annual UTA Convention

It gives me great pleasure to give you a brief overview of what is on the agenda for this year's UTA convention, this will be one you can't afford to miss.

This theme is really the entire UTA convention in a nutshell as there is no better forum or meeting where those of us in the Used Truck industry can experience all three factors.

Ultimate Networking — At this year's convention we expect attendance to be in excess of 500 attendees. This will allow you to meet with fellow UTA members from all areas of the used-truck industry. You can refresh contacts with business associates and friends.

Take-Charge Information — The agenda planned will make your attendance not only enjoyable and relaxing but also very worthwhile. Valuable information and ideas from various presentations and speakers will inspire and motivate you. Convention attendees who participate in workshops will review important subjects that will advance their businesses. A special keynote speaker will emphasize that "we can do what we believe we can do and we won't do what we think we can't." Our speaker will use an entertaining technique to get this message across to attendees and make this an unforgettable presentation

There will also be an expanded **Vendor Expo** where you can connect with important industry suppliers and resources to find out about new products and services that will benefit your business.

New Friends — As the annual attendance at the UTA convention continues to grow there will be many opportunities for you to make new friends at the various workshops, general sessions, dinner gatherings, and the many other activities held during the conference. Also, there are other venues where you will meet with fellow UTA members for fantastic get-togethers.

The November 8th, 2007, UTA John Gresley Golf Outing will be at the award-winning Orlando golf facility, *Shingle Creek Golf Club*. The UTA has booked the entire golf course for the afternoon; as you can see, the golf course should be quite exciting.

If you don't golf, there are other entertaining events you can choose from to spend your Thursday afternoon:

1. Airboat tour through the Everglades
2. Half-day Sea World visit
3. Sky diving simulator

When you get back from any of these events you can join us at the Vendor Expo and later the welcome reception and dinner for a fun-filled evening. Later, there will be more convention information sent to you in the pages of the UTA newsletter.

But to close for now, this is just a sampling of what will be a unique opportunity for you to network with others in the used-truck industry, gain new ideas to use in your business, and something else that is very important...*make new friends!* ■



Thank you,
Hal Dickson
UTA Convention Committee Chairman
hal@uta.org

When: November 7-10, 2007

Where: Orlando, Florida

Hotel: Rosen Center Hotel complex

The theme of this year's convention:

Ultimate Networking
+ Take-Charge Information
+ Adding Friends

= The 2007 UTA Annual Convention





Member Benefits

What are you waiting for?
Take advantage of your UTA
benefits with just a click.
All details of these offers and
services can be found at
www.UTA.org.

Auctio LLC

Equipment Search.com

**Heavy Duty Marketing
Associates**

Hertz

HTAEW.com

Hiring Solutions

**Manheim Heavy Duty
Auctions**

My Little Salesman

National Seminars

National Truck Protection

**Payment Processing
Consultants, Inc.**

**Premium 2000 Plus
Warranties**

R.L. Polk

SOARR.com

The Truck Blue Book

WWW.UTA.ORG

“Bear-o-meter”

As you know, on my list of projects for this year I had tackling the issue of *Trucker IRS 2290 Returns*. But I have been slowed down with my knee surgeries. That is why I just love it when someone pinch hits for me.

Mike McColgan (Truck Remarketing Manager, Volvo NA) stepped up to the plate. The crowd was silent at the wind up and the pitch. Our boy swung away and connected. The crowd rose to its feet and watched as he hit a homerun. Yes, our man from Volvo Trucks North America scored a big one, but it wasn't on the ball field!

Mike contacted the IRS about the Federal Highway Use Tax issue that has plagued us for years. Never allowing the government to ignore him (and they tried!) he kept swinging, finally getting a favorable answer from the Feds on who owes what and when it is owed.

I wasn't going to reveal the answer in this column because that would have been stealing Terry Williams' thunder. In fact, I am still not going to reveal it in this column. But by now you have probably seen the front cover and read the article. However, Terry will have the IRS coming to the Blue Book Used Truck Seminar in Las Vegas in June where

they are supposed to lay this issue to rest for all of us at that time. Suffice it to say, this is an important matter. If you haven't already, you should make plans to be at the Blue Book affair in order to get the latest information.

Mike, thanks for taking this on and doing such a great job. I appreciate your efforts and tenacity in getting the IRS to act on this issue. Mike wanted to also give a huge thank you to Joseph A. Mazzuca of the IRS who went above and beyond in helping the used truck industry.

For those of you who are interested, I am getting along fine and my knee is great. I am still building up my endurance and tire easily but I have no complaints. My next knee surgery is April 30th. I am going to have my left knee replaced at that time. I am hoping to be good as new by the beginning of August. ■



Steve “Bear” Nadalson
UTA President Emeritus
Board of Directors
bear@uta.org

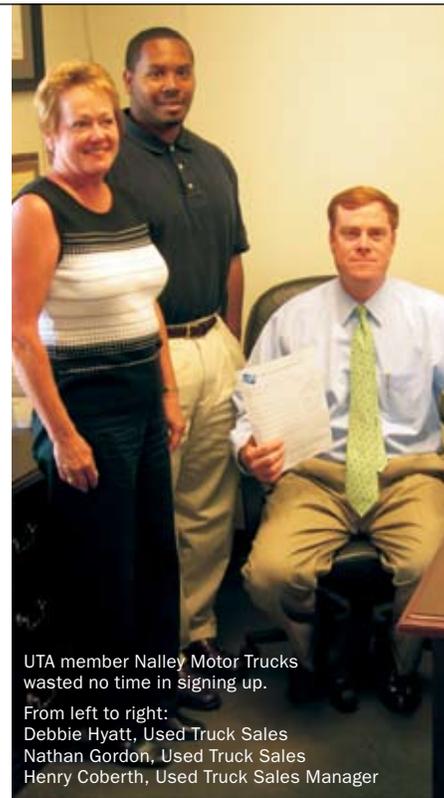
Membership

What a great response we had for the UTA FREE Training Initiative; over 30 corporate members have faxed in their drawing forms. Remember, you and your nominee's names always go back in the hat if they should not be drawn. Seven different programs. Forty-two chances to win. For those of you who lost your sign-up sheet, you can go to the UTA website and download and print the form from there. A few clicks and you will be on your way to bettering your sales force's skills *just like our first three winners: Mark Warren, Vander Haags, Inc.; Dan Dewald, Dan Dewald, Inc.; and L. Murphy, Premium 2000 Plus Warranty/Gateway Management.*

What will be drawn next? Eight Blue Book Convention registrations. Yes, the one in Las Vegas. What are you waiting for? Start clicking. ■



Sincerely,
Tom Pfeiler
Membership Committee
(563) 557-2182
tompfeiler@freightliner.com



UTA member Nalley Motor Trucks wasted no time in signing up.

From left to right:
Debbie Hyatt, Used Truck Sales
Nathan Gordon, Used Truck Sales
Henry Coberth, Used Truck Sales Manager

File Cabinet



Polk Debuts Commercial Vehicle Loyalty Analysis

R.L. Polk & Co., unveiled its Commercial Vehicle Loyalty Analysis solution at the Mid America Trucking Show. This new product will allow commercial truck and engine manufacturers to better understand the loyalty of their customer base, analyze growth opportunities, and take pre-emptive action against potential defectors using fact-based, measurable data. It measures actual vehicle transactions not purchase intention.

Gary Meeter, account director for Polk's Commercial Vehicle Team, said, "We are extremely excited to introduce [this product] to an industry that can truly benefit from its strategic focus. Until now, customer loyalty has been difficult to track and measure..." For more information visit <http://www.polk.com>.

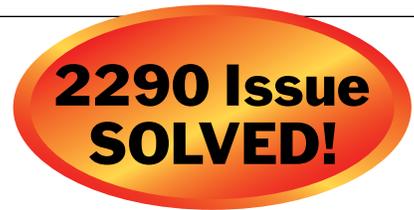
Heavy-Duty Hybrids and Electric Vehicles get a Boost

Maxwell Technologies, Inc., has introduced a rugged 390-volt BOOSTCAP® ultracapacitor module to provide scalable, easy-to-integrate, energy storage and power delivery solutions for heavy-duty hybrid and electric vehicles and heavy-duty industrial applications requiring up to 1,170 volts. <http://www.maxwell.com/ultracapacitors/index.asp>

Concerns Continue about Highway Account Solvency

The GAO has added "Financing the Nation's Transportation System" to its High Risk Series. The GAO has called for a complete reassessment of (a) the federal role in funding, selecting, and evaluating transportation investments, (b) mechanisms to seek alternative revenue sources, including private investment, and (c) methods of allocating funds to ensure equity, efficiency, accountability and performance of transportation investments.

Spending may outpace receipts before the end of fiscal year 2009. Long-term, serious reforms are needed to approach the financing and managing of our transportation network to win the battle against congestion. For the complete testimony go to <http://testimony.ost.dot.gov/test/peters4.htm>



Federal Highway Use Tax 2290 Reporting Forms

Mike McColgan, Truck Remarketing Manager, Volvo Truck NA

In 2005 the IRS changed requirements for reporting payment and verification of FHUT payments, i.e., 2290 filings. From the time the IRS amended the policies and procedures for 2290 filings as it related to the used truck industry, we all found ourselves with individual IRS offices interpreting the rules in different ways. Some offices prorated FHUT due to the new buyer of a pre-owned truck. Others demanded proof of payment by means of copies of 2290 filings from the prior owners.

In the event the new owner of a used truck could not produce copies of the prior owner's 2290 filings, some offices levied the full year of FHUT. What we are pleased to announce is that the IRS has listened to the used truck industry and has clarified the regulations regarding the 2290 filings to all of its field offices informing them that proof of the prior owner's payment of the FHUT, i.e., 2290 filings, is no longer the burden of a new owner of a used truck effective as of March 1, 2007.

Below is the lead paragraph of the official release.

IRS Clarifies Form 2290 Issue

The IRS has received several inquiries about Form 2290, Heavy Highway Vehicle Use Tax, in the case of vehicles used and subsequently sold in the same tax period of July 1 through June 30. The person acquiring the vehicle during the tax period is required to report and pay the tax due for the remaining months of the tax period and is not required to provide the previous owner's Schedule 1. ■

[**Editor's Note:** As of press time we are currently working on putting the link to the complete IRS 2290 information on our website.]

PRESS RELEASE

Cobalt Finance Opens The Cobalt Agency

Cobalt Finance is pleased to announce the opening of The Cobalt Agency, which will sell trucking insurance products to Owner-Operators and Small Fleets in 14 states across the nation. "We're really excited about the prospects for The Cobalt Agency. We see strong demand amongst our network of almost 400 dealers across the nation to supply their customers with insurance," said Jason Rush, president of Cobalt Finance. "Dealers and customers will benefit from the agency's ability to rapidly quote and bind, which can expedite the equipment sales process at the dealership."

The Cobalt Agency will represent Great American Insurance Group's Trucking Division and sell their Physical Damage, Non-Trucking Liability, and Interim coverage

products for Class 7 and 8 equipment in the following 14 states: Alabama, Arizona, Arkansas, Georgia, Illinois, Minnesota, Missouri, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, and Texas. Customers can purchase the products in a 36 month direct bill contract or finance them within a Cobalt Finance equipment contract. The Cobalt Agency LLC is a wholly-owned unit of Cobalt Finance LLC.

Founded in 2000, Cobalt Finance LLC has emerged as a leading independent equipment finance company that specializes in financing used, Class 8 commercial trucks for small fleets and owner-operators throughout the United States. The Company has offices in Deerfield, IL and Phoenix, AZ. ■

Industry News Briefs

The Boler Company Hendrickson Bumper and Trim

Matt Boler assumed duties as vice president of corporate development for The Boler Company. Boler will focus on strategic planning which will include joint ventures, and mergers and acquisitions. Kurt Kern succeeded Boler as general manager of Hendrickson Bumper and Trim. The Boler Company [one of the largest global suppliers of truck, tractor, and trailer suspensions, lift axles, and trim components and springs to the commercial transportation industry] is the parent company of Hendrickson which designs, manufactures and sells air-ride suspension systems for trailer applications. Hendrickson, based in Itasca, Illinois, has been supplying the transportation industry for more than 90 years.



Matt Boler

Kurt Kern

Kansas Turnpike Toll Rate Hike Turned Down

Governor Kathleen Sebelius requested an increase in tolls on the state turnpike to help pay for repairs at the state's universities. The Kansas Motor Carriers Association said the universities should pay for their own problems. It seems the Kansas Senate Ways and Means Committee agreed and on March 13, 2007, turned down the governor's request.

Annual North American Surface Trade Numbers Released

2006 trade using surface transportation between the United State and its NAFTA partners Canada and Mexico rose 8.9 percent higher than in 2005, reaching \$760 billion, reported the Bureau of Transportation Statistics (BTS). For the complete news release and summary tables, go to www.bts.gov. For more information on transborder freight data and data from previous months, to go <http://www.bts.gov/transborder/>.



EATON named Power Quality Company of the Year

For the third consecutive year, Eaton has won the Frost & Sullivan Power Quality Company of the Year Award. Recipients of this award demonstrate outstanding management, consistent growth, high-quality products and services as well as a positive social and economic impact on local and national communities. Frost & Sullivan credited the Electrical Group's PowerChain Management solutions strategy, launched in 2005, as a major driver of its success in electrical markets worldwide. The strategy brings all of Eaton's electrical brands under one roof to function as a one-stop shop for meeting customers' electrical needs. It seems to be working. Last year alone, the electrical business was able to achieve market share growth of 8 to 10 percent. Randy Carson, Eaton senior vice president and president of the Electrical Group, said, "I'd like to thank the entire Electrical Group for making this award possible. Achievements like this take more than strategy. Our employees are demonstrating the traits of a true world-class team."

Demand for Freight and Passenger Transportation to Increase Two-and-a-Half Times

Over the next 50 years, the expected rise in U.S. population will be over 60%. The GDP will quadruple. Demand for transportation will rise accordingly. For the complete transcript of this testimony go to <http://testimony.ost.dot.gov/test/shane1.htm>

Pilot Program Allows Mexican Trucks to Haul International Freight on U.S. Highways

The Murray-Shelby amendment and Section 350 of the Fiscal year 2002 Appropriations Act are being implemented. A pilot program will involve fewer than 1,000 trucks from Mexico to only transport international freight inside the U.S. Not authorized on U.S. highways are: domestic deliveries between U.S. cities; hazardous materials transportation; passenger bus transportation; and operation of longer combination vehicles. During the pilot program the Federal Motor Carrier Safety Administration will perform 100 percent of pre-authority safety audits in Mexico. These audits are to include driver fitness in these areas: valid CDL of all Mexican long-haul drivers; proof of medical fitness; and verification of compliance with hours-of-services rules; ability to understand and respond to questions and directions from U.S. inspectors; drug and alcohol testing. Additionally, all trucks must be insured by a U.S.-licensed insurance company and undergo a 37-point safety inspection at least once every 90 days. For more information about this go to www.dot.gov/affairs/cbtsip/dot2107.htm.



CALL FOR SPONSORS!

**2007 Second Annual
Jerome Nerman Endowment
Scholarship
Fundraiser Golf Scramble**

June 20-21, 2007

Kansas City, MO

Call Bryan Haupt at

(816) 242-6205

or email to

bhaupt@mhctruck.com

UTA Professional Sales Training

HDMA 2007 Schedule

Fundamentals of Used Truck Sales (HD)

April 24-26, 2007

Seminar

Tampa-Clearwater, FL

Tuition and Fees: \$890

Who should attend: New or inexperienced sales representatives or candidates for sales positions

Topics: Industry and buyers; Makes, models, components, and applications; performance and appraisal; selling skills; financing; goal setting and time management

Fundamentals of Used Truck Sales (MD)

June 18-22, 2007

Live web-based Seminar (Webinar)

Tuition and Fees: \$890

Who should attend: New or inexperienced sales representatives or candidates for sales positions

Topics: Industry and buyers; makes, models, components, and applications; performance and appraisal; selling skills; financing; goal setting and time management

Professional Used Truck Selling Skills

May 8-10, 2007

Live web-based Seminar (Webinar)

Tuition and Fees: \$520

Who should attend: All truck sales professionals

Topics: Account management; relationship building; qualifying; presentations; handling objections; negotiation; closing; follow-up; referrals

Professional Used Truck Management

September 11-13, 2007

Chicago, IL

Tuition and Fees: \$790

Who should attend: Used truck managers, sales managers, GMs, and management candidates

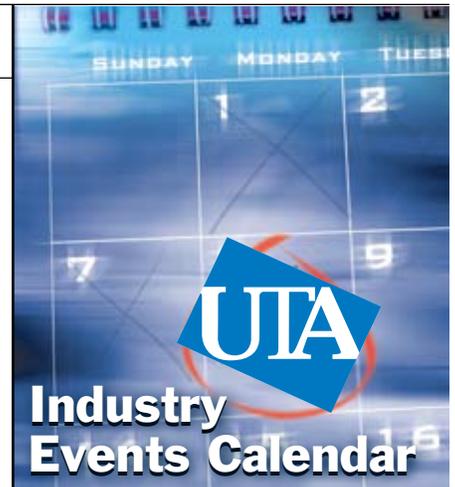
Topics: Managing; marketing and sales; inventory control; employee selection and development

Remember, UTA members in good standing (that means your dues are paid) will receive a **10% discount** off these class prices. This is the ninth consecutive year this course has been held. Hundreds of successful graduates are working in the used truck industry throughout North America proving this program is a prerequisite for a fast and successful start in used truck sales.

For more information and/or to sign up, please call me or Paul Spokas at (336) 643-1961 or email us at hdmainc@earthlink.net. ■



Joe Boyle
Training Committee Chair
JoeBoyle@truckcountry.com



ACT Publications Seminar #36

North American Economic & Commercial Vehicle Industry Review 2007-2011

May 22-24, 2007

Holiday Inn, Columbus, IN

For More Information: Contact Joyce Wire (812-379-2085) or www.actresearch.net/seminar.htm

ACT Publications Seminar #37

N.A. Economic & Commercial Vehicle Industry Review 2007-2011

October 9-11, 2007

Holiday Inn, Columbus, IN

For more information contact Joyce Wire (812-379-2085) or www.actresearch.net/seminar.htm

ASK THE UTA!

Oh, your website is chock full of helpfulness. If you go to www.uta.org/asktheutaasp, you will find an easy to use form to submit your pressing questions. These questions will be answered in the pages of this newsletter.

The Road from Galveston in '06...



...Leads to
Orlando in '07!

Last Notes

Dear Member,

Raise your hand if you have ever **thought** about starting an exercise routine. Raise your hand if you have ever just **watched** an exercise video. (I bet a few more men raised their hand.) Raise your hand if you have ever actually **started** an exercise routine. Not as many hands. How many continued it for over two weeks? Hello? Is anybody out there?

All exercise videos have one thing in common. The host, whose buffed, taut body simultaneously annoys and inspires me, talks non-stop, smiling the whole time. He doesn't even get out of breath. I sit there and say to myself "I could do that. I will start tomorrow."

I set my alarm for early in the morning, dressing in clothes that won't bind or pinch, and turn the television to the exercise show. I'm pumped, I'm ready to go. The warm-up begins. *Hey, nothing to this exercise stuff.* By the end of the warm-up I am having to concentrate on taking breaths. The exercise guru tells me to work it out! The next set of exercises begin. My breath is coming out in ragged gasps and sweat is dripping into my eyes. With smiles and effortless talk, the host (who I am positive is sneering at me) says "You are doing very good! Keep it up."

Oh, yeah? I dare him to do this smiling routine after having two babies. Yeah. What does he know? *Huff. Puff. Huff. Puff.* When will this agony be over? I look at the clock. What? Only five minutes have passed? Oh, God! I am going to die. Before the week is out I have found all sorts of muscles and body parts that I did not even know were there. I really, truly, deeply wanted to continue the exercise program, but I lost my sweat socks after the first week. Really, can **you** work out if you can't find your sweat socks? Those things just disappeared and I was never able to locate any anywhere; they are very hard to find. No, the stores do not have any more. No. There are none to be found.

Well, advertising a business is a lot like that exercise routine. Before I started my business I said to myself "Hey, I can do that. No sweat to starting a business and making a profit!" After all, I am a pretty smart person; I know I have a service everyone could use. Sure. No problem. Then I started the business.

In less than one week, I found I had worries I never knew existed. I had a service that everyone could use. But I wasn't the only one offering it to them. My competition, which previously I was blind to, was crawling out of the woodwork. And another thing. Just because another business could use my service, didn't mean they would! How was I going to differentiate myself? That is when it really dawned on me just how complicated (and expensive) advertising could be.

You know what I am talking about. I could have hung my head and blamed failure on my competition. However, I decided to take responsibility for my own fiscal fitness. Repeated often in just about any exercise routine is the phrase *work it on out*. When you have rough times in your business, just keep reminding yourself to **Work It On Out**. I thought small and micro-targeted a very narrow niche and worked it like crazy. You have probably found something that works for you.

On your business's fiftieth anniversary, when all the young associates ask you for your secret to success, you can tell them "I believe in exercise." ■



Sincerely,
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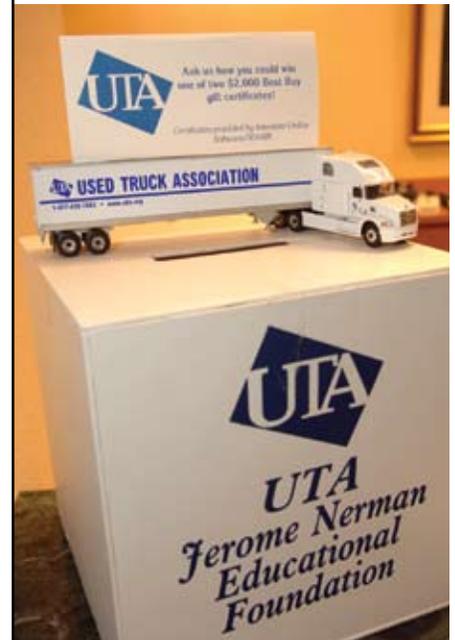
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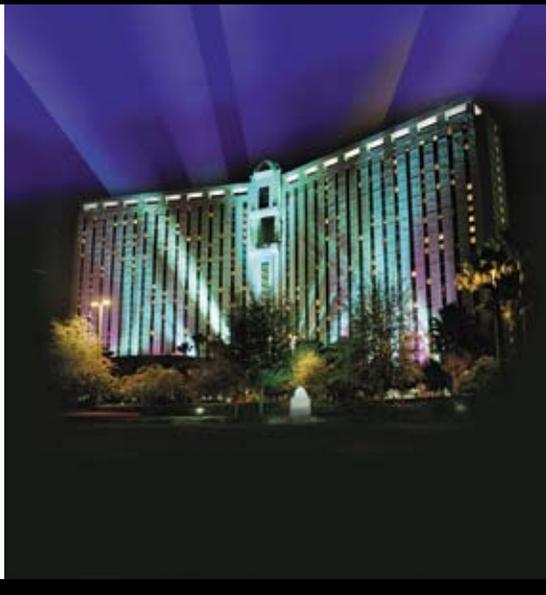
“ There is no royal road to anything. One thing at a time, and all things in succession. That which grows slowly endures. ”

JOSIAH G. HOLLAND

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