

## **Aaron Barlow**

Aaron Barlow has been focused on truck sales/buying in the Indianapolis area for over 15 years! His career began in 2004 as a sales rep for Brickyard International. He then landed the position of Used Truck Manager at Andy Mohr. For the last 7 years, he has been perfecting his craft alongside Rob Foster at RC Foster Truck Sales. It is here where Aaron really found his stride, while learning all of the ins and outs of a family-owned business.

With over ten years as an active member of the UTA, he has had the opportunity to only network with some of the best in our industry, but also creatively putting together deals with colleagues from around the country. Currently he holds a position in the UTA Dealer's Group and has had since the group's start. This opportunity has really enabled him to become more fluent with all of the organization's benefits to its members.

If elected to the board, Aaron will come equipped with new and innovative ideas. Recruiting new members to the organization is vital to the heartbeat of the organization, but so is keeping historical data for the institutional knowledge that comes with the UTA's history. In bridging generation gaps, it will ensure the organization moves forward, while honoring its history and founding members. Additionally, in order to ensure maximum participation in this year's UTA conference in Atlanta in this time of uncertainty with COVID-19, a virtual component could be critical. If those unable to travel were given an opportunity to take advantage of the key-note speaker and our dealer meetings at a reduced rate virtually, the UTA could still reach a large audience, without sacrificing the integrity of an in person event.

To anyone that has ever spoken with Aaron, then you know he's never met a stranger and is eager to find the best truck for his customer. Whether wholesale or retail he provides an optimal, low-pressure sales experience through humor and "really knowing his stuff." When Aaron doesn't have his phone to ear, or his feet on the lot, he enjoys spending time with his wife Christy and their three children, Adalyn (15), Ava (12) and Arlo (5). You are most likely to find him on a boat at his favorite lake spot or at one of his children's many sporting event.