

Bobby Williams: A Life of Achievement

“I would like to start my biography by saying that I am honored to be nominated for the Used Truck Association’s 2020 Lifetime Achievement Award,” Bobby said when asked for his biography. And, so he did. Bobby’s actual career in trucking began in 1991, but his destiny was set long before that. He was born the son of a truck driver/mechanic in southwest Missouri. “My dad owned trucks and had his own repair shop in Joplin, MO,” he recalled. “So, I always knew I would be in some way around trucks; working on them, driving them, or selling them.” Bobby’s first job held the title, Wash-Boy! “I washed my dad’s trucks, my uncle’s trucks and even customers’ trucks,” he said. “The only part of washing trucks I liked was when I got to drive them in and out of the shop!” No wonder, he was eight years old!

In 1991, Bobby was managing a family owned auto parts store when a friend of his called to see if he would be interested in a job with MHC Kenworth, known at the time as Ozark Kenworth. That friend encouraged Bobby to come for an interview, explaining that the company really needed someone with his skills. After the interview, Bobby decided to stay where he was. “I didn’t get the warm and fuzzy from the manager,” he explained. But, his path into used truck sales had already begun to change. A few months later, Bobby got another call from MHC. It seems a new manager had taken the place of the one Bobby didn’t connect with,

and he wanted to know if Bobby would be willing to come in again. “I was hired to replace the body shop/parts salesman,” Bobby said. Just four days on the job, Bobby found out the man he was replacing wasn’t leaving after all! “I figured I was done,” Bobby recalls. Instead his manager asked him to work the counter and gave him a raise! “All I could think was, Wow! I got a raise on my fourth day of work!” he said.

Bobby spent a year at the Parts Counter and as a Service Parts salesman before deciding it was time to do something new. “I became the Used Truck Mechanic for the Used Truck Manager,” he said. “This involved detailing trucks, painting, and light work (radios, brakes, and chrome goodies.” At the same time, Bobby took a second job selling cars and pickups at a car lot belonging to friends of his family. “I would work 8:00 a.m. to 5:00 p.m. at MHC, then 6 p.m. to 10 p.m. selling cars and pickups,” he recalled. The Used Truck Manager with MHC asked how many units Bobby sold monthly. “I told him I would average 40 to 45 units a month selling part time,” he recalled. That’s when his manager asked him if he’d like a job selling trucks for MHC. “I took that job and never looked back,” Bobby recalled. “I was promoted to Used Truck Manager a few years later.”

Bobby joined the UTA in 1997 but became much more involved in 2001 after seeing the great networking opportunities the group offered and the “family feeling” he got when he saw other members every year at the UTA Convention. “I

have served on the Used Truck Association's Board of Directors from 2007 to 2018," Bobby said. "I have held several committee chairman positions, as well as different offices, including Vice President." Bobby spent the years between 2006 and 2018 learning the Mack & Volvo product, and he was President of UTA's Mack & Volvo Premium Dealer group for a term.

He and his wife, Corissa, have been married for 27 years and are the proud parents of two children, Shelby and Kyle. "My daughter Shelby currently works on the Cardiology floor of Presbyterian Hospital and is attending nursing school," Bobby reports. Their son, Kyle, is employed full-time while also pursuing a full-time course load in college.