

## **Ethan Nadolson**

First of all, I appreciate your consideration for electing me to serve on the UTA Board once again. For me and my family, this is not a "resume builder" position. This is an opportunity to dig in and serve the industry that I love with my time and talents.

I've been committed to the UTA since it was "rebooted" in 1997. My company ran the first UTA website (pro bono for over 10 years); I served on the Board for years; ran the Membership Committee that got the UTA to its first big milestone from around 100 members to over 500 members; and was also both the Co-Chair and the Chairman of the UTA Convention for several years. My company has sponsored every single UTA convention since day 1. I've taken a break from serving on the Board, but I am ready to jump back in full force to help take the UTA to its next big milestone and will offer my skills and institutional knowledge to serve this great association. Fun fact, both my wife (Justina Faulkner Nadolson) and my dad are UTA Lifetime Achievement Award winners and my wife organized and ran the first five UTA conventions. Our family's commitment to the UTA runs very deep.

As for my career in the used truck business, this unofficially started when I was 5 years old and my dad (Steve "Bear" Nadolson) forgot to take me to kindergarten one day. He headed to the International dealership where he worked instead of school and by the time I spoke up, it was too late to turn around. I spent the day climbing on trucks and that was the day my love affair with the truck business began.

When I was 11 years old, my father let me start coming to work at the dealership he worked for to "learn the ropes". I did lot work, detailed trucks, light mechanical work, learned truck specs and the appraisal process, and even drove my first truck on the road when I was 13.

Since that time I have worked for Columbus Kenworth, Fyda Freightliner, Mercedes-Benz Credit (as an asset appraiser), and Western Ohio Freightliner (Stoops Freightliner). I am passionate about solving real problems that face our industry. This passion lead me to found SOARR (a company that provides solutions for inventory management and Internet marketing for truck dealers) with my partners to solve problems our dealership had, along with every other dealer in the country. I am the President and CEO and we will soon be celebrating our 25<sup>th</sup> anniversary. I am also a co-owner of 50000trucks.com, the Chief Commercial Officer of TruckTractorTrailer.com, and a consultant to several other businesses. I have had a lifelong career of pioneering new technology and developing new ways and new efficiencies for dealerships, finance companies, leasing companies, fleets, OEMs, owner-operators, and others in the trucking community.

Personal life? Well, I am blessed beyond what any man deserves. My beautiful and talented wife, Justina, and I have a fantastic family of six - four amazing children and several pets to go along with it. Those who know me, know that I am passionate about helping others. I and my children have traveled to Africa several times to bring funds, food, and clean drinking water to the less fortunate and have even been ordained by 13 Christian churches in Kenya, Africa who have named me

"Mwavizi" which translates to "The Supporter". Contact me if you want more info on how to support this initiative.

Thank you again for the opportunity to, once again, serve you and the Used Truck business.