

## **Sheri Aaberg: A Life of Achievement**

Sheri officially joined the used-truck industry in January 2000. But in many ways, her life in trucking had started years before, in 1983, when she married her husband, a heavy haul trucker. “Being married to the industry brings a whole new focus of personal involvement,” she explained. Between 1983 and her start in 2000, Sheri devoted her time and energies to caring for the couple’s two daughters, Ashton and Michele. She served as a 4H assistant leader for 13 years and completed her accounting and finance degree, Suma Cum Laude, from Regis University.

By the beginning of 2000, having sold the small business administrative support company she founded, she joined Highline Capital, a former client, of her old business. Together they started Highline Capital Transportation (HCT). Using the skills she acquired in her own business including: understanding details of financing assets, the business habits of small business owners, and how to run a successful organization, Sheri successfully brought HCT to a position as a nationally recognized used-truck finance company. She credits much of her success with HCT to her “cracker-jack” employees. During her tenure with HCT, Sheri designed the truck financing business model with a dealer and carrier focus including a wholesale division as a profit center and method to build credible

market valuation data on used trucks. During this time, the company saw small ticket used-truck financing in excess of \$70 million. The company also established corporate brand equity within the transportation industry, while Sheri was with them.

Her time with HCT also coincided with Sheri joining the UTA, in 2001. By 2007, it was time for Sheri to move on from her work at HCT, and that's when she became the General Manager for ATBS Leasco. In her new role, Sheri directed, established, and maintained carrier, dealer and financing relationships, credit review and collection processes, portfolio growth and performance, and management of all staffing requirements.

Sheri was elected to the UTA Board of Directors in 2010 and served two terms for a total of five years. During that time, she chaired the Convention committee for three consecutive conventions. Sheri was elected by the Board of Directors to serve as Board Secretary, a position she held for several years. She served on the Blue Book Truck Advisory Council from 2005 to 2010 and had the honor of speaking and presenting on multiple occasions at UTA Conventions, Truck Paper Forums, and Blue Book Seminars.

In 2007 Sheri saw another change in her truck industry career when ATBS decided to sell their lease purchase portfolio and redirect their efforts to their core business

of independent contractor support. At the same time, Sheri received an offer from Daimler Trucks Remarketing (DTR) and the family moved from Colorado to Nashville, TN when she became the Center Manager for SelecTrucks of Nashville. After a good run of 18 months, Daimler decided to close four locations, including the one in Nashville. Sheri saw the company through that painful closing process and received an offer from DTR for another corporate position. She worked to establish SelecTrucks Fleet, a wholesale model that DTR was pursuing at the time. But Sheri also received an offer from Doug Carmichael at Transport Enterprise Leasing (TEL) in Chattanooga, TN. She became their General Manager in 2014, focusing on lease/purchase activity.

Since joining TEL Sheri has also taken on the role of Chief Operating Officer and is working with a talented team of folks to help the organization grow from a few hundred leased trucks to well over 2,000 trucks and 5,000 trailers. The staff at TEL has also grown, from 10 employees to 80. TEL is deeply involved in retail and wholesale used-truck activities through their off-lease truck activity and their wholly owned subsidiary, Lookout Valley Equipment Sales (LVES).

Sheri has focused throughout her career on recruiting, hiring, and mentoring talented individuals from every aspect of life. “Talent, from wherever it comes, should never be overlooked for the comfort of familiarity,” Sheri explained. From the beginning of her business career, and through the influence of her parents and

grandparents, she has charged herself to uphold high standards of business ethics through integrity, respect, loyalty, and honesty.

But even with all her career success, Sheri's greatest pride still comes from her two girls, now adults. "Ashton and Michelle have become thoughtful, forthright, honest hard-working adults," Sheri noted. Ashton works as a first responder 911 dispatcher in rural Colorado, and Michelle has just completed her aeronautics degree at Liberty University and is a commercial pilot. Sheri was also sure to mention her steadfast son-in-law, Max, who is also a first responder, a Corporal with the Garfield County Colorado Sheriff's department. She is "Gigi" to her granddaughter, Marin, and they bridge the distance between Colorado and Tennessee with frequent FaceTime calls. "The family is looking forward to Marin being promoted to the role of 'big sister' in October 2020!" Sheri happily reports.