

Alfred Rock – LTA Nominee 2021

Indianapolis, Indiana

Linkedin – Alfred Rock

UTA Member since 2005

Over 40 years in Truck Industry

Currently Corporate Wholesaler and Buyer for Stoops Freightliner, a Division of Truck Country, Indianapolis, IN

I guess my life really started when I when I graduated from Mulberry High School and left Bradley, Florida. Bradley is a small town in Polk County with very few stop signs at that time and no stop lights even today. At Mulberry High, I was a three-sport letterman and thought that I had a shot at playing college football. Unfortunately, coming from a small school, at 5'10 , 165 lbs, not really that fast or strong, the recruiters weren't exactly lined up at my front door. My parents gave me and my four siblings a lot of love, inspiration, and encouragement. There was not a lot of money, but we didn't know that. We all had each other. The surviving four of us consists of my only brother, an ordained Baptist minister for 55 years; two sisters, one a retired educator, and the other a retired nurse. My brother and the retired educator both have PHDs in their respective fields.

I enrolled at Florida A&M University in the fall of 1968. After working my way through school, I went to work for International Harvester in 1972 as a Managerial Sales Trainee in Atlanta, GA. I knew nothing about the truck business. All of my preparation had been in Business Administration and Accounting. I only took the job because it took me to Atlanta. I knew that I would find something else to do when I got there. I worked for International Harvester 1972-1984. While at International Harvester, my several assignments were Sales Manager at International Trucks of Greensboro, NC, Used Truck Center Manager in Tampa, FL, Branch Manager in Miami, FL, and then Tampa, FL. From 1984 through 1992, I worked for both Iveco Trucks and Isuzu Trucks of North America as a District Manager setting up their franchises in the Southeast. I also had some short stints with some independent dealerships during that time.

In 1992, my career with Freightliner began. I went to work as Used Truck Manager at Freightliner of Chicago. That company-owned store was sold in 1993. Stoops Freightliner hired me in February of 1994 as a new and used truck salesman. In 2002, I was promoted to SelecTrucks Center Manager for Stoops and shortly thereafter, Corporate Used Truck Manager for Stoops Freightliner. After 15 years, I resigned due to family health issues. I then went to work for Lookout Valley Equipment Sales as a wholesale used truck buyer and seller. This was a different side of the business for me, but it allowed me to work from home, make new friends and contacts, as well as to continue to grow.

After well over 40 years in the truck business, I came back to Stoops Freightliner, now owned by Truck Country, as a Corporate Wholesaler and Buyer in 2018. Truck Country had acquired Stoops Freightliner in 2014, prior to my earlier departure. I was obviously very familiar with all of the people, their processes, and what they considered best practices. It was a seamless transition.

My passions are very simple. Between my wife and I, we have six adult children and seven grand kids. I like the grandkids better. I am either Grandpa or Poppa Rock to them—either one works. I am an avid football, basketball, and baseball fan. Both college and professional. My other passion is music. Although I can neither sing nor play an instrument, I am a big R&B guy as well as a Smooth Jazz fan. I

even managed and promoted a couple of Jazz bands here in Indy. It was a lot of fun, but not a lot of money.

It remains important to me to continue to receive emails and phone calls from sales people whom I have hired or worked with over the years, seeking my opinion or advice about various situations. Real friendships and respect for one another is something that never goes away.

My wife Diane is a retired Sales Executive with United Airlines. I met her at a travel agency in Chicago. She was making a routine sales call. I had the agent (who happen to be a friend of hers) to tell her that I had a complaint about United Airlines and needed to discuss it with her. I confessed that I had no complaint, but simply wanted to meet her. After two weeks, she finally called me back. She needed help getting her car started. I asked for the sale and closed the deal 10 years later. ALWAYS BE CLOSING.