



INDUSTRY WATCH

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Contact UTA @ 1-877-438-7882 or www.uta.org

October 2002

President's Message...

As I was contemplating what to write for this month's newsletter, it hit me that after this I will only have one more column to write as your President. This year has gone by so quickly!

For those who may know how this works, board members are elected to a two-year term and the terms are staggered so we will always have some experience within our governing body. But each year, the new board selects its officers (president, vice president, secretary, treasurer and director) for that year from all those who are elected to serve. So while I will be serving the second year of my term as a board member for 2002-2003, the honor and appointment of continuing to be your President will be up to our new board at the convention. More about the elections elsewhere in this issue.

While reflecting back, I am so proud of everything that we have been able to do this year. I knew it was going to be a big job stepping in to former President Bear's shoes, and I want to thank him for all his support this year. I have also been blessed with a wonderful board of directors. I only wish all of you knew how dedicated these individuals are and how hard they work for you.

We set some goals and I feel good about what we have been able to accomplish. We have:

- Improved communications and put together a dynamite newsletter faithfully each month.
- Added new partners and benefits for the membership.
- Completed our professional UTA information folder (if you haven't seen it yet, be sure to pick one up at convention - awesome!).
- Continued our valuable training programs.
Published a professionally produced membership directory.
- Upgraded our website (www.uta.org).
- Are finishing up our plans for our third annual convention.

Speaking of the convention, it is coming up quickly. If you are on the fence about attending, I strongly suggest that you attend. I can assure you that it will be a very worthwhile investment for your professional growth and your business. The networking opportunities alone are worth the trip. The speakers and panelists this year are first rate and

I guarantee you that when you are done, you will be glad you came.

As with most things, you get out of something what you put in to it. Being able to attend the convention at a discounted member rate is high up on the list of one of the best benefits that the UTA provides to you. I promise.

For those who don't know, we also place a heavy emphasis on the spouses coming to our conventions. We know that the lady or gentleman in your life may be used to sacrificing while you travel out of town for your business. We design our conventions with the spouses in mind and welcome them at all functions and events.

Past spouse attendees have made new life-long friends. Plus, it is a good way for them to find out about your business, if they choose to attend the business sessions. Mostly, we want them to have a fun and memorable time so that they will pressure you to come back next year.

When I review our overall convention attendance, our retention rate from the first convention to the second was pretty phenomenal, and we are expecting the same type of response for this third convention. I think this speaks highly for the value people place on this event. So if you have not signed up yet, do it today.

All members should have received a convention booklet in the mail with a registration form. In addition, we are now offering online registration. Just go to our website - www.uta.org, then to the convention section, where you can enter in your information and credit card and you are done.

I hope I will be seeing every one of you at our third annual convention in November.

I want to thank you all for allowing me to serve as your President. I hope I have done you proud.

— Eddie Walker
President, UTA



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How are **YOU** supporting the UTA?

— STILL AVAILABLE —

Sponsorships are still available for the Third Annual UTA Convention, Nov. 7-9, 2002, at the Arlington Resort Hotel & Spa, Hot Springs National Park, Arkansas. Sponsorships start at \$300.

For more information please contact Sue Dorso at 941-698-4285.

2002 UTA Convention Sponsors

ADESA Corporation
American Trucker / trucker.com
ArvinMeritor
Best Used Trucks of Texas
Capco Sales
Caterpillar Engine
Cobalt Finance
Cummins Engine Company
Detroit Diesel
Fastline Publications
Fort Wayne Vehicle Auction
Fort Worth Vehicle Auction
Highline Capital Corporation
Heavy Duty Marketing & Associates
Htaew.com
Interstate Online Software (SOAAR)
Mack Trucks
N.A.D.A.
National Truck Protection
Peterbilt Motors Company
Ritchie Bros Auctioneers
Roadranger - Eaton & Dana
Taylor & Martin
Truck Blue Book
Truck Paper
Wholesale Trucks of America

Thank you for your support and belief in the Used Truck Association.

CONVENTION UPDATE

*Time is
Running
Out*



Registrations close Nov. 1 and hotel rooms are selling out fast.

Make your reservations *now* to guarantee your opportunity to network with some of the finest used truck dealers and industry vendors in North America.

You can register on line by going to www.uta.org.

State of the Industry - This session will be presented by Tom Kontos, vice president-industry relations and analytical services, Adesa Corporation.

Mad Hatter Reception - Don't forget to don your "hat" for our Convention's Mad Hatter Reception. Join in the fun and the opportunity to win gift certificates for the most unusual or most patriotic hat.

Have you booked your hotel room for convention?

UTA has reserved a room block at the Arlington Resort Hotel & Spa with special \$79 room rates. This room block will soon be expiring, so if you have not made your arrangements, call the hotel directly at **800-643-1502** and identify yourself as a UTA member.

**** REMINDER ****

A \$50 reward will be given to you at the convention for EVERY NEW Corporate or Allied member you recruit!! The payout limit is \$599.

Elections

Around presidential election time, have you ever heard someone say: "If you don't vote, you can't complain?" It has become a cliché in our society. But if you take a moment to reflect on the statement, it could not be truer.

Many times we sit around and criticize the leaders of our country and the direction they take us, but we do not take an active role in selecting those leaders or in truly participating in our own society. It is so much easier to sit back and do nothing and then point a finger at those who have been elected.

It is also easier to cop out by saying that your vote doesn't matter anyway - a myth that was dispelled in our last presidential election by the fine folks of Florida!

As the election for our association draws near, I guess we can say the same things about the leadership of the UTA, can't we? Every Corporate and Allied Member has a vote to decide who will serve on our next Board of Directors. I do not have to tell you that our Board makes decisions each month that affect the direction of this association - both in benefits and financially - and that an active, involved and responsible board can make or break an association.

As I see it, there are three critical issues:

- First, that each member contributes by voting in this year's election.
- Second, that the voters select the right people to serve.
- Third, that every UTA member participates in this association and experiences the full benefits, rather than sitting back and being passive.

In regards to the first issue, last year we had to send out an "emergency" fax just to meet our quorum of votes. I hope this year finds our members seriously contemplating the responsibility of voting.

The second issue is voting people on the board that will DO THE WORK and represent you, the membership. One of the things we instituted last year was compiling biographies on all the candidates, in order to help show their worthiness for the position. I know it takes time to read, but checking down the list for your "favorites" and making this a popularity contest is really a mistake. A responsible voter will take all the information given and make an informed and intelligent decision on who will be the best candidates to work hard and affect change.

Thirdly, I urge everyone to understand what it means to be a member. Over the years we have added more and more benefits to being a UTA member, but sometimes we still have folks say: "What does the UTA do for me?"

Familiarizing yourself with the **benefits** of UTA and then **taking advantage** of those benefits is the key to really enjoying your membership and getting your money's worth. Also, speaking up and telling us on the Board what you want out of this association is critical to helping us make decisions so UTA reflects the needs and desires of its membership.

The **votes are due in to our accountant by October 30**. I hope that everyone in our membership will be a "doer" this year.

P.S. According to our by-laws, each company gets one vote. So for you Satellite and Professional Members, the ballot will go to the primary contact at your company. However, the benefits of membership are available for ALL to enjoy.

*Justina Faulkner,
Election Committee Chairman
(among other things)*

Health & Welfare

Kirk Plagman, president - City International Trucks, Chicago, died on Sept. 30 from cancer. He was 53.

Kirk came from an International Truck family, having been with the organization for 30 years. Career highlights: vp - Parts Operations; vp - Midwest Region 1992 to 1994; VP - International Used Truck System 1994 to 1998; president - City international Trucks, 1998 to present.

The industry is going to miss Kirk, his energy, passion and enthusiasm for life and for the business.

He is survived by his wife Linda; sons Todd and Ross; brothers: Mark (sales manager - City International), John (president - Cornhusker International, Omaha/Lincoln, NE), Bruce. Kirk's father was Wes Plagman, an International Harvester Co retiree.



David Wayne Ramsey, co-owner of R&O Truck Sales in Kansas City, Kansas passed away on October 5 of an apparent heart attack. He was 54.

He and his partner, Gary O'Kelley, started the business in 1987. "Wayne" began his career in the trucking business in 1975.

He is survived by his wife Pam and four children, and will be missed by his family and the truck industry.

Condolences may be sent to the dealership at: 6430 Kaw Drive, Kansas City, Kansas 66111. Memorial contributions may be made to Sertoma International, a national organization which benefits hearing-impaired children.

2003 Calendar for Used Truck Education Sales & Management Workshops

Fundamentals of Used Truck Sales - Designed to assist inexperienced used truck sales representatives in developing the skills and knowledge necessary to successfully handle complete sales transactions independently.

Dates: Jan. 13 - 16, Tampa, FL
Sept. 8 - 11, Greensboro, NC
Tuition: UTA Members, \$595; Non-members, \$695.
Materials Fee: \$79

Professional Used Truck Management - Designed to assist used truck managers, sales managers and general managers in developing a responsive and profitable used truck business.

Dates: March 4 - 6, Kansas City, MO
Dec. 8 - 10, Chicago, IL
Tuition: UTA Members, \$545; Non-members, \$645.
Materials Fee: \$29

Professional Used Truck Selling Skills - Designed to assist used truck sales professionals in enhancing their prospecting, qualifying, negotiating and closing skills.

Dates: June 11-12, Las Vegas, NV
Oct. 20-21, Baltimore, MD
Tuition: UTA Members, \$345; Non-members, \$395.
Materials Fee: \$29

To register for any UTA workshop, or to obtain more information, contact Heavy Duty Marketing Associates, toll free, at (866)-454-4362.

STILL AVAILABLE

UTA 'Sales Tools'

Copies of the UTA's *What Is A Low-Mileage Truck? . . . It's Not What You Might Think* and *Trade Terms & Conditions* are still available, free for the asking.

The *Low-Mileage Truck* pamphlet is intended to help used truck buyers understand how and why mileage is no longer a good indication of its dependability and roadworthiness.

Trade Terms & Conditions is a comprehensive set of "industry standard" guidelines for establishing the condition of a used truck, as agreed to by both the seller and buyer.

For copies, call 877-GETS-UTA, or e-mail your request to tdillard@primediabusiness.com.



- Quintessential Quote -

"If winning isn't important, why do they keep score?"
Adolph Rupp, basketball coach.

SHARE YOUR NEWS

UTA Industry Watch is published monthly. Submissions, ideas and comments are most welcome.

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The Ten Commandments of Leadership: Biblical Lessons for Modern Business



1. Be a paragon of honesty. Integrity is exhibited in actions, not pronouncements of intention.
2. Know and communicate your purpose. Purpose can empower people to reach greater goals than they ever thought possible.
3. Reward acts of kindness. Recognize compassion in the ranks and inspire it with incentives, including monetary.
4. Be humble. Even the most accomplished and acclaimed leader is still human and makes mistakes.
5. Communicate your message without ceasing. Use a variety of methods, media and metaphors to keep the message fresh and make it truly meaningful.
6. Motivate by encouragement. Set ambitious but realistic goals for others. Be forgiving of honest mistakes made in pursuit of performance excellence.
7. Develop your team with care. A carefully selected team with complementary strengths outperforms a collection of supremely talented individuals competing to be the "star."
8. Act with courage. People are inspired by leaders who know the obstacles but challenge them anyway.
9. Work for justice. The most credible companies are committed to justice not just in the workplace but in the communities where they are located.
10. Subordinate your ego to the greater success. Seek out and develop successors who share your mission and business philosophy. Actively plan for and welcome tomorrow's leaders.



Adapted from the book, *The Bible On Leadership: From Moses to Matthew - Management Lessons for Contemporary Leaders*, by Lorin Woolfe, AMACOM, New York, NY.



Think You Know Your Industry?

How well do you know trucking history and trivia? Test your knowledge by answering the following questions devised by the reclusive truck industry chronicler, Professor Farbish Thumbetting.

Fax your answers to the professor, in care of the UTA, at 410-374-9196.
Deadline for submissions is Oct. 28, 2002.

One winner will be selected at random from all the correct entries. The winner will receive a hardcover copy of the limited-edition history book, *100 Years of Trucking*.

The correct answers to this month's quiz will appear in the November issue of the *UTA Industry Watch*.

1. True or false: Trailer tires wear at a faster rate than tractor tires?
2. What company introduced the Constant Mesh design landing gear?
3. What are the most common truck repairs?
4. On what day of the week are you most likely to encounter Road Rage?
5. Who was known as the "Father of the Interstate?"

The answers to last issue's quiz:

1. International Harvester was renamed Navistar International Transportation Corporation in 1986.
2. Mack Trucks produced America's first motorized hook-and-ladder fire truck. It was built in 1910 for the city of Morristown, NJ.
3. Cummins introduced its Signature 600 engine in 1997.
4. Swimmers and drivers are both required to stay in lanes.
5. Schneider National, in 1988, became the first national trucking company to outfit its tractors with satellite communications.