

# UTA INDUSTRY WATCH

Volume 6, Issue 11

Contact the UTA @ 1-877-GETS-UTA or [www.uta.org](http://www.uta.org)

November 2004

## President's Message...



It is convention time, and I am so looking forward to sharing time with friends in sunny Arizona during our convention. The UTA has very exciting news to share with our members, and I can hardly wait to tell it...and I just can't:

- Membership is at an all time high. In fact, we have hit our goal of 500 and then some.
- Attendance for the convention shows it will be

the largest in our five-year convention history.

- Participation from vendors and OEMs is also the highest ever.
- Our educational endowment fund is growing.
- Our partnership program has proven to be a very valuable benefit to our existing membership and also in gaining new members.

While these accomplishments are noteworthy, we need to keep in mind that it requires involvement, hard work, dedication and commitment for goals and objectives to be attained. I take pride in noting that the UTA is made up of people who have these qualities.

It has taken every member's participation, no matter how large or small, to get us to where we are today. We all can feel very proud - especially the founders of the association and everyone who has played a

part in the development and growth of the UTA.



I would also like to give a special appreciation to the manufacturers for making an extra effort to bring new products to our convention. This is a milestone for our association. This is the first time that I can remember a joint effort by the OEMs to help the used truck industry in this manner. This is proof that the UTA has earned a place of respect within the trucking industry.

The attendees at the recent *Truck Blue Book* workshop in Utah agreed that prices of used trucks remain high and availability remains slim. Business overall seems to be up across the country. I think all of us will be happy if the remainder of the year continues as it is now.

Something to think about: "Work to the point of contentment and you will be good at what you do, but never be satisfied and something within will drive you to be even better."

I will enjoy seeing you at the convention. For those that will not be able to attend, you surely will be missed.

-- Eddie Walker  
UTA President



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How are **YOU** supporting the UTA?

## SHARE YOUR NEWS

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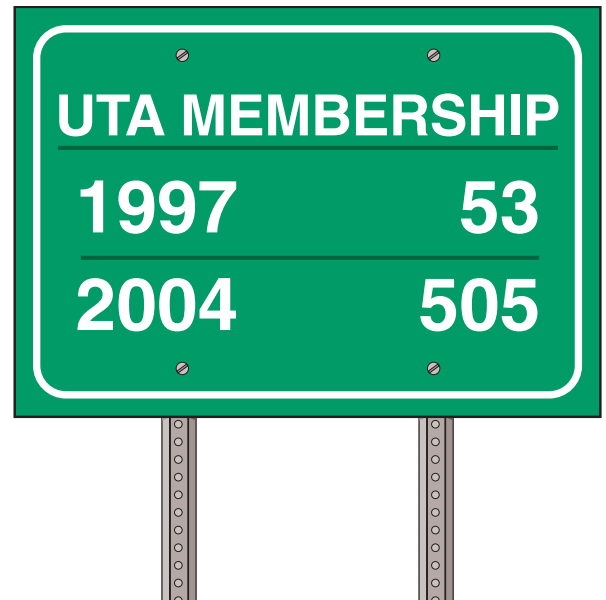
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# UTA Membership Milestone Achieved

## The UTA reached another record!

On October 14, UTA membership reached 500 and as of this writing is at 505! What an incredible job by Ethan Nadolson and his membership committee, as Eddie is fond of saying "atta boy"! This accomplishment is all the more amazing, considering the UTA had 53 members in 1997.



## BOARD NEWS AND VIEWS

The late Marvin Gordon suggested the formation of a group or organization to improve the standards of the used truck profession. Marvin, Kurt Collins, Jim Fowler, Bruce Jodarski, Jerry Nerman and Jerry Sharpe had the vision and dedication to continue this endeavor. Thus, the Used Truck Association was born, but it would be years before it was known by this name and years before it reached the status it enjoys today.

We talked of its success and worked on it for years with our friends in the industry. In the late 90's, the association began to increase its membership and we stayed committed to our Code of Ethics as the foundation of the UTA. Growing from a few members to the present level of 500 plus is beyond anything we could have dreamed. For us to be in it from the beginning has been an amazing experience.

It would take a novel to tell the story of the growth, problems and failures some of us endured along the way. It would take an adventure story to tell of the plans, programs and policies that were discussed and hammered out at various meetings. Even so, we continued to grow.

Small steps at first but under the present leadership we have taken great leaps. President Eddie Walker, Vice

President Al Hess, Secretary Justina Faulkner and Treasurer Marty Crawford, as well as other Board Members, have guided us to the top of the first mountain.

Always in the forefront has been my comrade Jerry Nerman. I am eternally grateful for his friendship and immensely appreciative of his guidance throughout all of our years working on a plan so delicately begun and so steadfastly nurtured. Attending this year's convention will give you the opportunity to meet some of these leaders. Please acknowledge the achievement of a group of outstanding professionals in the used truck industry.

Each and every member is a part and parcel of reaching our goal. It has been my proudest moment to be along for the ride.

God Bless us one and all.



*Jim Sundy  
UTA Board Member  
Nalley Motors  
Email: [jsundy@king-way.com](mailto:jsundy@king-way.com)  
Phone: (404) 622-2118*

## Bylaws Committee Update

Recently four bylaw changes were submitted to the UTA membership for a vote. Pat Burke at Friedman & Huey, the UTA's accounting firm, has reported passage of the following proposed bylaw changes. If you have questions please contact Bylaws Committee Co-Chair Craig Kendall at (940) 591-4087.

1. Allow email communication, in addition to mail and faxes to the membership.
2. Allow more than one person per company to serve on the Board of Directors.
3. Eliminating the Director position.
4. Allow future changes to the By-Laws by a 25% vote of the voting membership.

## INDUSTRY NEWS BRIEFS

**ArvinMeritor** has formed joint ventures with the **Volvo Group** to expand its capacity to produce commercial vehicle drive axles.

**Eaton** is developing two forms of hybridization technologies for heavy duty vehicles: hybrid-electric vehicles (HEV) and hydraulic launch assist (HLA) - basically a regenerative braking system that recovers a portion of the energy normally wasted as heat by the vehicle's brakes and uses it to assist the engine during the next acceleration.

**Freight Wing** has introduced a new aerodynamic system to help improve the fuel efficiency of box-shaped trailers by streamlining the profile. The system uses three attachments to reduce wind drag: one on the front of the trailer; two identical wind deflectors attached to the trailer's underside, adjacent to its side walls; and a fairing on the trailer's end.

**Freightliner** has begun a voluntary program to install retrofit kits on some engines produced between October 2002 and Nov. 30, 2003, by its subsidiary, Detroit Diesel. Freightliner dealers and Detroit Diesel distributors will install the kits - a 5-hour job - on a "fix as fail" basis. Possibly 30,000 or so engines could have an "integrity issue" with the coolers and piping involved in exhaust gas recirculation. If there is a problem, the truck owner might notice some exhaust leakage.

**GMC TopKick** and **Chevrolet Kodiak** medium duty trucks for 2005 will be available with factory-engineered 4x4 drive, on both regular cab and crew cab configurations with wheelbases from 152 inches to 235 inches. The 4x4 option will feature electronic throttle controls, manually activated front locking hubs and a heavy-duty skid plate under the transfer case.

**Hino's** new conventional medium duty trucks will come standard with the Hendrickson Comfort Air rear air-ride suspension.

**Holland Group** has acquired the Simplex fifth wheel product line from **Consolidated Metco** (ConMet).

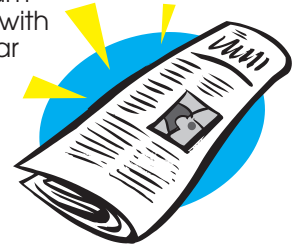
**Mack Trucks** is now offering the Hendrickson Airtek integrated front axle and air suspension on its Vision tractors.

**Oshkosh** has acquired towing and recovery vehicle manufacturer Jerr-Dan and will operate it as a wholly owned subsidiary.

**Sterling Truck** and **Heil Environmental** have teamed up to provide complete medium duty dump trucks from the factory. The Acterras dump trucks feature an MBE900 engine, Eaton Fuller 9-speed transmission and Heil SL 10-foot body in red or black, complete with integral cab shields.

**Volvo Trucks North America** and **Mack Trucks** have each begun their own Premium Used Trucks programs to assist dealers in getting the stock they need. Fleet trade-ins are the primary source of the vehicles available through the program. About 90 days before these trucks are returned, descriptions and pricing are posted on a web site. Eligible dealers can then review this information and make purchases electronically.

**Western Star Trucks** are now available with the Cat C15 engine rated at 600 and 625 hp in 2005 models of the 6900 XD, 4900 EX and 123-inch BBC 4900 FA and 4900 SA.



## Welcome Your New Board of Directors

The UTA is pleased to announce the results of the 2004 Board of Directors Election. The following individuals, in alphabetical order, have been elected to a 2-year term to the Board. They are:

Rick Clark - National Truck Protection

Marty Crawford - Peach State Ford Sterling

Hal Dickson - Mack Trucks

Al Hess - Wholesale Trucks of America

Ethan Nadolson - SOARR.Com

Steve Nadolson - Nashville Peterbilt

Terry Williams - *Truck Blue Book*

These newly elected board members will join Wafik Elsanadi - Freightliner Market Development Corp., Justina Faulkner - American Trucker, Tom Horne - Hunter Truck Sales, Craig Kendall - Peterbilt Motors Co., Jim Sundy - Nalley Motor Trucks, and Eddie Walker - Best Used Trucks, who will be completing the second year of their terms in 2004-2005.

The UTA sincerely thanks its Election Committee members: Sunny Moon, Jerry Nerman, Jim Sundy, and especially co-chairs Craig Kendall and Paul Spokas for their excellent work on this year's election process.

Pat Burke of Friedman & Huey reported that there were 137 valid ballots cast in this year's elections.

Following the elections, Kendall and Spokas personally contacted by phone or email every nominee and thanked them for running for election, and told them whether or not they were elected to the board.

Please join the UTA in congratulating our newly elected board members - an outstanding group of people.



## UNCHARTED TERRITORY

# The '02 Engine Switch Raises Many Questions About '03 Values



No one seems to be sitting on the fence when it comes to the value of a used truck or tractor with a 2002-emissions compliant engine. Some are adamant that these engines represent a significant devaluation, while others insist the impact on value is minor, if any.

At this point, the '02-compliant engines primarily affect the value of model-year 2003 used trucks and tractors. Had these engines been mandated as part of the truck OEMs' model-year changeover, in lieu of a calendar date, assessing the value of used vehicles would be a normal process, i.e., based on model year, mileage, specifications, market conditions and quantity of like equipment in the marketplace.

But with an emissions-compliance date of Oct. 1, 2002, two different '03 model-year trucks exist: those with the known engines, and those with '02 engines, which were encumbered with unfamiliar technologies, worries of fuel mileage deterioration, additional weight and higher maintenance costs.

On the surface, it seems easy to conclude that a '03 model-year truck with a build date prior to Sept. 30, 2002, will bring a higher resale than those built with the '02-compliant engines. But I would caution that determining a valuation adjustment is more complicated than looking at a production date or a new engine.

Here are some other things that should be taken into consideration:

- Product offerings from the engine manufacturers add potential confusion to the valuation process. Unable to meet the 2002 deadline, Caterpillar introduced a bridge engine, while Mercedes-Benz increased its position in the U.S. market because it did not have to meet '02 regulations. One could argue that the Mercedes engine, available only in Freightliner, Sterling and Western Star trucks, would give those vehicles a higher resale value. But several factors work against this: lack of sales history in the U.S., concern over nationwide parts availability and its off-shore status.
- Caterpillar's bridge engine might be in a position to assume a higher resale value since it is a somewhat familiar product. In addition, there is the possibility that it provides superior fuel economy to engines using EGR. But since this engine was a short-term solution, was the quantity produced sufficient to affect value? And has the theoretical fuel economy advantage actually been significant enough to warrant greater value?
- It's generally accepted that '02-compliant engines are more costly to operate, can we really estimate what this amount is? And is there a one-to-one correlation between this amount and a decrease in re-sale value?
- Assuming a three-year trade cycle, we won't see used 2003 inventory in any reasonable quantity until late 2005. When combined with an overall shortage of used equipment, we have a rather small pool from which to draw conclusions. In fact, the current shortage has led to steady, if not increasing, used-equipment values. This trend has the potential to prop up the value of 2003 equipment no matter what engine has been installed.
- We could see a greater than normal influx of equipment in 2006 as fleets pre-buy to avoid vehicles with '07-compliant engines, leading to depressed used-truck values. The oversupply of used equipment would correct itself if fleets run a four-year trade cycle, replacing equipment in '09 to avoid vehicles equipped with another unknown: 2010-compliant engines.

What is an '02-compliant truck worth? Well, we're waiting to see what the market says.

The great pre-buy that took place before the '02 emissions deadline was the stimulus for the resurgence in used-truck values. This deadline also led to a reduction in the supply of used equipment, particularly late model trucks, and now, ironically, may bolster prices for equipment with '02 engines as they become the best, if not the only, available late model used equipment.

-- Terry Williams  
UTA Board Member  
Editor, Truck Blue Book

**NOTE:** This article was originally published in the September 2004 issue of *Fleet Owner Magazine*.

## Economic Outlook

The consensus among economists speaking at the recent National Truck Equipment Association Economic Outlook Conference was that next year should be "favorable" for the truck and equipment industry. Highlights of some of the speakers comments:

- Mustafah Mohatarem, chief economist for GMC:
  - U.S. economy performing well.
  - Attributes this in part to continually increasing productivity, timely increases in government spending and good application of monetary policy by the Federal Reserve.
  - Forecasts "rosy" outlook for U.S. economy in 2005.
- Eli Lustgarten, analyst at J.B. Hanauer & Co.:
  - Outlook for the U.S. economy favorable for 2005, and indicated a similar outlook for 2006.
  - Capital spending likely to lead to continuation of economic recovery in the second half of 2004 and on into 2005.

- Expects sales of medium duty trucks (Classes 5-7) to increase from approximately 240,000 units in 2004 to 260,000 units in 2005.
- Ken Kremar, principal at Global Insight's Industry Forecast Practices Group:
  - Also expects increase in medium duty trucks sales in 2005, anticipates 2006 sales to be about 280,000 units.
  - Foresees production of Class 1-3 commercial trucks increasing from 2.85 million in 2004 to 2.9 million in 2005 to 2.95 million in 2006.
  - Predicts heavy duty truck sales up from about 240,000 in 2004 to about 300,000 in 2005 and to 320,000 in 2006.

Both Lustgarten and Kremar expect a heavy duty truck pre-buy situation in 2006 as a result of diesel engine manufacturers responding to the new, stricter 2007 emissions regulations.

# WOW!!!

## What WONDERFUL Convention Sponsors!

UTA went to its membership and asked for sponsors for our 2004 Convention and the following responded. With their help the Fifth Annual Convention is shaping up to be the best ones yet.

**MANY THANKS** to this year's convention sponsors:

*American Trucker*  
*ATD/N.A.D.A. Truck Guide*  
Best Used Trucks  
Best Used Trucks of Colorado  
CAG Truck Capital  
Caterpillar, Inc.  
Cobalt Finance  
Cummins Engine Co.  
Equipment Data Associates  
Fastline Publications  
Freightliner Market Development Corporation  
Fort Wayne Vehicle Auction/  
Fort Worth Vehicle Auction  
Heavy Duty Marketing Associates, Inc.  
Highline Capital Transportation  
HTAEW.com  
International Truck & Engine Corp.  
Intersafe, Inc.  
Kenworth Truck Company  
Mack Trucks, Inc.  
National Auto Research - *Black Book*  
National Truck Protection  
Pacbrake Engine Brake  
Park Western Leasing  
*Payload Magazine*  
Penske Used Vehicle Sales  
Peterbilt Motors Company  
Premium 2000 Plus Warranty  
Ritchie Bros. Auctioneers  
R.L. Polk & Co.  
Roadranger - Eaton & Dana  
SOARR - Interstate Online Software  
TSS America, LLC  
Taylor & Martin  
*The Truck Blue Book*  
Truckmovers.com  
*Truck Paper*  
Utility Trailers of Dallas  
Volvo Trucks North America  
Wholesale Trucks of America

Make plans now to join some of the finest truck dealers in the United States and Canada, in Savannah, GA, for the UTA's Sixth Annual Convention, taking place Nov. 2-5, 2005. Get involved, and be informed.



### CHARITY GOLF TOURNAMENT SPONSORS

*The Truck Blue Book*/Terry Williams - Chairman  
Kenworth Truck Company/John Sheldon -  
Golf Luncheon  
General GMC Trucks /Tim Rock - Beverage Host  
JUST4DEALERS.COM /Doug Barnett -  
Bus Transportation  
TSS America, LLC/Golf Prizes  
Auctio LLC/Dean Hertenstein - Golf Breakfast

### HOLE SPONSORS

Best Used Trucks - Eddie Walker  
*Truck Paper* - Lee Chapin  
Best Used Trucks of Kansas - Al Hess  
Truck Center of America LLC - Lewis Nerman  
Nextran - Wayne Pursley  
Arrow Truck Sales - Bruce Brancato  
Idealease - Bill Kennedy  
Bennett's Truck Source - Dick Bennett  
Nalley Motor Trucks - Jim Sundry  
General GMC Trucks - Tim Rock  
Nashville Peterbilt - Steve Nadolson  
Crook Motor Co. - David Horton  
Hunter Truck Sales & Service - Tom Horne  
Dick Vulgamore  
Interstate 65 Truck Sales Inc. - James Joyce  
Coldiron Companies - Kelly Coldiron-Smith  
TSS America LLC - Al Hess  
Auction LLC - Dean Hertenstein

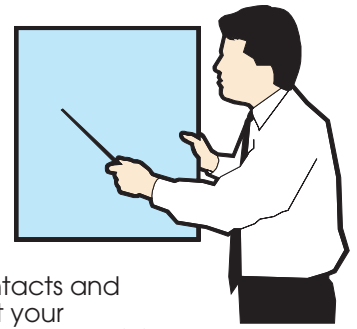
**"Beefing Up Education Board"** - Ritchie Bros  
Auctioneers

## UTA-JEROME NERMAN EDUCATIONAL FUND REACHES GOAL!

Jerry Nerman challenged the UTA to raise \$9,000 this year for the UTA-Jerome Nerman Educational Endowment Fund. With the memberships' generous help we did it! Mr. Nerman is matching these funds and has been key in

getting the foundation off the ground. At next year's convention, the UTA will be presenting its first scholarship - "thanks" to all our members and a special "thanks" to Jerry Nerman for making this possible.

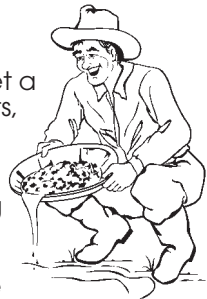
# Effective Prospecting



Right now many used truck salespeople are enjoying a very good year with plenty of sales activity. Not to preach "doom and gloom", but this upswing will eventually end. It always has, and it always will. That's just the nature of this business. How are you preparing yourself today, to successfully carry yourself through the tough times when they do come?

My suggestion is to use prospecting to build your own business, within the structure of your dealership. Toward that end, I present 10 suggestions for using prospecting to take the valleys out of the income roller coaster many used truck salespeople ride.

1. Prospect every day. No matter how busy you are, find a chunk of time to contact prospects.
2. Set activity goals for prospecting. Set a goal of "X" number of daily contacts, then multiply the daily to weekly, to monthly and finally to yearly.
3. Don't set sales goals for prospecting because you'll discourage yourself. Mark each contact as a successful one. If you learned a little about the prospect and their business, that's a success. Prospect to build relationships and determine when the prospect will be in the market, if they're not at the time of your call.
4. Plan your prospecting activities once a week for the whole week. Plug in for each day the number and types of contacts you'll be making every day that week.
5. Schedule times for your prospecting. You're making appointments with yourself. And it's important to keep them.



6. Measure your results. At the end of each day count up your contacts and compare them against your objectives. Congratulate yourself if you reached or surpassed your goals. If you didn't, look at your schedule and determine where you can stop the shortfalls.
7. Adapt your activities to the time of day and the prospect's type of business. Early morning and late afternoon are good times for emails, faxes, writing notes and letters. Regular business hours may be better for telephone and face-to-face calls.
8. Prospect in blocks of time. Try an hour at a time, take a break and come back to it. Make prospecting a fun activity; don't take it or yourself too seriously.
9. Don't multi-task when you're prospecting. It's too important an activity to try to do it with divided attention.
10. Be sure to follow up. Some 80% of all sales are made after the fifth call. Ask your prospects how often you should contact them. Put this note in your tickler file or CRM program and DO IT.

These suggestions will take some work and discipline. Follow them for 21 days and you'll create a habit of prospecting every day.

Good luck and good selling.

-- Paul Spokas  
UTA Board Member  
Heavy Duty Marketing Associates  
(336) 643-1961  
hdmainc@earthlink.net

## FILE CABINET

**International "Revitalizing" Class 8 Business** - Tom Baughman, the new head of International Truck and Engine's Class 8 operations, says a key goal for the company is "revitalizing our Class 8 business." He noted that it is "very focused on what we need to achieve," and predicted a 3% market share increase in the heavy duty segment. There will be more product introductions, beginning with a new "classic" model, the American Eagle, due to start production in November. International's new "industry changing" linehaul tractor model is on track for its launch in 2007, said Baughman.

**For A Better Night's Sleep** - Some tips from Lifebridge Health:

- Go to bed at about the same time every night; get up at the same time every morning.
- Avoid naps because they make you less sleepy at night.
- Avoid caffeine, nicotine and alcohol late in the day.
- Exercise regularly, but not too close to bedtime.

- Don't eat a big meal late in the day; a light snack is okay.
- Make your sleeping place comfortable.
- Create a routine to help you relax and wind down before sleep.
- Don't use your bed for anything other than sleeping or sex.
- Make lists to help "let go" of some things that may be troubling you and keeping you awake.
- See your doctor if your sleep does not improve.



**Most Back-Breaking Jobs** - Heavy duty truck and tractor-trailer drivers are number one on list of the American Chiropractic Association's top 10 most back-breaking jobs (based on a survey of members on which occupations cause the most strain on the muscles of the back). The others: construction worker, landscaper, farmer, shingle roofer, firefighter and EMT, delivery driver, nursing home worker, auto mechanic and police officer.

# UTA COMMITTEE REPORTS

## Elections Committee

This committee is made up of three subcommittees: Board of Directors Elections, UTA/Marvin F. Gordon Lifetime Achievement Award and Bylaws. These subcommittees work with the Board of Directors and UTA membership to conduct elections to the Board of Directors, solicit nominees for the Lifetime Achievement Award and ensure the Bylaws of the UTA are current and up-to-date. If you want to be involved in any of these areas, please contact Paul Spokas - (336) 643-1961; hdmanc@earthlink.net - or Craig Kendall - (940) 591-4087; ckendall@paccar.com.

-- Craig Kendall  
Co-Chair

## Medium Duty Committee

We organized the medium duty committee to meet the need expressed by several medium duty dealers. This was a planned expansion and a UTA goal.

The last two UTA conventions have included presentations by medium duty experts. The purpose of these experts' presentations is to help in the understanding of the medium duty market.

The committee is composed of some of the best medium duty truck people in the industry.

I urge you all to draw upon their knowledge and experience at this year's convention. Please take the time to meet with them at one of the convention functions and expand your networking capabilities.

The UTA exists to help us all find better ways to conduct our businesses in ever-changing and challenging markets.

-- Steve "Bear" Nadolson  
Chairperson  
(800) 489-7403; bear@soarr.com

## Membership Committee

This committee began a new thrust after last year's Convention when our membership was 326. In January, the Board of Directors set a goal of 500 members and designed a plan to actively increase membership by having a UTA sign-up booth at various national conventions and by personally contacting potential and renewing members. These efforts have been phenomenally successful and our membership has this year increased by 65% which exceeded our goal for 2004. Our membership body is our most valuable asset.

## Partnership Program Committee

This committee, which operates under the guidance of the Membership Committee, was designed to promote membership by offering actual cash savings to the entire membership body through agreements with Affiliate Members. 2004 has been a very successful year in adding value to the membership of the UTA. This year we added National Truck Protection, Premium 2000 Plus Warranty, Equipment Search.com, National Seminars, Hertz Car Rentals and The Truck Blue Book to our list of Partners. Our partnership program is one of the main reasons our membership growth has been so

successful this year.

-- Ethan Nadolson  
Chairperson  
(740) 587-1695; ethan@soarr.com

## Training Committee

The goal of this committee is to provide quality training tools to the used truck industry. The UTA has helped develop used truck industry specific training tools such as regional seminars, white papers and videotape classes for in-house training. The Training Committee has also been successful in obtaining training discount packages from national seminar training programs for UTA members.

Training is the backbone of any quality organization and the UTA strives to supply our members with the tools they need to continue to be quality organizations serving the used truck industry.

-- Lee Chapin  
Chairperson  
(800) 247-4868; lee-chapin@truckpaper.com

## Marketing Committee

The Marketing Committee is a new entity created at the 2004 UTA Board of Director retreat to support the function of the other committees. It is also a single source for communication to the industry via press releases, booths at industry shows and co-editing the monthly newsletter. Also created was the UTA promotional catalog containing golf shirts, tee shirts, coffee mugs, driving mugs, pens and more, which will debut at the fall Convention.

A sub-committee to the marketing committee is the Endowment Committee, at present the UTA-Jerome Nerman Family Foundation, an educational endowment. It is growing and achieved its goal of \$9,000 for calendar year 2004. If you would like to discuss setting up your own endowment please contact the marketing committee.

-- Terry Williams  
Chairperson  
(913) 967-7507; twilliams@primediabusiness.com

## Convention Committee

The annual UTA convention is the highlight of the calendar year for the association, and this year we celebrate our 5th Annual Convention. In 1999, the concept was presented and a goal set to host a stand-alone event in 2000. Growing from 100 attendees to over 260 attendees for this year's convention this committee has become one of our most important. It definitely consumes a substantial amount of time and effort to ensure its success. The convention is designed to create networking opportunities; a forum for truck and component manufactures to display their products and services and is a place of learning. It is open to all involved in the used truck industry. This year we have the largest participation from attendees, spouses, vendors and sponsors. We invite you to join us at the 2005 Convention in Savanna, GA November 2-5, 2005.

- Justina Faulkner  
Chairperson  
(800) 827-7468; jfaulkner@primediabusiness.com

## MARK YOUR CALENDARS FOR...

### UTA Professional Education Opportunities



#### **Professional Used Truck Management**

**Who:** Managers having used truck responsibility and management candidates.

**What:** Focus is on developing sales and marketing, inventory control, employees.

**When & Where:** Nov. 15-17, 2004, Ft. Wayne, IN.  
Feb. 16-18, 2005, Houston, TX.

**Why:** Increase sales, profits, turns; lower costs; improve employee performance.

**How Much:** UTA Members - \$615.50;  
Nonmembers - \$680.00.

#### **Fundamentals of Used Truck Sales**

**Who:** New or inexperienced used truck sales reps and sales rep candidates.

**What:** Learn trucks, components, performance calculations, basic prospecting, sales process, financing, goal setting, time management.

**When & Where:** April 19-21, 2005, Atlanta, GA.

**Why:** Shorten the learning curve, increase performance, increase employee satisfaction, reduce turnover.

**How Much:** UTA Members - \$723.50;  
Nonmembers - \$793.00

#### **Professional Used Truck Selling Skills**

**Who:** Anyone engaged in selling used trucks.

**What:** Building relationships, qualifying, selecting and presenting, handling sales overcoming objections, negotiating, closing.

**When & Where:** June 2-3, 2005, Chicago, IL.

**Why:** Sell and deliver one more truck per month - every month; increase gross profits by 10%

**How Much:** UTA Members - \$385.50;  
Nonmembers - \$425.00

**To Register, Or For Additional Information,**

**Visit:** [www.UTA.org](http://www.UTA.org) or [www.hdmainc.com](http://www.hdmainc.com).

**Phone:** HDMA Academy at (336) 643-1961.

## 2005 UTA Convention

It's not too early to mark your calendar for the  
6th Annual UTA Convention,  
November 2-5, 2005  
in Savannah, GA.

#### **- Quintessential Quote -**

"When the rate of change outside exceeds the rate of change inside, the end is in sight."  
- John F. Welch