



INDUSTRY WATCH

Volume 6, Issue 12

Contact the UTA @ 1-877-GETS-UTA or www.uta.org

December 2004

President's Message...



Where were you the first week of November? About 75% of last year's total membership was in Scottsdale, AZ, at the Radisson Resort and Spa, and that's not counting spouses. We had more than 300 people at this year's convention. Not only was it a great time, it was the largest turn out in our five-year convention history. Anyone who attended will tell you if you weren't there, you missed something special.

The workshops and presentations were interesting and valuable to our efforts in our work places. The roundtable discussions were enjoyed by all that attended and the vendor presentation were brief, informative and to the point. Good job by all. (Articles inside this newsletter will go into more detail.)

Vince Lombardi, Jr., our keynote speaker, was excellent. He captured the entire audiences' attention and held that focus for the hour that he spoke. There was not one person that left the room. He wandered around the room while he spoke, giving us the locker room effect. He read letters his father had written to different ball players he had coached. He left us all spellbound and uplifted.

The golfing events and tours were great also. The weather certainly complimented them. Our awards dinner was the finale of the event. Congratulations to Dick Vulgamore on being honored with the UTA/Marvin F. Gordon Lifetime Achievement Award.

Our Endowment fund took on a sizeable growth. In 2005 we will be able to start awarding a scholarship to a deserving student. Thanks again to all of you who donated to this wonderful charity.



How does anyone express their gratitude for the accomplishments this association has enjoyed over the years? Jerry Nerman and Jim Sundy commented to me they never dreamt this association would have come this far so soon. They and others like them give the members of today the incentive to make the UTA even better. This year everyone did their part. No matter how small of a part, it was a piece of the whole. It wouldn't be complete if your piece was missing.

Next year will begin a new chapter in the book the UTA is writing. It brings new challenges and dreams. Your chapter is waiting to be written. Get involved. Look over our committees and choose one or two to work on. You'll find it rewarding - both personally and professionally.

It was Harvey Firestone who said: "You get the best out of others when you give the best of yourself." Let me say to all of you: You have performed a service worthy of being remembered.

Again, MANY THANKS!

-- Eddie Walker
UTA President

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How are **YOU** supporting the UTA?

SHARE YOUR NEWS

Expanding a business? Promoting staff? Won an award? Opening a new location? Why not share your news! The *UTA Industry Watch* welcomes submissions, as well as ideas and comments.

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INDUSTRY NEWS BRIEFS

ArvinMeritor's new ChassiPak chassis axle package for intermodal transport bundles its most reliable trailer products. The package includes Meritor TN-2670 axles, Q Plus brakes with MA212 premium linings and ASAs equipped with corrosion-resistant cotter and clevis pins. ChassiPak is a buttoned-up axle package, complete with spoke wheels or hubs and drums.

Cooper Kenworth has opened a branch in Battleboro, its eighth facility in North Carolina. A Kenworth dealer since 1973, Cooper Kenworth's other locations are in Charlotte, Clinton, Durham, Greensboro, Hickory, Raleigh and Wilmington.

Cummins announces QuickServe Online as a complete internet reference for Cummins parts and service information, log on at <http://quickserve.cummins.com>. QuickServe Online gives easy access to parts and service information for nearly 8 million Cummins engine serial numbers, including 1 million related documents. By accessing the Service Section the user can find service parts topics, service bulletins, temporary repair practices (TRPs), standard repair times (SRTs) and engine data plate information. Navigation of QuickServe Online is easy with the customized view function, which allows fast access to the type of information that is important to dealer business. No matter if you are a parts manager, service manager, technician, or in direct sales, log on to <http://quickserve.cummins.com> to experience the power of QuickServe Online.

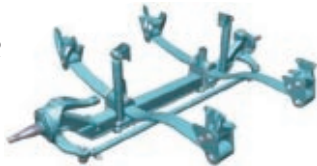
Dana is supplying front and rear drive axles and driveshafts for the new 2005 4x4 GMC TopKick and Chevrolet Kodiak medium-duty trucks. This is the first time GM has offered a four-wheel-drive option for this platform. Dana has supplied the rear axle and driveshaft for the 4x2 versions of these trucks since 2001.

Eaton and **International Truck and Engine** are participating in a national pilot program to manufacture diesel-electric hybrid trucks; part of a three-year U.S. Department of Energy project. The International 4000 Series medium-duty trucks will have an integrated hybrid powertrain - jointly developed by the two companies - that will provide improved fuel economy, generate fewer emissions and allow for quieter operation. The initial powertrain will couple International's DT 466 six-cylinder diesel engine with Eaton's hybrid-electric drivetrain, incorporating a transmission, batteries and permanent magnet motor. Power from the engine will be converted directly into electrical energy, which then incorporates the conventional drivetrain to power the truck. The system recovers kinetic energy during braking, charging the batteries while the truck is slowing down, providing additional power for acceleration.

Freightliner Trucks has launched a new branding campaign and tagline: Run Smart.

Greatwest Kenworth has opened a full-service branch in Clairmont, Alberta, Canada, its fourth facility in Alberta.

Hendrickson International has introduced its lighter-weight SSR Monoleaf single-leaf front suspension. It is offered in axle-rated capacities of 8,000, 10,000 and 12,000 pounds.



Hino Motors has begun production of its first North American-made trucks at parent company Toyota Motor's manufacturing facility in Long Beach, CA. Hino is importing cabs and engines from Japan, fabricating vehicle frames in Long Beach and sourcing most of the other components

for its medium duty trucks (Class 4-7) from North American suppliers.

Hyundai Motor America is considering entering the full-size pickup truck market in the U.S. within the next couple of years. It already has products for the U.S. light truck market.



Kenworth is offering new, enhanced Caterpillar C13 and C11 engines for its Class 8 models. The new 470 hp C13 comes with torque ratings of 1,550 lb.-ft. and 1,650 lb.-ft. The new C11 350 hp and 370 hp have increased torque ratings of 1,450 lb.-ft.

Peterbilt now offers remote keyless entry for its entire lineup of heavy-duty conventional trucks and tractors. The option uses a two-button remote to lock and unlock the driver, passenger and full-size sleeper doors at a range of up to 30 feet. The truck's marker lights illuminate to confirm when the lock or unlock operation is complete.

Peterbilt and **Eaton** are jointly developing a technology that recycles a truck's kinetic energy to conserve fuel, assist in acceleration, increase brake life, and reduce engine and transmission wear. Called the Hydraulic Launch Assist, it works by recovering a portion of the energy normally lost as heat by the vehicle's brakes. This energy, in the form of pressurized hydraulic fluid, is stored in on-board accumulators until the driver next accelerates the vehicle. The stored energy is then used to launch the vehicle during the initial, high-fuel consumption start from stop, followed seamlessly by power from the primary engine. In performance mode, the stored energy is released and blended with engine power at launch.

Rush Enterprises, in connection with its acquisition of American Truck Source, intends to acquire Dallas (TX) Peterbilt and Nashville (TN) Peterbilt. The two dealerships constitute approximately 82% of the total assets of American Truck Source. Rush operates Peterbilt dealerships in, Alabama, Arizona, California, Colorado, Florida, Oklahoma, New Mexico and Texas, as well as a John Deere construction equipment dealership in Houston, TX.

Sterling Truck has added 6 new dealers: Western Star and Sterling Trucks of Grande Prairie, Grande Prairie, Alberta, Canada; Tri State Truck Center, Shrewsbury, MA; Quality Truck Care Center, Fond Du Lac, WI; Peach State Truck Center, Byron, GA; Kansas Truck Center, Wichita, KS; Papé Machinery, Tangent, OR.

Volvo Truck of Sweden has designed a new diesel engine to meet the U.S. EPA's new, more stringent 2007 diesel emissions standards. The engine will be engineered for use in both Volvo Truck North America (VTNA) and Mack Trucks models. Volvo Truck is VTNA's parent; Mack is an AB Volvo subsidiary. The new engine uses a high-efficiency cooled EGR system for NOx (oxides of nitrogen) control; a special diesel particulate filter with active regeneration and an internal oxidation catalyst for particulate control; closed crankcase ventilation, and an advanced high-pressure fuel injection system.

Western Star Trucks has added 11 new dealers: Transwest Trucks, Commerce City, CO; Delta Truck Center, French Camp, CA; Bakersfield Truck Center, Bakersfield, CA; Centre du Camion Mont-Laurier, Des Ruisseaux, Quebec, Canada; Western Star and Freightliner of Laredo, Laredo, TX; Stoops Western Star and Freightliner - Quality Trailer, Fremont, IN; Pacific Detroit Diesel-Allison, Kapolei, Hawaii; Farmington Freightliner, Sterling, Western Star, Farmington, NH; Peach State Truck Centers, Byron, GA; Kansas Truck Center, Wichita, KS; Papé Machinery, Tangent, OR.

THANK YOU Convention Sponsors

The Used Truck Association wishes to sincerely thank the sponsors of the 5th Annual Convention. Thanks to their generosity and support, the UTA's Convention was the best one yet.

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Congratulation 'Professional Selling Skills' Graduates



The UTA congratulates its latest graduating class from the October session of its *Professional Used Truck Selling Skills* training. Pictured, from left to right: Diane Elliott, Best Used Truck Kansas City; Tom Clifton, Peck Road Truck Center; Jason Noonan, Truck Country Quad Cities; Randy Swanson, Truck Country Quad Cities; Jake Jordan, Jordan Truck Sales; Danny Carrillo, SelecTrucks El Paso; Tim Moore, Truck & Equipment Sales of Kansas City; Marisa Georges, West Coast Enterprises; Doug Burdick, Husky Truck Sales; Marde Sepe, West Coast Enterprises; Harry Van Ham, SelecTrucks Grand Rapids. The UTA thanks each student and their dealers for their participation. We wish them the best of luck in implementing the new ideas and tactics learned at this workshop.

Upcoming UTA Professional Education Classes



Professional Used Truck Management:

When: February 16-18, 2005 **Where:** Houston, TX
Who: Managers having used truck responsibility and Management Candidates
What: Focus is on developing sales & marketing, inventory control & employees
Why: Increase sales, profits, & turns. Lower costs & improve employee performance
How much: UTA Members \$615.50 & Nonmembers \$680.00

Fundamentals of Used Truck Sales:

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

When: June 2-3, 2005 **Where:** Chicago, IL
Who: Anyone engaged in selling used trucks
What: Building Relationships, Qualifying, Selecting & Presenting, Handling Sales Overcoming Objections, Negotiating, and Closing
Why: Sell and deliver one more truck per month - every month, and Increase Gross Profits by 10%
How much: UTA Members \$385.50 & Nonmembers \$425.00

Want to Register? Obtain more information?

Go to: www.UTA.org or www.hdmainc.com
Call the: HDMA Academy (336) 643-1961

UTA Professional Used Truck Management Seminar



The UTA would like to congratulate the dealers and industry professionals who completed the November 2004 session of Professional Used Truck Management Seminar. Pictured above front row from left to right are Tom List, Used Truck Manager, Graff Truck Centers Saginaw, MI; Jack Humpreys, Sales Engineer, Mountain International Beckley, WV; Kathy Sue Jones, Dealer Principal, Jones Truck Sales Slatington, PA; Davy Compton, General Manager, Porter Truck Sales Hutchins, TX; Edward "Ted" Perrault, Sales Manager, General GMC Trucks Methuen, MA; Nick Hannum, Software Engineer, SOARR.COM Heath, OH;

Back row from left to right: Ben Meier, Used Truck Sales Manager, Hawkeye International Davenport, IA; Craig List, New & Used Truck Sales, Graff Truck Centers Flint, MI; Vinny Buffum, Used Truck Sales Manager, Kenworth of Chillicothe, Chillicothe, OH; Ethan Nadolson, National Sales Manager, SOARR.COM Heath, OH; Ed Price, Used Truck & Equipment Manager, Hanson Equipment Co. Grand Junction, CO; Jim Jenkins, Dealer Principal, Jenkins Diesel Power Springfield, MO.

These outstanding used truck professionals have joined the ranks of hundreds of others who have completed this excellent program. Please join us in wishing them good luck and much success implementing the concepts learned in this program.

2nd Annual Charity Golf Tournament Ends After A Two Hole Tie Breaker



The 2004 UTA Charity Golf Tournament could not have been much tighter. After 18 holes, Rick Coode of Volvo and GMC Truck Center of Carolina in Charlotte, NC and Dick Vulgamore of PACCAR Finance in Leesburg, FL, returned to the Longbow Golf Club clubhouse tied at 64. Coode had already won the longest drive contest and was looking to add one more trophy.

Going to the first tiebreaker, the score each received on the 2nd hole, Coode and Vulgamore remained tied. It was a boogie on the second tiebreaker, the 13th hole, that Coode beat Vulgamore who had

double boogied the hole. Rick Coode joins Scott Walker as a winner of one of the most prestigious golf tournaments in the industry.

Our congratulations to Rick Coode for winning the UTA Charity Tournament and longest drive competition. The Closest to the Pin award went to Bill Shotwell of Price International Trucks in Hayattsville, MD.

PACCAR Financial's Dick Vulgamore Honored with UTALifetime Achievement Award

The UTA has named Richard "Dick" Vulgamore, Jr. the recipient of its Marvin F. Gordon Lifetime Achievement Award. Vulgamore is the Southeast-Southwest sales manager for PACCAR Financial. He received the award during the UTA's 5th Annual Convention, held in early November in Scottsdale, AZ.



The award, which recognizes sustained contributions and leadership in the used truck industry and community, is the highest honor bestowed by the UTA. The award was created to commemorate Marvin F. Gordon's lifetime of extraordinary accomplishments, sacrifices and achievement to the used truck industry.

Steve "Bear" Nadolson, the 2003 recipient, presented the award to Vulgamore at the convention's awards banquet.

Vulgamore has 31 years in the trucking industry, beginning with Kenworth at its Chillicothe, OH, manufacturing plant after graduating from Ohio University with a Bachelor of Science degree in Computer Science. He worked at Kenworth in several computer systems analysis and management roles while at Chillicothe. From 1978-1985 he worked at Cooper Kenworth in Durham, NC as a new and used truck salesman before becoming the dealer's used truck manager.

In 1985 Vulgamore left Cooper Kenworth to become the general manager for new and used truck sales at Tri-State Ford Truck Sales in Cincinnati, OH. From 1987-1990 he was owner and president of Southern Ohio Auto & Truck Brokerage.

After this, Vulgamore served as area used equipment sales manager for PACCAR Financial for the Southern half of the U.S., remarketing and disposing of repossessed and off-lease equipment. In 1995 he was promoted to national used equipment sales manager with responsibility for valuation and remarketing of all repossessed and off-lease vehicles for PACCAR Financial, which typically sells 2,500 trucks per year.

Vulgamore decided to focus more on used truck sales directly to Kenworth and Peterbilt dealers and his friends in the used truck business, and in 2002 became Southeast-Southwest sales manager. This also allowed him to move to Florida where he could enjoy his

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Scottsdale UTA Convention Attracts Record Numbers

Record numbers of used truck industry professionals turned out for the 5th Annual Used Truck Association Convention in Scottsdale, AZ at the Scottsdale Radisson Resort and Spa.

Convention Chair, Justina Faulkner of *American Trucker* said, "attendance illustrated the overall health of the association". Total attendance, including spouses, exceeded 300, up 67% from a year ago, and included dealer personnel representing about 107 dealers from across the U.S. and Canada. Other attendees were industry vendors, suppliers, financing and leasing companies, and truck and component manufacturers, which made this UTA convention the largest in history.

With his opening address, "What does 500 Mean to You?" (a reference to the UTA's 2004 membership goal) UTA president, Eddie Walker, set an optimistic tone for the convention and outlook for the association, an outlook shared by those in attendance. Walker pointed out in the past year the UTA exceeded its goal of 500 members growing from 318 members to 530, quadrupled member benefits, held 17 educational programs, created a merchandise catalog, added \$15,000 to the endowment fund and hosted its largest convention ever.

Christopher Brady, President, Commercial Motor Vehicle Consulting, followed Walker with a positive forecast of balanced and moderate economic growth in 2005 with all classes of commercial trucks anticipated to grow. Brady noted the 2004 holiday season is the bellwether indicator for 2005 trucking economy. Brady pointed out so far inventories have remained tight, with high fleet capacity utilization, however, should poor spending on the holiday season occur, excessive supply could result in an inventory correction. "This will not create an economic fall off, but the predicted growth for 2005 will be all the more moderate", said Brady.

Following the state of the industry address and economic forecast were the manufacturer and sponsor presentations. The industries leading suppliers and affiliated business updated the near capacity room on their products and services. Not only informative, the presentations offered opportunities to enhance the dealers bottom line and customer relationships.

After lunch, attendees could choose to participate in the annual scramble golf tournament, tour the Cave Creek area of the Sonoran Desert including a tour of an Arabian horse farm or simply enjoy the resort and the fantastic weather on their own.

Thursday evening's welcome reception, sponsor fair and Mexican buffet dinner was under the stars at the Arroyo, a western themed outdoor venue that included a faux western town, fire pits, dance area and picnic tables. Authentic Native American music provided the perfect accompaniment for the evening. In addition to gaining information and knowledge from the sponsor booths the prize drawing for the Beefing Up Education board was held.

Friday was a full day of education and personal development beginning with Vince Lombardi, Jr.'s keynote address titled "High Performance People, What Do They Do and How Do They Do It". Walking among the audience, Lombardi captivated the meeting room for an hour with personal antidotes from his life, his legendary father's career and examples from history and literature.

On the topic of goal setting Lombardi said, "it is more difficult to maintain a goal, than it is to achieve the goal." To illustrate his point he outlined his father's ability to commitment to constant and continuous change, improvement and growth as the factors that led the Green Bay Packers to 5 championships in 7 years. In your business life, if your goal is to "simply maintain," you will become another face in the herd, not the leader as the Packers were for so long.



According to Lombardi, "the quality of a person's life is in direct proportion to their commitment to excellence. One must cut away the excuses, give 100% effort, 100% of the time". Supporting these ideals, Lombardi cited Hernando Cortes, a Spanish explorer, so committed to achieving his goals he burned his fleet upon arriving at Vera Cruz, Mexico in the early 1500s. In doing this, Cortes and his men had to succeed or perish.

With attendees feeling invigorated, the convention moved into the business development areas with insightful panel discussions and the popular Think Tank Roundtables. The panel discussions dived into medium duty trucks, employee development and failures of high mileage trucks and, following the lunch, the business meetings concluded with the Think Tank Roundtable discussions on the most important issues of the used truck industry.

The UTA medium duty committee's panel presentation was an outstanding educational opportunity and overview of the industry's sales and applications for those attendees not involved in medium duty vehicles. The committee also explained in detail many OEM and aftermarket warranties. The committee demonstrated the medium duty market is one used truck dealers should investigate to expand their used truck offerings.

The Employee Development Panel discussion was on target with its advice and guidance, so much so time had to be called and the panelist agreed to continue conversations during the lunch break. The panelist outlined fresh ideas on recruitment, retention and development of sales professionals, particularly younger individuals. Main themes arising from each panelist were cross training in all departments, motivation and knowledge from all levels of management are needed, regular training, and provide the environment conducive to an employee growing mentally and monetarily.

Rick Clark, of National Truck Protection, was the final industry expert to speak in the morning business session. He provided detailed information on intermittent failures of high mileage truck engines. Clark even brought a sampling of actual failed parts for the attendees to review. This was another example of UTA's non-partisan commitment to educate the used truck industry.

Following a lunch served poolside in the warm Phoenix sun, the dealer Think Tank Roundtables were held. Always a forum for lively discussion, this year did not disappoint as dealers worked together to address some of the most pressing issues. This year's topics addressed management, mileage, marketing (internet), values & selling, and used warranties. The detail is too large to list here, but visit the

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UTA Chairman Outlines Used Truck Needs To Engine Manufactures

In a meeting with representatives from Caterpillar, Cummins and Detroit Diesel, UTA Chairman Steve "Bear" Nadolson described the needs of used truck dealers in regards to used truck engine warranties. He told the representatives that the



dealers need easily accessible websites with up-to-date, printable warranty information that is not buried on their current product information sites.

Nadolson further stated that the engine distributors need to have their field people: trained in the specifics of the used truck engine warranties that they offer; meet and train used truck dealer salespeople in their respective territories; provide current literature to these salespeople and their managers; and be knowledgeable in the areas of coverage, qualification and pricing.

During the meeting, held during the UTA's recent annual convention in Scottsdale, AZ, Nadolson also suggested that each engine manufacturer provide quick reference cards with information on how to transfer existing warranties on trucks presented for trade (if any); toll free numbers for help; website information; posters for point of sale that create an awareness that truck dealers offered used engine coverage on selected engines; window stickers to place on trucks that qualify for those coverages; and banners announcing that the dealer participates in an engine manufacturer's used engine programs.

"Used engine programs can be confusing to the customer because they vary from manufacturer to manufacturer," explained Nadolson. "Anything the OEM engine manufacturers can do to clarify and differentiate their warranties would be helpful.

"As members and supporters of the UTA, I feel I can help you understand the problems we face as we interact with the customer in the area of used truck engine warranties," he continued. "And I owe it to you to help you bring your message to the market in a way that clarifies the warranties you offer."

All of the representatives thanked Nadolson for his insights and promised to work on the issues he had brought to their attention. To reach Nadolson contact him at bear@soarr.com. He said he would appreciate any comments and will address all concerns.



Ed. Note: See Industry New Briefs for Cummins website announcement.

FILE CABINET

In the buying mode. According to a fourth quarter 2004 buying survey, fleets are in "a strong buying mood." That's the finding from CK Marketing & Communications latest quarterly fleet survey.



Trucks will be stopping shorter. The National Highway Traffic Safety Admin. expects to release by the end of the year a proposed rule that would start the formal process to shorten the required stopping distances for heavy-duty trucks. The rule, however, will not dictate any specific technology to reach this goal.

Need help with powertrain choices? Kenworth has produced a comprehensive white paper on powertrain spec'ing. It provides information and recommendations on the new generation of heavy duty engines, transmissions, cooling systems and related technology to help fleets and owner operators get maximum performance, fuel economy and vehicle life-cycle costs. The white paper can be downloaded at www.kenworth.com under "Learn How To Spec Your Powertrain Effectively" and is available from Kenworth.

More room, more high-tech. Dana has completed a \$6 million expansion of its Heavy Vehicle Technology Center, which houses the HQ and R&D center for its North American Commercial Vehicle Systems group. The expansion added more space for research, development and testing space, and new, technologically advanced test equipment.

Easing on through. Virginia recently became part of the E-ZPass network by "linking" its electronic toll collection system, Smart Tag. E-ZPass is accepted in West Virginia, Maryland, Delaware, Pennsylvania, New Jersey, New York and Massachusetts. It will be accepted in Illinois, New Hampshire and Maine next year.

Easier to navigate. The National Truck Equipment Association (NTEA) has improved its website - ntea.com - with an easy-to-read layout designed to deliver a more user-friendly experience. A variety of new content has been added.

Running on natural gas. Westport Innovations, a Canadian engine maker, has a contract from the U.S. Department of Energy's National Renewable Energy Laboratory to develop heavy duty natural gas trucks in California. The trucks will be powered by Cummins ISX engines using Westport's liquefied natural gas fuel system. They are expected to meet the U.S. EPA's 2007 emissions standards.



BOARD NEWS & VIEWS.

The Power of Association

Recently I received *The Guide to Arkansas Trucking 2004/2005* and the headline above was a headline in the guide. The article noted the winners, the most successful; the biggest fleets in Arkansas belong to the Arkansas Trucking Association.

Supporting the idea being around success can bread success was a referenced university study where executives of failed business were interviewed to uncover the reasons for the failure of their businesses. As expected negative business cycle turns, lack of funding, government regulations and the like were given. Interestingly the researchers also discovered 8 out of 10 of those businesses that failed did not belong to their industry association.

As you looked around at the UTA convention or glance over the membership list I bet what you are seeing are the successful and growing organizations. Winners want to be around winners. In Arkansas, the 30 largest trucking companies headquartered there belong to The Arkansas Trucking Association. Associating with those negative of mind and spirit leads down hill not up the path of success.

Our association, as with other associations, creates a common ground were competitors can work for the greater good of the industry. The logic holds that if together we can bring good things to the industry, then my individual business will be paid back as well. On

nearly a daily basis the UTA achieves this goal.

Currently the UTA is working with the engine manufacturers to bring to the used truck dealer the same marketing and sales support shown to the new truck dealer. There is a list of partnerships that will save your bottom line many times your membership dues, industry leading training to make used truck salespeople the most professional and educated in the entire trucking industry and the annual convention where we can all gather to share new strategies. Let us not forget the newsletter, whitepapers, website, the endowment fund all designed to improve your business, your staff and the man/woman in the mirror.

I submit to you if you are reading this newsletter you are a winner. You are successful. You want to learn from other successful individuals. Reviewing the total UTA membership about 429 are dealer members, about the same as the dealer and service points for just International Truck and Engine Company. That means there is a ways to go. Together, for our industry, let's strengthen the power of this Association by sharing it with your colleagues.

Terry Williams
UTA Board Member
The Truck Blue Book

Email: twilliams@primediabusiness.com
Phone: (913) 967-7507

Transportation Poem

Last night as I lay sleeping,
I died or so it seems.

Then I went to Heaven
But it was only in my dream.

It seems St. Peter met me,
there at the Pearly Gate.

He said, "I must check your record,
So stand right here and wait."

I see where you drank alcohol,
And swore quite often too.

Fact is you've done many things
That a good person shouldn't do.

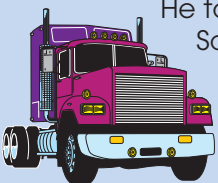
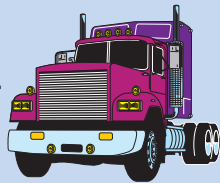
We can't have people like you up here,
Your life was full of sin.

But when he read the last of my record,
He grasped my hand and said, "come in."

He took me to the big boss,
Said "Take him and treat him well."

He worked in transportation, Sir.
He's had his share of HELL.

Source: Author unknown.



(continued from page 5)

Scottsdale UTA Convention Attracts Record Numbers

member's only section of www.uta.org to see the notes from the think tank roundtable discussions.

Friday evening was the annual awards banquet. During the celebration, new board members Rick Clark of National Truck Protection and Hal Dickson of Mack Trucks were welcomed along with the rest of the 2005 board of directors, membership recruitment awards were presented, a five year convention service award was presented to Justina Faulkner and the evening was capped off by the presentation of the Marvin F. Gordon Lifetime Achievement award to Dick Vulgamore of Paccar Finance.

Saturday concluded the 5th Annual UTA Convention as nearly \$4,000 was raised at the 2nd Annual UTA Charity Golf Tournament benefiting the UTA-Jerome Nerman Family Foundation Fund won by Rick Coode of Volvo and GMC Truck Center of Carolina, Charlotte, NC.

Mark your calendar now and plan to attend the 2005 UTA Convention November 2-5 in Savannah, GA at the Hyatt Regency Savannah.



(Continued from page 4)

Lifetime Achievement Award

passion for golf and NASCAR racing year round while spending more time with his children and grandchildren.

Vulgamore has been nationally recognized for his ability to market used trucks and for his used truck valuation expertise. Over the years, he has been called upon to assist in bankruptcy and court proceedings involving used trucks. Vulgamore has represented PACCAR Financial in the United States, Canada, Mexico, Australia and Europe for truck remarketing, valuation and market guidance.

Vulgamore was selected for the Lifetime Achievement Award from a group of three finalists by a panel of experts at Johnson County Community College, Overland Park, KS.

The other nominees were: Ronnie Jordan, founder of Jordan Truck Sales, Carrollton, GA; and George Stanton of Brevard, NC, *ATD/NADA Truck Guide* and retired from the *Truck Blue Book*.

- Quintessential Quote -

"The critical element in selling a service comes in providing service after the sale, because unlike other types of marketing, the customer can't really try the product until he's already bought it." - Kay Knight Clarke.



USED TRUCK REGISTRATIONS

Q3 - 2004

GVW	Used Trucks
3	27,707
4	8,737
5	4,152
6	9,542
7	9,222
8	51,875

Statistics provided by R.L. Polk & Co. based on their Used Truck Indicator. Republication in whole or in part is prohibited without written consent from R.L. Polk & Co.

For more information about Polk's Used Truck Indicator, please contact Polk at 1-800-GO-4-POLK or truckteam@polk.com.