

inside



TRALA

Spring 2007

INDUSTRY CONVENES AT TRALA ANNUAL MEETING TO SHARE PRIORITIES

TRALA members from across the United States and Canada gathered at La Quinta Resort and Club in Palm Springs, California for the association's 2007 annual meeting from March 21 to 24. "We had a great turnout for this year's event and the program stressed the value of relationship building," said TRALA President and CEO Peter Vroom. "We were especially pleased that we had the chance to bring many members of the newly-merged NationalLease system together for the first time."

A packed ballroom was the scene for Wednesday afternoon's opening All-Conference Assembly that included an address by 2006-2007 TRALA Chairman **Robert Shingle**, the announcement of the TRALA Board of Directors slate, a presentation by Navistar Chairman, President and CEO **Dan Ustian** and remarks by CBS Golf Commentator **David Feherty**. The audience was totally engaged in Feherty's hilarious and colorful recitation of life on the pro golf tour and in the commentating booth at major tour events. Wednesday was capped off with a festive evening of Southwest flavors sponsored by



BOB SHINGLE

International Truck and Engine Corporation.

At Thursday's Assembly, business growth leader **Steve Little**, who was described by one attendee as "awesome," gave the audience seven irrefutable rules for business growth. Eaton Chief Economist **Jim Meil** followed up with a snapshot of the current marketplace and the long-term challenges and opportunities for the industry's market. Meil won kudos for providing "real value" for meeting participants.

Friday's **Technology Fair** was a huge hit this year with both suppliers and customers overflowing into the aisles. One supplier was heard to say, "At TRALA meetings, system members are very accessible and seem to look forward to talking to suppliers." After finishing their deal-making at the Tech Fair,



GREG LAFRANCE & AL MILLER
JOHNSON TRUCK BODIES

attendees headed off to one of La Quinta's award-winning golf courses or to enjoy a relaxing afternoon in Palm Springs beautiful sunshine. The meeting concluded with a stellar evening hosted by Freightliner. To access copies of the speakers' presentations, [click here](#).

Pollock Leads Inaugural Meeting of Canadian Vehicle Renting and Leasing Council

An overflow crowd of lessors and suppliers filled the room at TRALA's inaugural meeting of its Canadian Vehicle Renting and Leasing Council. The council convened its first meeting on March 31 under the leadership of Chairman **Jim Pollock**, President and CEO of Pollock NationalLease in Strathroy, Ontario.

Among the issues discussed were TRALA's efforts to eradicate unlimited vicarious liability in British Columbia and Alberta. There was also a brief recap of the successful effort in 2005 to significantly reform vicarious liability in Ontario. "We need to capitalize on the victory in Ontario and see if we can spread our common sense reform to other provinces holding lessors liable without fault," said Pollock.



The meeting also included a discussion of many items on the growing agenda of issues facing long-term lessors and short-term rental companies in Canada. For example, the Ontario Ministry of Transportation recently convened a meeting of truck rental companies to review safety practices within the industry. Vehicle rental companies also contemplated an initiative to seek authorization to sell Supplemental Liability Protection.

"TRALA is an international trade organization and the formation of this council will help us bring more focus to important issue in Canada that affect many of our members," said TRALA President and CEO Peter Vroom.

TRALA LEADERSHIP INTERVIEW

Charlie Sommer, President of Public Service Truck Renting, of Long Island City, NY, was elected TRALA's Chairman for 2007-2008.

As the newly-elected Chairman of TRALA, what are your goals for the association over the next year? How will you work together with TRALA and its members to accomplish those goals?

Naturally, as it is the mission of TRALA to foster a positive legislative and regulatory climate within the companies engaged in leasing and renting vehicles and trailers, my primary goal is to continue with these efforts. Additionally, although TRALA represents the majority of companies in the truck leasing and renting industry, it is my goal to add members particularly from the Idealease system. It is my belief that TRALA would and should be able to offer programs to all of the industry so that everyone could participate and benefit from the programs.

Your family has been a part of the vehicle renting and leasing industry for more than 50 years, what are some of the biggest changes the industry has experienced during that time and how have they affected the industry and your business?

I think the most obvious change that has occurred since I started in my family business 32 years ago, has been the continued consolidation in our industry. I can recall attending one of the early TRALA annual meetings in the 1980's when there was a number of what you would refer to as national truck leasing companies. Now only two remain. Throughout the years new companies would acquire existing companies and then be acquired by yet other companies. As to local competition I can recall at least 10 truck leasing companies in close proximity of my business that no longer exist.

I was a charter member of Amtralease, having attended the first meeting in November of 1978 and continued to be an active member through the transition to AmeriQuest and now the merger of AmeriQuest and NationalLease. I referred back to some material from the early meetings. There is a small fraction of the original companies from back then that are still in business today. As to the future, my crystal ball (not that it works all that well) tells me that we will see a continued consolidation in our industry and we will see fewer truck renting and leasing companies in the next few years than exist today. However, there will always be a place for local and regional companies that will be able to offer the personalized service that they are known for.

What personal attributes do you feel are necessary to succeed in this field?

I think one of the most important attributes anyone in truck renting and leasing needs to succeed would be to keep up with new technology. I could recall a pamphlet that was put together by Amtralease members entitled "It used to be so simple". This was probably from 15 to 20 years ago. As you unfolded the pamphlet, it made you realize the complexity of operating trucks. It charted the basics such as maintenance and administration and as you continue to open the folds, it forced you to think about the complexities of operating trucks such as EPA rules and various regulations. Now we are confronted with

a new set of rules. We need to understand the new 2007 emission rules and in the not too distant future the 2010 rules. The truck mechanics of yesterday are the technicians today. It is imperative that they continue to be educated using the new tools of the trade. They must understand computerization and the use of computers in diagnosing and the repairing trucks.

Has your business been impacted by the recent implementation of federal regulations on emissions and new low-sulfur diesel fuels?

It is inevitable that we (truck renting and leasing companies) are all going to be buying the trucks with post emission engines. Personally, we have not had experience yet with these trucks, although we do have some on order and we are quoting deals using these trucks. We have had to make changes in the past in order to comply with government regulations and we have always been able to adjust. I see nothing dissimilar here. Change is sometimes uncomfortable, but like most companies, we will deal with the changes.

Until the President signed TRALA's federal vicarious liability repeal legislation into law in August 2005, companies like Public Service Truck Rental faced the threat of unlimited liability in New York for the acts of customers operating your trucks. How has the repeal of vicarious liability affected your business?

It is one less thing to lose sleep over. I think there are still challenges ahead (not to play on words) but there are those in the legal field that are challenging and will continue to challenge this repeal.

A FEW MINUTES WITH...



Charlie Sommer

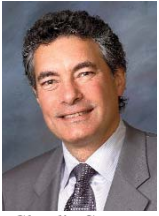
TITLE: President

PERSONAL: Wife, Barbara, three sons

EDUCATION: BA in Finance,
University of Miami

HOBBIES: Golfing

TRALA Leadership Line Up



Charlie Sommer
Chairman



Tom Thayer
Vice Chairman



Mike McMahon
2nd Vice Chairman



Steve Lawrence
Secretary



Frank Walter
Treasurer



Bob Shingle
Immediate
Past Chairman

Here's a quick glimpse of the TRALA 2007-2008 officers. Take a moment to thank them for their service at your next opportunity, they deserve it.

Charles Sommer is President and CEO of **Public Service Truck Renting, Inc** in Long Island City, NY. He serves as the Vice President of the Board of Directors of the Long Island City Business Development Corp. and was a charter member of Amtralease. He and his wife, Barbara, have three children, one of whom is in the business.

Tom Thayer has been involved in the trucking industry for over 20 years. He is now the President and CEO of **International Truck Sales of Richmond**. He serves on the Board of Directors for the Make-A-Wish Foundation of Central and West Virginia and is a member of the Midlothian Rotary. He and his wife Lisa have been married for 20 years and have two children.

The trucking industry has always been a part of **Mike McMahon's** life, dating back to his great grandfather. Mike began his career in the industry as a representative for Rollings Leasing Corp. excelling over the past 11 years to president of **Southeastern Leasing and Rental Co.** in Charlotte, North Carolina. Mike enjoys outdoor activities such as golf, fly fishing, and sailing. He is also involved in

raising money for the Leukemia Society, supporting Toys for Tots, Juvenile Diabetes and the MS Walk. He is and his wife Cary, enjoy raising their their 2 yr. old daughter.

Steve Lawrence was one of the original founders of TRALA in 1978, and a former TRALA Chairman. He assumed the role of CEO of **Lawrence Transportation Services, Inc.** 14 years ago, after utilizing his law degree to serve as the Executive Vice President and General Counsel for Lend Lease Trucks. Steve and his wife Marilyn have been married for 40 years and have two children. ("Steve is Norwegian but claims he is taking medication for it.")

Frank Walter started out in the vehicle industry 30 years ago. In 1982 he began working as a manager of the leasing division for **Palmer Leasing Group**, becoming president of the company 16 years later. Also a former TRALA Chairman, he and his wife, Betsy, have three children and they like to spend their spare time boating and golfing.

Bob Shingle founded **PRIMMS** in 1987 and has served as President for a number of years. When he is not busy working, he is devotes himself to working with several charities including the Special Olympics, Ronald McDonald Children Charities and a number of Chicago-area charities and spending time with his wife Anne and their three grandchildren.

IT'S A BOY!

John and Tonya Gibbs
are pleased to announce the
birth of their son

HENRY HODNETTE

born

April 30, 2007

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Upcoming Events



May 7 - 9, 2007
National Tank Truck Carriers Annual Conference
Las Vegas, NV



May 20 - 22, 2007
Truckload Carriers Association Safety &
Security Division Meeting
Indianapolis, IN



May 15-17, 2007
National Lease Spring Maintenance Meeting
Nashville, TN



June 12 -13, 2007
TRALA Executive Committee Meeting
Washington, D.C.

Membership Committee Chairman Presents TRALA Trailblazer Award

TRALA was pleased to announce **Mike McMahon** of Southeastern Leasing and Rental Co., LLC as the inaugural TRALA Trailblazer at the Annual Meeting in Palm Springs, California. **Jerry Kress**, Chairman of the Membership Committee, presented McMahon with the Trailblazer trophy and spoke of his outstanding commitment to membership issues. The Trailblazer award was created to reward a member each year who has gone above and beyond in aiding TRALA in its recruitment and retention efforts. **Congratulations, Mike!**



Penske Logistics John Merritts Named TRALA 2007 Driver of the Year

A highlight of TRALA's 2007 Annual Meeting was the announcement of **John Merritts** of Penske Logistics as the 2007 Driver of the Year. In presenting the award to Merritts at the Farewell Dinner on Friday night, March 23, Gordon Volpi of the Goodyear Tire & Rubber Company – sponsor of the award – said, "Since beginning his career as a truck driver, John Merritts has spent hundreds of hours behind the wheel of his truck, driving more than 2 million miles with only a single preventable accident."



Merritts initially learned how to drive a tractor-trailer during four tours of duty in Asia with the U.S. Air Force. In addition to driving, he shares his knowledge and skills by serving as a trainer and orientation leader for new drivers and is also a dispatcher for weekend shifts and the Safety Committee Chairman.



KAREN & JOHN MERRITTS

In addition to serving for the last seven years as the Rodeo Chairman for the Columbus operation, Merritts has been active in his community by participating in the local Toys for Tots campaign and serving as president of the local bowling league for the past 15 years. John and his wife, Karen, have three grown daughters and live in Columbus, Ohio.

The following 17 drivers were also nominated as the 2007 Driver of the Year and have received certificates of merit for their outstanding records:

- * **Laverne Mee** of AIM Dedicated Logistics in Girard, Ohio - nominated by AIM NationalLease
- * **Edward Gozdzia**k of TMSI Transport in Cheektowala, New York - nominated by DeCarolis Truck Rental
- * **Junior Cotterman** of Alcoa in Sidney, Ohio and **Chad Van Hoose** of KBT in Sidney, Ohio - nominated by Kirk NationalLease
- * **Randy Henley** of CN Brown Company in South Paris, Maine, **Larry Holmquist** of Webber Energy Fuels in Bangor, Maine, and **Gregory Lorentz** of Dunkin' Donuts in Bellingham, Massachusetts – nominated by Kris-Way Truck Leasing
- * **Kenneth Conrad** of RSD Transportation of White River Junction, Vermont - nominated by RSD Transportation
- * **Gary McLendon** of Penske Logistics in Dallas, Texas - nominated by Penske Logistics
- * From Unifi, Inc. in Madison, North Carolina – **Michael Baity, Robert Baity, William Brawley, Russell Edwards, Steve Faw,** and **James Willard** - nominated by Salem NationalLease
- * **Johnny Campbell** and **Robert Hannah** of Salem Carriers in Winston Salem, North Carolina - also nominated by Salem NationalLease.

TRALA NAMES 2007 SCHOLARSHIP RECIPIENTS

Michelle Miller of Naperville, Illinois and **Thomas Andrews** of Columbus, Indiana were named TRALA Scholarship recipients for 2007. Miller and Andrews will each receive a \$5,000 scholarship that is renewable for three more years of college if they maintain full-time enrollment and a minimum 3.0 grade point average.



Michelle, the daughter of Lorraine and Randal Miller, an employee of International Truck and Engine Corporation, is a member of the National Honor Society and a National Merit Finalist. She is a participant in the Naperville North State Math team, the North Suburban Math League's math competitions and the World Youth in Science &

Engineering varsity team. Miller is also a member of the Lisle community band and a Deputy Black Belt in Tae Kwon Do. She plans to major in biology at Northwestern University in Evanston, Illinois.



Tom, the son of Laura and Rob Andrews, a Cummins Inc. employee, is a member of the National Honor Society, National Merit finalist, Rotary Youth Leadership winner and recipient of the men's tennis "player of the year" award. He is also the captain of the math, science and interdisciplinary teams of Columbus North High School and was first place in the American Math Contest 2006. Tom plans to study physics at Purdue University in West Lafayette, Indiana.

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