

# inside TRALA

December 2003

## Jan. 15 deadline for \$5,000 scholarship applications

It's the best holiday gift a high school senior and their parents could receive -- a \$5,000 scholarship for college.

The TRALA Founders Scholarship Program enters its eighth year in 2004, offering high school seniors whose parents work for TRALA member companies \$5,000 scholarships, which are renewable for four years. Since its inception, the program has distributed more than \$200,000 in scholarships to 34 scholars so they can attend the accredited four-year college or university of their choice.

What does receiving \$20,000 for college mean? 2003 TRALA scholar Erica Peterson of Eden Prairie, Minn., whose father Randy Peterson is a Bridgestone/Firestone employee, is attending Illinois Wesleyan University.

"This scholarship lightens my load because I can focus on studying and not worrying about getting money to pay tuition,"

Erica said. "I'm looking forward to broadening my horizons."

Other 2003 scholars include Elaine Chang of Toledo, Ohio, the daughter of Dana Corp. employee Kathryn Chang, who is attending New York University; Marie Mayer of Wheaton, Ill., the daughter of International Truck and Engine Corp. employee Scott Mayer, who is attending the University of Illinois; and Melissa Warner of Lockport, Ill., the daughter of International Truck and Engine Corp. employee Wayne Warner, who is attending the University of Illinois.

*Applications for 2004 scholarships must be received by January 15. For more information on the TRALA Founders Scholarship Program, including profiles of the scholars and a downloadable application, go to [www.trala.org](http://www.trala.org) and click on "Scholarship Program" or call TRALA headquarters at (703) 299-9120.*

## 2003-2004 TRALA Scholars



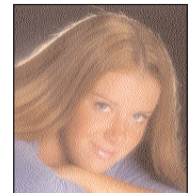
Elaine Chang  
Dana Corp.



Marie Mayer  
International Truck & Engine Corp.



Erica Peterson  
Bridgestone/Firestone



Melissa Warner  
International Truck & Engine Corp.

## Food and beverage groups join forces with TRALA

It's only natural that some of TRALA's best allies on legislative and regulatory issues are customers. With that in mind, TRALA is reaching out to many of our colleagues within the food, beverage and retail industries in order to work more effectively and efficiently by leveraging resources on shared concerns.



PRESIDENT'S  
MESSAGE

Our industries share many issues, including taxes on transportation services, environmental regulations, hours of service requirements as well as new security proposals. The response has been overwhelming. In our first meeting with the group this week, we brought together more than a dozen trade organizations sharing a strong interest in truck transportation and related concerns.

The American Frozen Food Institute, Grocery Manufacturers of America, National Restaurant Association, National Beer Wholesalers Association, National Association of Chain Drug Stores, the Distilled Spirits Council of the United States and many others joined TRALA in discussing a response to Proposition 56 in California that would enable the legislature to approve taxes much more easily. Proposition 56 must be

defeated to avoid dramatically higher taxes on our industry in a state that already imposes a heavy tax burden. In the future, the group will convene on other issues that impact our industries broadly and call for united action.

Membership in the U.S. Chamber's Committee of 100 has provided an excellent springboard for regular interaction with trade association CEOs involved in industries where we find most of our customers. For example, the beer wholesalers lease almost two-thirds of the trucks they operate. Obviously, we share common concerns with groups like this and will benefit enormously from a closer cooperative working relationship going forward.

TRALA will continue to develop its relationships with these very important organizations, including joint opportunities to attend and participate in association meetings. In fact, TRALA's April 2004 Annual Meeting at the Arizona Biltmore will include a panel of companies representing many of these industries to provide a "customer's perspective on leasing." I hope you'll be in the audience.

-- Peter J. Vroom

# Leasing systems expect continued growth in 2004

In September, Volvo Trucks North America created the Volvo Truck Leasing System. Longtime TRALA board member Terry Dubowick, director of the Mack Leasing System, was tapped as its director.

mation technology services. We expect these new relationships will enable our members to provide more comprehensive and flexible customer services in the future.

## Over the summer, Volvo Trucks North America introduced the Volvo Truck Leasing System. How is the Volvo leasing system doing?

Since the introduction of Volvo Truck Leasing System, we have been busy handling new membership inquiries from single point Volvo dealers. Because both Mack and Volvo leasing systems share a common franchise agreement and service network, Mack Leasing System members who are affiliated with a Volvo retail franchise are picking up VTLS representation. Our objective is to grow the current full service location base from 160 locations to 210 locations during 2004. The common franchise allows us to do business as Volvo Truck Leasing System and Mack Leasing System for the purpose of marketing specific programs to support the core values of each make. At the same time, the agreement allows us to consolidate back room support when practical.

Our mission as the leasing system management team is to provide a broad range of support programs that enable our members to tailor customized packages of product and service for their customers. At the same time we need to satisfy individual market conditions and meet our members' specific customer service objectives. Our affiliation with the AB Volvo group of companies in North America brings many new opportunities to provide better and more innovative support. Today we have access to many captive business units and partners in areas of finance, insurance, tax and license compliance, as well as credit cards, used trucks, fuel stops and infor-

## A FEW MINUTES WITH...



### TERENCE DUBOWICK

AGE: 52

TITLE: Director, Mack Leasing System Inc./Volvo Truck Leasing System

PERSONAL: Son Michael, 17

HOBBIES: Fly fishing, shoot sporting clays, operating two antique outboard motor boats from 1942 and 1951

## What is in the future for truck leasing systems?

In two words - continued growth. I believe the manufacturer-based leasing systems are the sleeping giants in the industry. This is the very reason I joined Mack Leasing System in 1995. The market for service contracts continues to expand in both traditional (highway) and non-traditional (vocational/heavy or specialized high-

way) segments. In many cases the customer's ability to secure a service contract is becoming a more critical part of their decision to settle on a particular brand of product. Though most large fleets will continue to efficiently provide for their own captive service well into the future, the customer with between one and 25 trucks is finding it more efficient to have service provided by a vendor. As technology continues to bring performance improvements, the advancements come at the expense of a higher degree of mechanical and electronic sophistication. When I look at the broad market of potential contract service vendors it is clear to me that franchised truck dealers are in the best position to provide this higher level of service capability.

## What can leasing systems do to better serve their customers?

I'll focus on what I see as the most important issues for improving customer service at Volvo Truck Leasing System and Mack Leasing System. Our ability to effectively serve customers in transit is critical to our long term success.

There are two issues that demand our concentration. The most obvious is to increase the number of system member locations. Though 160 locations might seem like a good number, I would like to see every Mack and Volvo dealer in the system, which would push our network over the 300 mark. To do this we must provide a better business case to the non-member dealer principal. Since service department absorption rate is critical to dealership profitability, our objective is to prove that full service leasing, daily rental and contract maintenance will significantly improve profitability and shop utilization by increasing preventative maintenance and light repair volumes. We currently have a lot of very successful members that we need to use as examples for new member development. Recently we added a staff manager specifically assigned to take up this challenge.

The second key area is to improve the availability of service histories and the details of individual contracts for each truck and each customer. All network members and service support partners will need access to this type of central database. Though access to this information is important for higher levels of customer service beyond what is currently available through our warranty system, it must be done in a way that protects the investment and financial privacy of each member. The greatest asset we have as a leasing system is the independence and strong competitive nature of our members - it is also why our customer commitment is so strong.

## Joining Us...



To speed up cash flow and reduce overhead, **Pegasus TransTech** provides carriers with affordable in-house and outsourced solutions to streamline billing, collections, payroll, driver qualifications and other paper-intensive processes. For information, contact Transportation Group President Chris Hines at (813) 386-2322 or [chines@transflo.com](mailto:chines@transflo.com) and Marketing Vice President Mike Mickle at (813) 386-2359 or [mickle@transflo.com](mailto:mickle@transflo.com).

**Scopelitis, Garvin, Light & Hanson** is a law firm that serves the legal and business needs of the transportation



industry on a national and international basis. Key practice areas include DOT/safety audits, fleet restructuring, regulatory compliance, accident defense litigation; transportation contracts, as well as IFTA and IRP audits and motor carrier taxes. For information, contact partners Andrew K. Light at (317) 637-1777 or [alight@scopelitis.com](mailto:alight@scopelitis.com) and Daniel R. Barney at (202) 783-5485 or [dbarney@scopelitis.com](mailto:dbarney@scopelitis.com).

# Legal Action Fund fighting for federal tort reform



TRALA is nearing the end of the 2003 Legal Action Fund campaign, with just a few dollars still needed to reach our \$50,000 goal. Every dollar raised will fund TRALA's tort reform efforts, particularly gaining federal legislation to exempt truck renting and leasing from state vicarious liability laws.

Last year's Legal Action Fund contributions gave TRALA the financial ammunition to win vicarious reform in Connecticut, Florida and Rhode Island. This year's very aggressive and expensive federal effort will require even greater support.

Make your contribution today and join the 2003 Legal Action Fund Honor Roll at [www.trala.org](http://www.trala.org). Every donation of \$250 or more will receive a free copy of TRALA's 2003 State Tax Guide.

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## TRALA's 2003 Legal Action Fund Honor Roll

Louis Silverman, 4 G's Truck Renting Co., Inc. • Eric W. Roberts, A. A. NationaLease • Charles D. Walter, Acme Leasing • Joe Butzer, Advantage NationaLease • Terry C. Young, Advantage Truck Leasing • Thomas J. Fleming, Aim NationaLease • James R. Donnelly Sr., All Services Leasing, Inc. • Frank Daley, AmeriQuest Transportation & Logistics Resources • Jack Cameron, Antrim NationaLease • Chris Grummett, Archer Idealease • John Paugh, Astro Enterprises, Inc. • Randall R. Williams, Banner Rental & Leasing LLC • Richard S. Barr, Barco Idealease • Lee Ann Bergey, Bergey's Leasing Associates • Joe Lillis, Bowman Truck Leasing • Thomas D. Brown, Brown NationaLease • Brian Bruckner, Bruckner Leasing Co. • Vic Corley, C & W NationaLease • Bobbie Sue Beasley, Carco NationaLease • Jerry Kress, Carmenita Leasing • Richard D. Ryan, Carolina Idealease • Eugene M. Celli, Celli Leasing Company • Dan Roll, Cherokee Truck Leasing, Inc. • Steve Koch, City International Trucks Inc. • Ray Mason, Columbus Truck and Equipment Company, Inc. • Gary Nichols, Continental Tire North America, Inc. • Jay Hill, Conway Beam Leasing, Inc. • Andy Marchiano, Cooper Leasing, Inc. • Timothy Hogan, Crossroads Truck Rental and Leasing, L.L.C. • Tony A. Pope, CT Group • Matthew Cummings, Cummings Leasing, Inc. • Mike Clemmer, DaimlerChrysler Services • Paul DeCarolis, DeCarolis Truck Rental, Inc. • Frank K. Strohlein, Del-Val Leasing Company • Allen Serfas, Enterprise Rent-A-Truck • Joe Conzonire, Enterprise Truck Rental • Thomas S. James, Fox & James NationaLease • Tom Fox, Fox Idealease • Edward S. Goss, Freedom Idealease • R. Lynn Owens, Frontier Idealease • Drew Gordon, Gordon Truck Leasing, LLC • Robert Grimes, Grimes Idealease • Al Birch, Harco National Insurance Company • Stephen Hill, Hill Idealease L.L.C. • Brian J. Hogan, Hogan Motor Leasing, Inc. • Robert J. Slater, Hub Truck NationaLease • Robert L. Hunter, Hunter Leasing • Tom Vandehey, Idealease of Central Wisconsin • Patrick Galvin, Idealease of Eau Claire, Inc. • Edward Kyrish, Idealease of Houston • Arthur Hicks, Idealease of Maine • Richard Sweebe, Idealease of Memphis • Ed Dyer, Idealease of New Mexico • Mark Betz, Idealease of Northeast Wisconsin • Tom Thayer, Idealease of Richmond • Rick Dion, Idealease of San Diego • Art Stroh, Idealease of Stockton • C.V. Imbler, Idealease of Tupelo • Duane Johnson, Inland Kenworth • Michael Cancelliere, International Truck & Engine Corp. • Jack Zolomy, Interstate NationaLease • Edward J. Cleary, J & B Leasing, Inc. • John D. O'Malley, Kentuckiana Mack Leasing, Inc. • Lloyd Schroer, President & CEO, Kirk NationaLease Kurt Kettner, Vice President, General Manager, Koch NationaLease • Thomas Keefer, Kris-Way Truck Leasing, Inc. • Jim Jablonski, Landmark Idealease • Stephen A. Lawrence, Lawrence NationaLease • Glenn I. Garland, Lease Line NationaLease • James C. Wood, Lesco Truck Leasing & Rental • Will Pearson, Leshar NationaLease • Jim Hinze, Mack Lease of Detroit, Inc. • Bert Wise, Mack Lease of Omaha, L.L.C. • Terry Dubowick, Mack Leasing System, Inc./Volvo Truck Leasing System • Scott McCandless, McCandless Int'l Trucks of Colorado • Harv Ligoeki, McCandless Rental and Leasing • Thomas W. Schouten, McCoy NationaLease • Reed Murphy, MHC Truck Leasing Inc. • Mark Bryan, Miller Truck Leasing Co. • Tony Viso, Milwaukee Mack Leasing • Robert W. Nuss, Minnesota Truck Leasing, Inc. • Sean Galleher, Miramar NationaLease • Robert Morris, Mountain Idealease • William Ford, NationaLease • Michael D. Venuti, NEC Leasing LLC • Dale Nelson, Nelson Leasing, Inc. • James F. O'Halloran, O'Halloran International/Idealease • Robert Southern, PACCAR Leasing Company, a div. of PACCAR Financial Corporation • Frank E. Walter, Palmer Leasing Group • Donald R. Parrish, Parrish Leasing Inc. • Tony Waterman, Patsy's Leasing Corporation • James D. Pollock, Pollock NationaLease • John Wixom, PRIMMS LP, a NationaLease Affiliate • Jim Macke, Pro Leasing • Charles Sommer, Public Service Truck Renting, Inc. • James L. Sayre, Ridge Rentals • Blaine Roberts, Roberts Idealease • James R. Smith, Rush Truck Leasing, Inc. • Thomas L. Teague, Salem NationaLease • Bob Etherington, Schilli NationaLease • Don Schow, Schow's NationaLease • Stephen Scully, Scully NationaLease • Ken Seng, Seng Truck Leasing Company • Richard Bailey, Shealy Mack Leasing, Inc. • Don Krom, Southeastern Leasing and Rental Company • Jeff Teuton, Southland Idealease • David Bylenga, Star Truck Rentals, Inc. • Robert Tekampe, Stepco Leasing Ltd. • Ed Parrott, Stoops NationaLease, Inc. • Edwin E. Johnston, Suppose-U-Drive NationaLease • Mark Beer, Supreme Corporation • Gerald I. Flynn, T.C.I. Leasing/Rentals • James B. Timmons, Timmons Idealease • Pete Broussard, Trans-Capital, L.L.C. • Ed Barrett, Trebar Leasing • Vittz Ramsdell, Trent, Inc. • Mark Igyarto, Truck Lease Chicago • Fred Bollon, Truck Sales Leasing • Ron Horstman, Truckway NationaLease • Tim Gilbert, Tuthill Transport Technologies-ReycoGranning Suspensions • Charles Rafferty, Twin State Idealease • Pat Crahan, U-Haul International, Inc. • Todd Uhl, Uhl Idealease • Daniel Toppins, Valley Truck Leasing NationaLease • Randy Hekman, Wallwork NationaLease • D. Steve White, White's Idealease • Kirk Wieland, Wieland Idealease • Barry L. Trattner, York NationaLease