

# inside TRALA

Fall 2005

## TRALA Members Mobilize and Contribute over \$6 Million to Support Relief Efforts

The truck renting and leasing industry has responded - and responded generously - to the devastation that resulted when Hurricane Katrina barreled into the Gulf Coast states of Louisiana, Mississippi and Alabama a month ago. Already, more than \$6 million in cash and in-kind donations from TRALA members have poured into the region.

Stories of TRALA member participation in disaster assistance are numerous and include involvement in community drives, support for their local national guard units, collecting supplies with churches and relief agencies, and of course, providing the essential ingredients of trucks, drivers and fuel to move much-needed supplies to the Gulf Coast communities hardest hit by the storm.

"We can be very proud of the outpouring of generosity by our industry," said TRALA President and CEO Peter Vroom. "A number of companies are matching employee relief donations dollar-for-dollar with cash contributions. On the equipment front, the industry mobilized from the beginning by donating essential transportation needs to rescue and recovery efforts - moving literally thousands of trucks into place to fill the gaps created by the devastating storm."

Some TRALA members with facilities and employees in the affected areas have also responded by providing their employees with temporary housing and employment in other company facilities around the country to help them get their personal and professional lives back on track.

Here are just some of the ways we have learned about that our member companies, large and small, have been involved and remain involved in the relief effort:

- **Bridgestone/Firestone** has partnered with the NFL Tennessee Titans for a blood drive, food collection and fund drive.
- **Navistar International, DaimlerChrysler Truck Finance and General Motors** have provided relief to disaster victims by deferring loan and lease payments for up to six months.
- **Enterprise**, with almost half of their Louisiana facilities

destroyed by the storm, has moved five modular buildings into New Orleans to serve as temporary replacements.

- **Continental Tire** opened a closed facility in Ashville, North Carolina to house storm evacuees.

- **Ryder and Penske** are working directly with relief groups including the American Red Cross, Federal Emergency Management Agency (FEMA) and the Salvation Army to provide large-scale transportation and logistical needs.

- **International Truck & Engine** has offered a 7,750 square-foot facility in Shreveport, Louisiana to serve as a logistics and staging area for relief supplies and provided ten dump trucks and five water tankers for delivering potable water to the storm-ravaged area.

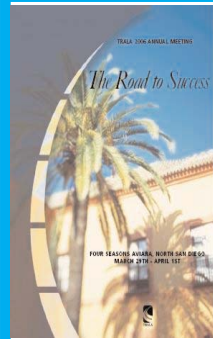
- **Cummins** pre-positioned their entire generator rental fleet of 80 units in the disaster area to help with post-storm power needs.

- **Edart NationalLease** of Hartford, CT engaged in a collaborative effort bringing together drivers and tractors from one of its customers with its own trucks and tons of goods solicited by the CT National Guard to make several deliveries to Louisiana.

- **U-Haul** donated trucks for the movement of hurricane evacuees from Colorado's Lowry Air Force Base to homes in the Denver area.

Others companies directly involved in the disaster relief effort include **Bell & Associates, Brown NationalLease, Carmichael NationalLease, Caterpillar, Central California Kenworth Leasing, Cherokee Truck Leasing, Dana Corp., DSU NationalLease, Freightliner, General Motors, Goodyear,** See **HURRICANE EFFORTS**, page 5





**SAVE THE DATE!**

You won't want to miss TRALA's 2006 Annual Meeting scheduled for March 29 - April 1, 2006 at the spectacular Four Seasons Aviara located just north of San Diego, California.

**Brian Hogan has been involved in TRALA for more than a decade, having served on the Board of Directors from 1995 to 2001. In April 2005, he was re-elected to TRALA's Board of Directors.**

**Your family has been a part of the trucking industry for more than 87 years and the renting and leasing industry for over 50 years. Tell us about some of the industry changes you've seen during your career and their impact on your business.**

One of the biggest changes the industry has experienced is consolidation as a result of deregulation. It created both challenges and opportunities.

Over the years, we have become more sophisticated and more diversified to respond to customers in a more tailored way to meet their specific needs. As the industry developed, it became necessary to be able to offer all kinds of services that our customers were seeking or else get out of the business. About 30 years ago my father told me they would dabble in everything, but now in 2005, customers are expecting so much more and the requirements are so demanding. Deregulation created opportunities in truckload which we were not involved in during that time but it has now generated new business for us.

**With your recent election to TRALA's Board of Directors, what issues are you looking forward to working on?**

I think we need to work on promoting the truck leasing industry and get more recognition for our industry specifically. Most of the time truck leasing is associated with trucking and we need to work on differentiating ourselves. In addition, we have to focus on fair taxation. Many states are looking for new ways to tax and assess fees in order to generate revenue.

**What will be the biggest challenges for the industry in the next five years?**

I think the four top challenges for the industry will be the 2007 and 2010 engine emission regulations; uncertainty in the economy; continued consolidation in the truck leasing industry and such fuel issues as pricing, supply and alternative fuels.

**What things give you the greatest satisfaction at work?**

I enjoy seeing employees grow beyond their expectations and assuming more responsibility than they ever expected. It is important that our company continues to work for and win customer approval and retention that will generate successful growth opportunities for the company.

**What are your standards for success in your job?**

My standards for success in the company rely on customer satisfaction. There is no excuse for a dissatisfied customer. As president, I want the people that represent the company to show respect, work hard and have fun.

**How would you describe your basic leadership style?**

I want to be a motivated coach. I want to offer leadership, direction and guidance. I encourage all managers to assume maximum responsibility and everyone needs to be respectful to all levels of employees.

**How should the vehicle renting and leasing industry work to promote itself in the future?**

We can work to promote the industry by creating a higher level of visibility. TRALA's members are quality companies that offer quality vehicles and products and have customers that are Fortune 100

companies. There is little visibility about who we are working with. We need to promote the fact that our customers are high quality companies that have solid business reputations, and they depend on our industry to get their goods to market.

**How has your business been affected by TRALA's recent passage of nationwide vicarious liability repeal?**

This was a tremendous victory for our industry. My company has always been conscious of those states with vicarious liability ownership laws and cautious about expanding into these states. The new law will offer more flexibility to operate in these states and create new communication between the lessor and lessee with regard to legal relationships. The change in the vicarious liability statute will eventually affect risk management costs. While we do have operations in New York, we have been cautious about expanding along the east coast even when opportunities have presented themselves.

**Has your company experienced challenges in keeping up with increasingly sophisticated truck technology? Has it been difficult to find knowledgeable and experienced maintenance technicians?**

Our company has definitely experienced the challenges and it has been extremely difficult to keep up with it. Our existing, experienced technicians have to be continually learning, which has compelled us to hire full-time trainers. Those trainers are constantly traveling and making sure everyone is working at the same standards and abilities. This is the worst shortage I have ever seen in 20 years. It is difficult to hire the right technicians and it seems as though fewer and fewer technicians are entering the industry at this point. This has become more challenging than ever.

### A FEW MINUTES WITH...



### Brian Hogan

**TITLE:** President - Hogan Motor Leasing, Inc., a member of AmeriQuest Leasing System  
**PERSONAL:** Wife Kristen, 15-year old daughter and twin 10-year old sons  
**EDUCATION:** B.A. in Accounting and Finance from University of Arizona

## **TRUCK RENTING AND LEASING ASSOCIATION**



### **A MESSAGE FROM TRALA'S CHAIRMAN**

As the president of a truck leasing company based in Connecticut, I faced the threat of a vicarious liability lawsuit on a daily basis. I'm proud that as your 2005 TRALA Chairman, I was able to participate in the successful TRALA-led effort to permanently repeal state vicarious liability laws; a victory that will save billions in legal and insurance costs by insulating our industry from unfair liability without negligence lawsuits. However, a legislative victory of this magnitude doesn't just happen overnight. It is a costly effort made possible only by continued membership commitment. Now is the time to demonstrate that commitment by making a contribution to TRALA's 2005 Legal Action Fund.

The list of TRALA legislative accomplishments in 2005 doesn't end at vicarious liability repeal. In Illinois, TRALA successfully defended out-of-state lessors from apportioned corporate income tax assessments; exempted trucks from an accelerated lease tax in Minnesota; helped preserve the property tax exemption for trucks in Connecticut; amended Illinois diesel engine idling legislation to exempt lessors; relieved truck rental companies in Tennessee from insurance licensing requirements; and in Florida, preserved the sales tax option for lessors.

As members of TRALA, we can take great pride in the outstanding results of the advocacy work being done on behalf of our industry. It is our responsibility to do our part to maintain that level of success. TRALA must have the resources necessary to act quickly and aggressively when an issue arises. A contribution to the Legal Action Fund provides those resources. To join me in making a contribution to TRALA's 2005 Legal Action Fund visit TRALA's website at [www.trala.org](http://www.trala.org).

Mark Siegal  
2005 TRALA Chairman  
President, Edart Leasing  
Hartford, CT

---

**675 N. WASHINGTON STREET, SUITE 410 ALEXANDRIA, VA 22314**  
**TEL (703) 299-9120 (703) 299-9115 [www.trala.org](http://www.trala.org)**

### **Order Your Copies of TRALA's new 2005-2006 State Tax Guide**

This comprehensive, up-to-date compilation of state tax laws relating to truck renting and leasing provides an indispensable state-by-state listing of taxes and fees, including sales and use, property, titling and registration and fuel.

To order copies, visit <http://www.trala.org/news-pub/stateTaxGuide05.php>



# TRALA'S LEADERSHIP LINE UP



**E. Mark Siegal**  
Chairman



**Robert Shingle**  
Vice Chairman



**Stephen Lawrence**  
2nd Vice Chairman



**Charles Sommer**  
Secretary



**Frank E. Walter**  
Treasurer



**Jerry Kress**  
Immediate  
Past Chairman

**Who's leading the show at TRALA? The answer is some incredibly talented and hard working individuals that find time in their busy schedules to devote to the needs of the broader industry. Here's a quick glimpse of the TRALA 2005-2006 officers. Take a moment to thank them for their service at your next opportunity, they deserve it.**

As President and CEO of **Edart NationaLease**, **Mark Siegal** is the third generation of Siegals to work in the family business, which just recently welcomed the fourth generation to its ranks. Mark is hoping in ten years to be retired on a desert island with his wife, Ronna.

**Bob Shingle** founded **Primms** in 1987 and has served as its President since that time. When he is not busy working, he 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.

**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.")

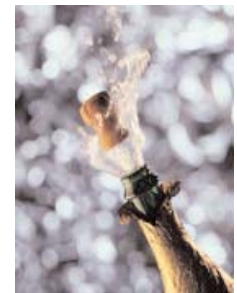
**Charles Sommer** is President and CEO of **Public Service Truck Renting, Inc.** in Long Island City, NY. He serves as the Vice President of the Board of Directors of the Long Island City Business Development Corp. and was a charter member of AmtraLease. He and his wife, Barbara, have three children,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

**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. He and his wife, Betsy, have

three children and they like to spend their spare time boating and golfing.

Leaving Latrobe, Pennsylvania in the dust **Jerry Kress** raced west to California. He spent the next 14 years learning the truck business at International Harvester Co. before starting **Carmenita Leasing Co.** in 1977. Jerry "claims to be sixty-six going on eighteen" as evidenced by his interests and activities such as riding his Harley, scuba diving, skydiving, snow skiing, rollerblading and dragging his wife Joanne, along to pick up the pieces.

## TRALA MEMBERS BRING HOME VICTORY ON VICARIOUS LIABILITY REPEAL



TRALA members applauded loudly when President Bush signed legislation into law on August 10, 2005 that eliminated vicarious liability for owners of rented and leased vehicles. However, TRALA members deserve a round of applause themselves for their role in achieving this historic legislative victory. By sending letters, making phone calls, meeting with lawmakers and leveraging their political influence, TRALA members succeeded in educating Congress and winning repeal. Vince Lombardi once said, "Individual commitment to a group effort...that's what makes a team work." Thanks to all the members of our TRALA team who were committed to winning this one for the industry.



## MARKS ITS 10TH YEAR

TRALA Scholarships Available!

Now in its 10th year, the TRALA Scholarship Program offers high school seniors whose parents work for TRALA member companies \$5,000 scholarships that are renewable for up to four years. Since its inception, the program has distributed 42 scholarships to deserving college students so that they can attend the accredited four-year college or university of their choice.

What does receiving \$20,000 for college mean? It lightens the load for students so that they can concentrate on studying and not worry about their tuition. Thanks to the TRALA Scholarship Program, two high school seniors will receive renewable \$5,000 scholarships next spring for the 2006-2007 academic year.

Who is eligible to apply for the scholarships? High school seniors who are the dependent children of full-time employees of TRALA member companies. Their parents need to have at least one year of full-time employment with the company as of the application deadline date. These students need a cumulative grade point average of 3.0 or higher on a 4.0 scale. They also must enroll in a full-time course of study at an accredited four year college or university.

The program is administered by Scholarship America, a national non-profit student aid service organization. Scholarships are awarded on the basis of academic potential, participation and leadership in school and community activities without reference to race, creed, color, gender, disability, religion or national origin.

**Applications for 2006 scholarships must be received by January 17, 2006.** To apply for the scholarship, please visit TRALA's website at <http://www.trala.org/scholarship/application.html>

*See HURRICANE EFFORTS, page 5*

**Great Dane Trailers, Horton, Inc., Hunsaker Truck Leasing, Inland PacLease, JJ Keller & Associates, Kenworth, Kirk NationaLease, Lawrence NationaLease, Mack Trucks, Minnesota Truck Leasing Inc., NationaLease, OntheMove, PACCAR, Peterbilt, Schmidt NationaLease, Supreme Corp., Star Truck Rentals, US Truck Sales, and Volvo Trucks.**

We are certain that even more TRALA companies are involved in the relief effort and look forward to learning more about those efforts and reporting on them in the future. The truck renting and leasing industry can take pride in the knowledge of its vital role in helping residents of the Gulf Coast region recover from this tragedy.

## Meet Visual Marking Systems TRALA's Newest Associate Member



**Visual Marking Systems, Inc.**

*Welcome to TRALA. Would you tell us about the products and services your company offers?*

We specialize in fleet graphics, graphic design services and consultations, as well as installation and inventory management.

*What's the history behind Visual Marking System and when did the business first open its doors?*

VSM was established in 1962, starting as a manufacturer producing truck graphics since no one else did it at the time. We were involved with big fleets like Exxon Mobil, Shell and Matco. In the 1980's we began working with the OEM's to enhance their identification and in 2002 VSM acquired Global Transportation Graphics and added fleet graphics for public transportation.

*Where are your offices located and how many people are employed by Visual Marking System?*

We're in Twinsburg, Ohio and have 100 employees currently.

*Who are your primary customers?*

OEM fleet owners, Enterprise, Exxon Mobil, Yale (fork lifts), Lincoln Trucking, Volvo and GM.

*Would you like to share with us any new products or services Visual Marking System will be offering?*

VMS will offer digital graphics in 2006 that will allow larger formats, faster turnaround, lower cost and higher quality.

*How do you hope involvement in TRALA can benefit your company?*

Through essential networking with potential customers and gaining new ideas on products and markets. Staying up-to-date and being educated on industry changes in laws and regulations is also very important.