

# inside TRALA

February 2004

## Annual meeting packed with valuable business content



TRALA's 2004 Annual Meeting is headed for record attendance, and this year's program of events is brimming with don't-miss sessions.

The meeting, scheduled for March 31-April 4 at The Arizona Biltmore Resort and Spa in Phoenix, emphasizes expanded business education and management content that can be put to immediate use.

Some highlights of this

year's meeting include:

- A members-only security session for the vehicle renting and leasing industry as well as a major address by the top truck security official in the U.S. Department of Homeland Security, Chet Lunner.
- Top-flight advice on managing your maintenance budget, featuring maintenance experts from small, medium and large fleets.
- A panel discussion with private carrier executives involved in the leasing arena providing the customers' perspective.
- An early peek at the very latest vehicle renting and leasing



REGALIA

industry statistics.

- A forecast on economic conditions by nationally recognized economist Dr. Martin Regalia of the U.S. Chamber of Commerce.
- An update on major legislative and regulatory issues impacting the vehicle renting and leasing industry.
- A keynote industry address from Ryder System Inc. Chairman, President and CEO Gregory T. Swienton.
- Renowned management speakers, including business leadership consultant Steve Farber.



SWIENTON

- Special new member events and the first meeting of TRALA's Industry Council for Vehicle Renting and Leasing.
- Nationally recognized entertainment, including Frank Abagnale, the inspiration for the recent blockbuster movie *Catch Me If You Can*.
- Top notch recreational events as well as the industry's popular golf tournaments.
- The best industry networking opportunity of the year, including the Technology Fair with nearly 50 supplier members displaying the latest products and services.

For information on the meeting, including registration materials, go to [www.trala.org](http://www.trala.org) or call (703) 299-9120. Also, because the Arizona Biltmore is nearly sold out, you must call the hotel immediately at (800) 950-0086 for a reservation.

## Four new Founders Scholars named by TRALA

A future scientist, a community leader, a student athlete and a published author are TRALA's best and brightest for 2004.

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.



CHENG

Since its inception, the program has distributed more than \$200,000 in scholarships to 40 scholars so they can attend the accredited four-year college or university of their choice. This year's scholars include:

- William Cheng of Sylvania, Ohio, the son of Fang Fang, a Dana Corp. employee. William -- who plans to study business and engineering at Harvard, Princeton or Duke -- is a National Merit Scholar finalist and a regional finalist in the prestigious Siemens Westinghouse Competition in Math, Science and Technology.



GREER

- Nicole Greer of Whittier, Calif., the daughter of Daryl Greer, a Penske Truck Leasing employee. Nicole, who is a track star and Spanish Honor Society member, participated in the 26-mile St. Paul March for Hunger, which raises money for the homeless in Los Angeles. Nicole plans to study history and English at Whittier College.



McDOWELL

- Robin McDowell of Logan Township, N.J., the daughter of Robert McDowell, a Mitsubishi Fuso Trucks of North America Employee. Robin, is her class valedictorian and the captain of her high school's cross country team, which just won its second consecutive state championship. Robin plans to study chemical engineering at the University of Pennsylvania.

- Nancy Xu of Melrose Park, Ill., the daughter of Xinmin Xu, an International Truck and Engine Corp. employee. Nancy, who speaks Mandarin and French fluently, recently published a book. Nancy plans to study economics at Yale, Harvard or Princeton.



XU

# Industry consolidation creates challenges, opportunity

*In December, John Grainger became president of NationalLease following Bill Ford's retirement.*

**You are a longtime veteran of the truck renting and leasing industry. How and when did you start in the industry? How has the industry changed in that time?**

Well, I first came into the business in 1972, when I started as a lease account manager for Rentway Canada, Ltd. I stayed with that company until 1990, eventually serving as president.

From 1990 until I stepped into my current position, I held several positions at Laidlaw Inc., including president and CEO. I do want to mention, however, that throughout much of my career, I've enjoyed a close relationship with the people at NationalLease. I had the privilege of serving on the board of directors from 1986 to 1987 and then again from 1990 to 1997.

Of course, our industry has seen a great deal of change since I first started in full service leasing, including the transformation of leasing companies into full-service transportation providers.

But I would say the biggest change, at least the change that has had the biggest impact on the industry as a whole, is the great amount of consolidation industry-wide.

Our industry really is defined, in many ways today, by Ryder, Penske, NationalLease and the dealer systems. That creates both great challenge and opportunity for our franchisees - the interdependent, member-owned companies.

**As NationalLease's new leader, what are your goals for the company?**

We will continue to provide the best reciprocal service, purchasing power and national account development and management to our franchisees. But we also plan to continue growing. We are absolutely dedicated to both adding more franchisees and building the leasing industry as a whole.

Our developing members program, whereby companies new to the leasing business get to learn the business and move toward full franchisee status, has been a great success, adding a large number of companies to our roster.

And, of course, we will remain on the leading edge of finding productivity and cost-savings for our franchisees in the newest technology.

**Where do you see the greatest opportunities and challenges for the vehicle renting and leasing industry?**

Outsourcing of logistics and distributions remains an important trend in this industry. And, of course, the potential of technology to impact back-office functions, dispatching and tracking shipments, monitoring vehicle, parts, fuel and oil electronically, and offer in-depth and complete cost and lifecycle data analysis is huge.

The companies that understand how best to utilize this technology are best suited to compete in the future.


Of course, regulation and taxation remain, perhaps, our biggest challenges. Providers of leased and rented equipment are always an easy target for state legislatures, especially in this economic environment.

**What can TRALA members do to overcome these challenges?**

I think that's why TRALA exists, and that's why we remain so active in TRALA.

TRALA saves us money - lots of it - just by making sure that renting and leasing companies, and their customers, are given an even playing field.

So, if you ask me, "How can TRALA members best battle unfair tax and regulatory policies?" My answer is: be an active TRALA member.

<b>A FEW MINUTES WITH...</b>	
<b>JOHN GRAINGER</b>	
	<b>AGE:</b> 54
	<b>TITLE:</b> President, NationalLease
	<b>PERSONAL:</b> Wife Noreen, daughters Shannon, 26, and Lindsey, 24
	<b>EDUCATION:</b> B.A., University of Western Ontario
	<b>HOBBIES:</b> Fishing and golf

	<h2 style="text-align: center;">Joining Us...</h2> <p><b>Heavy Truck and Equipment Wholesaler's</b> private website for truck and trailer dealers as well as leasing companies is located at <a href="http://www.htaew.com">http://www.htaew.com</a>. More than 1,300 members joined the website since January 2000, selling thousands of trucks as a result of the service.</p> <p>The company also has a website to list equipment for retail buyers, <a href="http://www.heavytruckdealers.com">www.heavytruckdealers.com</a>, and a website for the banking and financial community, <a href="http://www.truck-values.com">www.truck-values.com</a>. For information, contact President Terry Hebron at (361) 865-3016 or <a href="mailto:terryhebron@htaew.com">terryhebron@htaew.com</a>.</p>
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## New faces and changes at TRALA

The new year brought personnel changes at TRALA headquarters, including the retirement of a longtime staff member.

After seven years with TRALA, Vice President of Member Services Laura Capuco retired on January 1.

After Capuco's departure, Maggie Brown, who joined TRALA in February 2003 as membership assistant, was named director of membership. As director of membership she will now coordinate member recruitment and retention activities.

To fill the office and financial management responsibilities, TRALA hired Tonya Lewis. Lewis has more than five years' experience as an office and financial manager for small businesses.

"We wish Laura well in her retirement and look forward to hearing of her future endeavors," said TRALA President and CEO Peter Vroom. "Maggie and Tonya are already making strong contributions at TRALA and will play important roles in our future growth."



**BROWN**



**LEWIS**