

inside TRALA

Largest meeting ever kicks off 25th anniversary

Following on the highly successful annual meeting in San Diego, the Truck Renting and Leasing Association launched its 25th anniversary year with new programs to expand membership and services.

More than 500 people attended the 2002 National Leadership Conference and 24th Annual Meeting, making it the association's largest meeting of TRALA members. For the first time,

Amtralease and PacLease system members held business programs during TRALA's annual meeting, joining members of Idealease, Mack Leasing System and NationaLease.

"It was truly a sign of our industry's commitment to excellence to see all the leasing systems together in San Diego, putting aside competitive differences to share ideas to benefit our industry as a whole," said NationaLease President William J. Ford, who was elected as chairman during the annual meeting by the TRALA Board of Directors.

Outgoing chairman Reed Murphy III challenged members to promote the association to the broader leasing industry as well as work with TRALA as it embarks on a national media campaign to promote the industry and expands its services to publish a new federal and state tax guide and a comprehensive industry statistical survey. In addition, he asked members to help



PHOTO BY TRALA STAFF

MEET THE MANUFACTURERS: TRALA members questioned a panel of truck manufacturer executives in a forum hosted by Wendell Beard (at podium). The manufacturers included, from left to right: Edward B. Caudill of Kenworth Truck Company, Michel Gigou of Volvo Trucks North America, John R. Horne of International Truck and Engine Corp., Nicholas P. Panza of Peterbilt Motors Co., Rainer Schmueckle of Freightliner L.L.C., and Paul L. Vikner of Mack Trucks, Inc.

TRALA's security task force by alerting members to information that helps the industry.

"We must be involved and participate with legislators and regulators in developing effective and practical security proposals that will not damage our industry," Murphy said.

Besides electing Ford as chairman, the Board of Directors elected Terry Young of Volvo & GMC Leasing of Carolina as Vice

Chairman, Chris Culley of Ruan Transportation Management Systems as Second Vice Chairman, Thomas D. Brown of Brown NationaLease as Secretary, and Frank Walter of Palmer Leasing Group as Treasurer.

For the 2002-2005 Board term, TRALA members elected Paul DeCarolis of Amtralease-affiliate DeCarolis Truck Rental, Brian Hard of Penske Truck Leasing, Don Krom of Mack Leasing Systems-affiliate Southeastern Leasing and Rental Company, Tony Pope of Amtralease-affiliate CT Group, Steve Scully of Scully NationaLease, Todd Uhl of Uhl Truck Sales Idealease and Jack Zolomy of Interstate NationaLease.

In addition, Pete Martinelli, Managing Director of Local Markets of Budget Group, was elected to fill a vacancy on the 2000-2003 Board term, while Allan Serfas, Corporate Rental Manager of Enterprise Rent-A-Car, fills a vacancy on the 2001-2004 Board term.

This year's conference chairman, Jerry Kress of Carmenita Leasing, passed the chairman's duties to Frank Walter, president of Palmer Leasing Group. Walter and the annual meeting committee are already working on details for a very special Silver Anniversary celebration, which will be held March 12-16 at the Westin Mission Hills Resort in Palm Springs, Calif.

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TRALA pushes HVUT reform on Capitol Hill

Highway Trust Fund, HVUT debate on front burner through 2003

TRALA-supported changes may be coming to the federal Heavy Vehicle Use Tax with two Members of Congress working on legislation to allow owners to only pay taxes for the time the truck is owned.

House Resolution 4828, introduced by Congressman Wes Watkins (R-OK) on May 22, would provide for a prorated refund of the use tax paid on a truck if that truck is sold before the end of the tax period.



WATKINS

“It is particularly important that small trucking operations receive relief from this excessive and unfair tax burden,” Watkins said.

TRALA worked with U.S. Senator James Inhofe (R-OK) on a redrafted version of Senate Bill 878, which was introduced last year.

The bill would also provide a refund of the portion of HVUT tax paid after the sale of a truck. Currently, an owner that sells a truck during the tax year is responsible for paying the full year’s tax on that vehicle. Truck sellers in the leasing industry are forced to pay millions of dollars in taxes on trucks that they no longer own.

“My bill simply requires the IRS to pro-rate the HVUT in cases involving the sale of a truck,” Inhofe said. “This is only fair and right.”

In addition to regular discussions with Inhofe and Watkins, TRALA is promoting the HVUT fairness legislation with the

Senate Finance Committee, the House Transportation and Infrastructure Committee and leadership on the House Rules Committee.

Prorating the HVUT is one of several issues regarding the HVUT and other federal excise taxes that will be considered by Congress as it reviews options for increasing the flow of revenue into the Highway Trust Fund.

Both the House and Senate have already begun to hold hearings on the status of the Highway Trust Fund in preparation for next year’s debate on a new, comprehensive, 5-year highway reauthorization bill.



INHOFE

In these hearings, some witnesses have suggested raising the cap on the HVUT from the current \$550 per year to up to \$1,900 per year.

Other suggestions include creating federal vehicle weight/mileage taxes as well as creating federal registration fees to replace excise taxes on new truck and trailer sales, tire taxes and the HVUT.

While TRALA is already engaged in discussions and hearings on the bill, any members with an interest in HVUT fairness legislation are encouraged to contact their U.S. Representatives and Senators to voice support. TRALA’s website, www.trala.org, contains copies of the legislation, sample letters and contact information for legislators.

Anyone with questions regarding the legislation or contacting legislators should contact TRALA’s Tom James at 703-299-9120 or tjames@trala.org.

inside TRALA

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TRALA OFFICERS 2002-2003

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 Terry Young.....First Vice Chairman
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 Thomas D. Brown.....Secretary
 Frank E. Walter.....Treasurer
 Reed Murphy III.....Immediate Past Chairman
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New Members

Peterson Manufacturing Company is a world-leading innovator in the production of a complete line of vehicle safety lighting, mirrors, antennas and related products. Peterson Manufacturing is a subsidiary of Peterson Corporation, with more than 3,000 people working in transportation-related industries. For information, contact Vice President of Sales Art Richardson at (816) 765-2000.

A.M. Haire Body Co., Inc., in Thomasville, N.C., manufacturers premium dry freight vans, refrigerated vans, moving vans and flat and dump bodies for the retail and leasing markets. For information, contact Darrell K. Haire at (336) 472-4444.

Optimum Staffing, Inc., has been involved in the transportation and logistics industry for more than 10 years. OSI can help ease immediate and long-term transportation and logistics needs with single-day employees or drivers for a week, month or more. For information, contact Vice President Ronald Couture at (630) 350-0595 or see their website, www.optimumstaffing.com.



Ford leads TRALA into silver anniversary

Congratulations on your recent election as TRALA's 2002-2003 chairman. Please tell us some of your priorities for the association over the next year.

I would like to explore possible methods of renewing a relationship with the American Trucking Associations (ATA), possibly as an allied/supplier member. I believe that ATA looks at us as carriers that should be members of their association. But as TRALA members, we focus on renting and leasing, so we're really a supplier to the carriers. ATA has to understand that just because we have some members with their own trucking companies, that's not our primary mission, nor is it intended to be. I can use the analogy of another supplier, like a truck manufacturer that has dealers who have trucking companies. They aren't excluded from membership. And the same should be true for TRALA.

In addition, I would also like to develop a strategy to ensure the continuing financial strength of the association as consolidation of the industry continues. And of course, I want to assist the TRALA staff in their continuing efforts to protect the renting and leasing industry from regulatory and legislative issues that would hinder our growth.

You have been a key member of TRALA for nearly two decades. How has the association changed in that time?

I joined NationaLease in early 1985, and two weeks later, I went to my first TRALA annual meeting at the Camelback in Scottsdale. I didn't know a soul, but I was greeted and treated very well by everyone. It was a very collegial atmosphere, which continues to this day. People are able to put their companies' competitive issues aside and focus on the issues that affect the industry more than any other association I've ever been involved with. I was also quite surprised and gratified that TRALA members treated their suppliers so well, which wasn't the case at other association meetings I had attended.

James joins TRALA government relations staff

There's someone new defending the interests of the truck renting and leasing industry in the halls of Congress and in state legislatures.

TRALA's new Vice President of Government Relations, Thomas M. James, joined the association in March with more than 16 years of government experience. James worked on transportation issues for more than six years in the U.S. House of Representatives, culminating his Congressional service as the Legislative Director for Congressman Bob Lagomarsino (R-CA).

For the next 10 years prior to joining TRALA, James was the Senior Vice President of The Furman Group, a government

I've seen significant change in the association from being a group of big dominant renting and leasing companies to a much larger number of regional companies. The association is much more focused on state legislative and regulatory issues that better serves the members. This is another reason to be closer to ATA, in that a majority of their work is concentrated at the federal level.

What does NationaLease have planned for the upcoming year?

We've undertaken a new initiative to support the development of renting and leasing companies among truck dealers and small trucking companies that want to develop a rental and leasing company. NationaLease never had a pro-

gram to train companies in the business, so we have internally promoted a staff person to be our Director of Franchise Development. Terry Blanz now has the job to recruit developmental members that don't initially get a franchise but are put in a training mode. We provide training in renting and leasing, and they have up to five years to develop a true renting and leasing function. Through our strategic planning process, we saw the consolidation of the industry and the need to deal with it. This was an opportunity because of that threat.

What does the future look like for leasing system members?

In my 17 years, I've seen four or five companies go from being single facility businesses to having as many as 30 regional locations. With the continuing consolidation, the remaining companies will see better opportunities for growth, which will help them grow into the major leasing companies of the 21st Century. There's certainly an interest in expansion with our members as well as major companies. Consolidation peaked in 1999 with the acquisition of Rollins by Penske, and with the recession ending, we expect it will start again sometime in the next year.

A FEW QUESTIONS WITH...



NAME: William J. Ford
COMPANY: NationaLease, based in Oakbrook Terrace, Ill. Expects \$175 million in 2002 revenues. 110 members in 45 states and 7 Canadian provinces
PERSONAL: Married to Sheila for 36 years. Four sons, with grandchildren Eimilie, Molly, Liam, Michael, Meaghan, with another on the way.



JAMES

relations firm specializing in public infrastructure development.

"My first priority at TRALA is to protect the industry against new taxes and unnecessary regulation," James said. "TRALA has worked hard over the years to keep government from picking our pockets. We cannot let the truck renting and leasing industry bear an unfair burden as the states attempt to address budget deficits caused by the weakened economy. After all, our industry is a major driving force for our needed economic recovery."

TRALA President and CEO Peter Vroom said James' years of experience with the legislative process and its players is already translating into bottom-line results for the association. James can be reached at (703) 299-9120 or tjames@trala.org.

Thank you for your support!



PHOTO BY TRALA STAFF

SHARE AND COMPARE: Thursday's Technology Exhibit Session allowed suppliers to show off the latest products and services available to TRALA companies.

SALUTE TO SPONSORS

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Horton Inc.	Stoughton Trailers, Inc.
Imperial Inc.	Tuthill Transport Technologies/ Reyco/Granning Suspensions
International Truck and Engine Corp.	Ultron Lift
	XATA Corporation



PHOTO BY TRALA STAFF

TOP DRIVER: Driver of the Year Paul Donaldson of DTF Trucking/Consolidated Personnel Corp., left, seen here with his wife, Vicki, and Robert O'Donnell of Goodyear Tire & Rubber Co., the program's sponsor.

Names In The News

ALL IN THE FAMILY

On the cover of May's Commercial Carrier Journal is a face familiar to many TRALA members - Falcon Transport's **Joe Fleming**.

Fleming, the brother of TRALA Board Member Tom Fleming and the father of TRALA consultants Dan and Kevin Fleming, was awarded the magazine's 2002 Technology and Maintenance Career Leadership Award.



CONGRATULATIONS

TRALA First Vice Chairman **Terry C. Young**, was named in May as a finalist for the American Truck Dealers/Heavy Duty Trucking Dealer of the Year. Young is the president of Volvo and GMC Truck Center of Carolina in Charlotte... **Gregory T. Swienton**, chairman and CEO of Ryder System, Inc., was awarded the National Safety Council's Green Cross for Safety Award on May 20 in New York.

Upcoming Events

June 25, 26
TRALA Executive Committee meeting
Mayflower Hotel
Washington, DC

July 21-25
Trucking Association Executive Council meeting
Nemacolin Resort
Farmington, PA

September 24
7th Annual Larry Miller Memorial Golf Tournament
Kemper Lakes Golf Course
Long Grove, IL

October 9-13
TRALA Fall Board Meeting
Ritz-Carlton Hotel
Amelia Island, FL

**Questions about upcoming events?
Call TRALA's Angie Bonaccorsy at (703) 299-9120.**