

# inside TRALA

November 2003

## TRALA bringing the future and more to Phoenix

The leaders of the truck renting and leasing industry are gathering in Phoenix for TRALA's 26th Annual Meeting and 2004 Leadership Conference.



The meeting, scheduled for March 31-April 4 at the Arizona Biltmore Resort and Spa in Phoenix, focuses on the theme *The Future and More in 2004*. Several hundred vehicle

renting and leasing executives as well as trucking company suppliers are expected to attend.

"This year, TRALA's annual meeting gives our members the opportunity to meet the best business leaders while learning the latest information on budgeting for maintenance, trends in taxation and finance as well as leasing's impact on the economy," said TRALA President and CEO Peter Vroom. "Our industry is growing, and TRALA wants to help promote that growth."



SWINTON

The 2004 industry keynote speaker is **Gregory Swinton**, the chairman, president and CEO of Ryder System Inc., who will present his perspective on truck renting and leasing trends and the industry's future. Ryder ranks 345th on the Fortune 500 with revenues of \$4.78 billion.



REGALIA

Other featured speakers include U.S. Chamber of Commerce economist **Dr. Martin Regalia** presenting his forecast of economic conditions and the latest industry statistics, as well as management consultant **Steve Farber**, a veteran of the Tom Peters! Company who specializes in helping professionals overcome business fads like "reengineering."

TRALA is also featuring a pair of panel discussions. Private carrier executives involved in the leasing arena will participate in the panel entitled **Leasing's Place in the Economy: A Customer's Perspective**, while maintenance specialists will participate in **Better Budgeting of Maintenance Program Costs: Identifying The True Costs of Your Maintenance Program**.

TRALA is also pleased to present **Frank Abagnale**, whose incredible experiences inspired the recent blockbuster movie *Catch Me If You Can*. This year's Farewell Banquet entertainment features comedian **Mark Cordes**, a veteran of the legendary *Caroline's Comedy Hour*. And this year's meeting features an even larger **Technology Fair**, featuring nearly 50 supplier members with their latest products and services.



ABAGNALE

For information on the meeting, including sponsorship and registration materials, go to [www.trala.org](http://www.trala.org) or call (703) 299-9120.

## Where does TRALA fit in for you?

*TRALA represents more than 600 truck renting and leasing companies across the country, with tens of thousands of locations. But what does that mean for your own company? How does TRALA represent you and how can you get the most value out of the TRALA relationship?*



PRESIDENT'S MESSAGE

*Here are some of the ways TRALA works on behalf of the membership. You may even see a few that you hadn't thought of:*

- Need to locate or contact someone in the industry?
- Think you're getting bullied or treated unfairly by state or federal regulators in areas such as tax, environment or labor issues?
- Need a legal opinion on an industry issue?
- Want to let the broader industry know about a new product or service offering?
- Looking for up-to-date statistics on the size of truck renting and leasing, or how the numbers break out across industry categories?
- Want to see your congressman or senator? We'll set it up.
- Want to know how your state compares to others when it comes to the tax burden?
- Interested in resources, like business tax credits, available to you?

- Looking for an opportunity to attend industry-wide events and hear from some of the best speakers and business leaders in the country?
- Need a meeting and/or representation with a government agency?
- Have announcements to make about changes at your company, promotions or awards?
- Want a forum available to participate with competitors to work for industry-wide interests?
- Need a meeting, contact or reference with TRALA allies including the U.S. Chamber of Commerce and ATA?
- Got a smart kid at home that could use a scholarship for college?
- Want to participate with your colleagues in special committees focused on taxes, truck security, environment, liability?
- Need a conference room to use when in Washington?
- Interested in having a leadership role in the the industry?
- Want to make some lifelong friends?

*Hopefully, you are already taking advantage of many of these TRALA benefits and services. TRALA functions most effectively with the broadest industry participation and interaction. Remember, we're here to serve your needs.*

**-- Peter J. Vroom**

# Government the biggest challenge facing trucking industry

Longtime TRALA board member Ken Seng was appointed chairman of the membership committee during TRALA's Fall Leadership Meeting in October.

**As membership committee chairman, you are leading efforts to recruit new TRALA members. What are some of the best reasons for joining TRALA?**

I am not sure when Seng Truck Leasing Company joined TRALA. However, my wife and I have been coming to the annual meeting since the early 1980s. Seng Truck Leasing joined TRALA for the knowledge learned from sharing information with other leasing companies and suppliers alike. The meetings are always informative, and the locations are terrific.

**How are the efforts going to recruit finance leasing companies to participate more actively in TRALA as part of the association's Vehicle Renting and Leasing Industry Council?**

The membership committee has set goals to recruit finance leasing companies to be part of the association's Vehicle Renting and Leasing Industry Council. The response has been good thus far.

**Your company is very unique in TRALA since you are an independent leasing company as well as being affiliated with AmeriQuest Transportation and Logistics Resources. What are the benefits of being an independent company? What are**

**the benefits of being affiliated with a major leasing system?**

Seng Truck Leasing was chartered in 1960 as a spin off from a Chicago-based trucking company, V. Seng Teaming, which was started by my great-grandfather in 1890.

Seng Leasing has been an independent member of TRALA for years. My reasons for being an independent relates to the market in which Seng operates -- Chicago. More than 90 percent of my lease customers never leave the area, and we have service vendors throughout Chicago, so reciprocal services are less critical.

Seng is now a member of AmeriQuest Transportation and Logistics Resources because of the benefits it offers, including purchasing power, its maintenance council, national accounts programs and information sharing, which helps us compete with the major leasing companies.

**What is the biggest challenge facing the trucking industry?**


The biggest challenge facing the trucking industry is government -- on the local, state and federal levels. The transportation industry spends millions of dollars each year trying to stop or undo problems that the government throws at us.

**What can TRALA members do to overcome this challenge?**

To overcome challenges from governments, it's in everyone's best interest to join TRALA and support the Legal Action Fund.

**A FEW MINUTES WITH...**

**KEN SENG**



**AGE:** 57

**TITLE:** President, Seng Truck Leasing Co.

**PERSONAL:** Married to Linda. Children Ken Jr., 27, and Katy, 25

**EDUCATION:** B.A. from University of Illinois

**HOBBIES:** Golf, tennis and skiing

## Joining Us...



Randall Manufacturing produces temperature control products to split temperature zones in refrigerated truck bodies. Its products include insulated bulkheads, center divide systems, rear and side door curtains, pallet covers and insulated boxes, as well as doors and insulated curtain walls for refrigerated warehouses. For more information, contact National Accounts Manager Chuck Carey at (800) 323-7424 or [ccarey@randallmfg.com](mailto:ccarey@randallmfg.com)

## TRALA CALENDAR

March 31-  
April 4, 2004  
**TRALA'S 26TH ANNUAL MEETING**  
Arizona Biltmore Resort and Spa in Phoenix, Arizona



October 13-17, 2004  
**FALL LEADERSHIP MEETING**  
Southampton Princess in Hamilton, Bermuda



September 21, 2004  
**LARRY MILLER GOLF TOURNAMENT**  
Kemper Lakes Golf Course in Oak Grove, Illinois



April 6-10, 2005  
**TRALA'S 27TH ANNUAL MEETING**  
Westin La Paloma Resort and Spa in Tucson, Arizona



Have a question about an event?

Contact Leslie Hummel at

[lhummel@trala.org](mailto:lhummel@trala.org) or (703) 299-9120.

Have a calendar item?

Send it to [Igarland@trala.org](mailto:Igarland@trala.org)

## 2004 ANNUAL MEETING

### SPONSORS

Allison Transmission • Aramark Uniform Services • ArvinMeritor Inc. • Bridgestone/Firestone Inc. • Caterpillar Inc. -- On-Highway Division • Cummins Inc. • Fleetguard • Fontaine International Inc. • Freightliner LLC • General Motors Fleet and Commercial Operations • Goodyear Tire and Rubber Co. • Harco National Insurance Co. • Horton Inc. • Imperial Supplies LLC • International Truck and Engine Corp. • Kenworth Truck Co. • Mack Trucks Inc. • Maxon Lift Corp. • Michelin North America Inc. • Morgan Corp. • Peterbilt Motors Co. • Randall Publishing/Commercial Carrier Journal • Richer Systems Group Inc. • Roadranger/Dana Corp and Eaton Corp. • Supreme Corp.

**These companies are committed sponsors as of Nov. 15. Want to sponsor an event at the 2004 meeting? Contact Leslie Hummel at [lhummel@trala.org](mailto:lhummel@trala.org) or (703) 299-9120.**

# Legal Action Fund fighting for federal tort reform



TRALA is nearly two-thirds of the way to its \$50,000 goal for the 2003 Legal Action Fund campaign. Every dollar raised will fund TRALA's tort reform efforts, particularly gaining federal legislation to exempt truck renting and truck 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

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