

# inside TRALA

October 2003

## Fall board meeting sets TRALA agenda for 2004

TRALA's leadership recently returned from a well-attended and successful Fall Leadership Meeting in San Francisco, where the association's direction was set for 2004 and beyond.



YOUNG

TRALA Chairman Terry Young of Advantage Truck Leasing in Charlotte, N.C., guided the Board through a series of meetings the week of October 8, which resulted in the following actions by the association:

• Truck security was emphasized as a key association priority. TRALA will prepare a "Security Practices Survey" that requests information from TRALA member companies on a voluntary basis on their specific security practices. Information received will then be compiled as a list, without attribution to specific companies. The TRALA Truck Security Task Force will review and distribute the list of security measures to the membership.

• TRALA will support a "single fuel" utilization approach to the U.S. Environmental Protection Agency's "Highway Diesel Fuel Sulfur Control Requirements." Currently, the regulations allow a four-year transition period in which both high-sulfur and low-sulfur diesel fuel will be refined and distributed. TRALA members determined

that this "dual fuel" system will not benefit the industry, but will more likely present new obstacles to fuel distribution, availability and engine maintenance. TRALA joins the American Trucking Associations in this position and sent a letter to ATA President and CEO Bill Graves informing him of the TRALA Board decision.

• A motion to simplify and standardize the dues assessment process was approved under which all TRALA Regular Members, with the exception of consumer truck rental companies, will move to a per power unit dues basis, replacing a variety of dues assessment procedures currently in place.

• A new TRALA council, the Vehicle Renting and Leasing Industry Council, was formed to allow finance lessors an opportunity to participate with TRALA in pursuing specific legislative issues of mutual concern and interest.

• The 2004 association budget was approved. A line-item was added to the TRALA budget beginning in 2004 and continuing for the next ten years through 2013, earmarking \$20,000 of annual TRALA income to "Reserve Funding." This action was recommended by the Executive Committee after research and review during the past year of established benchmarks for appropriate association reserve levels.



KRESS



SIEGAL

• Jerry Kress, president of Carmenita Leasing in Santa Fe Springs, Calif., was elected first vice

chairman, filling a vacancy created by Chris Culley of Ruan Transportation Management Systems. Mark Siegal of Edart Leasing in Hartford, Conn., was appointed second vice chairman, replacing Jerry Kress. Ken Seng of Seng Leasing in Bensenville, Ill., was recognized by the Board as the new chairman of the Membership Committee.



• The initiation of a new solicitation process for contributions for the TRALA Founders Scholarship Fund was approved.

-- Peter J. Vroom

### SPECIAL THANKS TO TRALA'S 2003 FALL LEADERSHIP MEETING SPONSORS

Much of the success of the Fall Leadership Meeting is due to TRALA's generous sponsors, who provide support for the meeting and key TRALA programs. TRALA wishes to thank the following sponsors and their representatives:

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Al Birch      Matt Kelly  
Scott Kress

# AmeriQuest brings new offerings to trucking industry

Doug Clark was appointed to the TRALA Board of Directors in April following the AmeriQuest/Amtralease merger.

## In March, AmeriQuest acquired Amtralease. How have the past few months gone? What do you see in the future for AmeriQuest?

As with any significant change, the conversion from an association/buying group model to a comprehensive for-profit model was dramatic and therefore could not be accomplished over night. The transition and proof of concept actually took place over an extended period of four years. When the proposal was made in early 2003 to consolidate the Amtralease business model into the AmeriQuest model, the decision was unanimous and the execution was quick and smooth. The major reason for this result was the owners of the independent leasing companies affiliated with Amtralease had built up confidence over the transition period that the model would work.

The future of AmeriQuest is rooted in its mission to provide our fleets a suite of services that deliver measured results by reducing costs and increasing incremental revenues. The backbone of the AmeriQuest business model is to increase efficiency and productivity utilizing technologically driven processes. I am proud to report our success has been validated by our being named to *Inc.* magazine's 2003 list of fastest growing 500 privately held companies.

## What is the future of logistics and transportation companies? Do you see more leasing companies expanding into logistics operations?

We see the future in transportation and logistics bright for those

entities bringing specialized services and integrated solutions to their customers. Fleets today are well educated and expect their supplier to be willing to be creative and flexible. Traditional leasing companies should consider logistics service offerings in order to maintain their current accounts and acquire new ones in order to service the aforementioned sophisticated customer.

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

Consolidation. Consolidation is taking place in two arenas. The

first arena is the number of players, and their number is decreasing each year. This is a phenomenon that is impacting every industry. We can all relate to what has happened in our industry over the last 10 years. The second arena is a stealth consolidation. This is what I call a "product offering consolidation." Companies are consolidating many products under their menu of offerings. It is difficult for a company to offer just one product and survive, therefore the

lines of traditional businesses are being crossed everyday as companies expand their product offerings to their customer base. The greatest example of this consolidation is Wal-Mart's impact on the food industry.

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

TRALA members have got to be constantly aware and adapt to the market changes that are evolving. They also have to join together when the circumstances are appropriate in order to compete with larger entities (the result of consolidation). TRALA is a perfect example of companies joining together collectively for the efficient benefit of all parties.

**A FEW MINUTES WITH...**

**DOUGLAS CLARK**

**AGE:** 61  
**TITLE:** President, AmeriQuest  
Transportation and Logistics Resources  
**PERSONAL:** Married to Beatrice Jane, three sons, two daughters and one grandchild  
**EDUCATION:** B.A. from University of Miami, M.B.A. from Drexel University  
**HOBBIES:** Running and golf



## TRALA CELEBRATES THE FUTURE AND MORE IN 2004

TRALA's bringing the future to you at the 2004 Annual Meeting, scheduled for March 31-April 4 at the Arizona Biltmore Resort and Spa in Phoenix.



SWIENTON

The event -- focusing on the theme The Future and More in 2004 -- gathers together more than 500 vehicle renting and leasing executives as well as trucking company suppliers. Keynote speaker **Gregory Swienton**, chairman, president and CEO of Ryder System Inc., with his perspective

on truck renting and leasing trends. Other featured speakers include U.S. Chamber of Commerce economist **Dr. Martin Regalia** with his forecast of economic conditions, as well as management consultant **Steve Farber**, who specializes in



REGALIA

helping professionals overcome business fads like "reengineering" and "empowerment." On Saturday, TRALA features a panel discussion with private carrier executives involved in the leasing arena entitled **Leasing's Place in the Economy: A Customer's Perspective.**

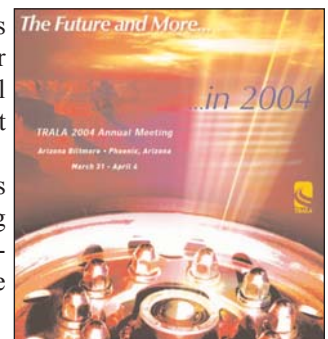


ABAGNALE

TRALA is also pleased to present **Frank Abagnale**,

whose incredible experiences inspired the recent blockbuster movie *Catch Me If You Can*, as well as Farewell Banquet entertainment from comedian **Mark Cordes**.

For more information on this year's annual meeting, including sponsorship and registration materials, go to [www.trala.org](http://www.trala.org) or call the TRALA office at (703) 299-9120.



## Joining Us...



**Delmar Learning** is a leading provider of driver and technician training solutions. Working with training schools, motor carriers, insurance and safety groups, Delmar is committed to bringing new resources to keep pace with ever changing industry standards. For more information on Delmar Learning, contact Joel Morrison (800) 998-7498, extension 4850 or [joel.morrison@delmar.com](mailto:joel.morrison@delmar.com).

# Legal Action Fund gains momentum in first month



TRALA recently launched the 2003 Legal Action Fund, with this year's goal to have every TRALA member company participate in the 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

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