

# inside



# TRALA

Winter 2004

## INDUSTRY HEADS TO TUCSON APRIL 6 - 9

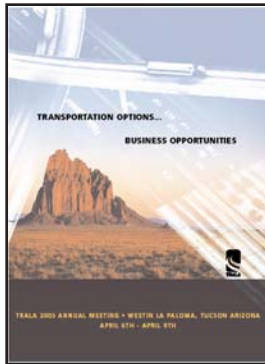
### Annual Meeting Registration Discounts End January 14

To stay ahead of the curve on the latest products and services and make valuable contacts with key industry executives, mark your calendar to attend TRALA's 2005 Annual Meeting scheduled for April 6 - 9 at the Westin La Paloma Resort & Spa in Tucson, Arizona.



This year's conference theme is Transportation Options . . . Business Opportunities. The meeting program will focus on new business trends and opportunities emerging in the vehicle renting and leasing industry.

"We've got an outstanding program planned that features highly regarded nationally known speakers, industry leaders and business analysts," reports 2005 Annual Meeting Chairman **John J. Lynch** of Michelin. "Dana Chairman, CEO and President **Michael Burns** will deliver the Industry Keynote Address. ESPN analyst and star Washington Redskins Quarterback **Joe Theismann** is our headline speaker. American



Trucking Associations President **William Graves** will provide an overview on the motor carrier industry and award-winning business and leadership analyst **Dr. Jim Harris** will give us his take on organizational excellence. TRALA Chairman **Jerry Kress** of Carmenita Leasing (Ameriquest) delivers the state of the industry address, and 2005-2006 incoming chairman **Mark Siegal** of Edart NationaLease sets his vision for the future.



**THEISMANN**

Join your colleagues in Tucson for sessions packed with speakers and educational content to directly benefit your business. Registration materials have been mailed so be sure to **register by January 14** to receive our registration discount. **You can also register online by clicking on [www.trala.org](http://www.trala.org).** If you have questions, please contact Anne Riser at (703) 299-9120 or [ariser@trala.org](mailto:ariser@trala.org).

## Active Sessions Yield Results at 2004 Fall Leadership Meeting

TRALA's Fall Leadership Meeting in October was especially busy this year with all standing committees holding meetings as well as a Board strategic planning session focused on security and a special engine technology update and discussion.

The Board approved the FY 2005 budget, elected Tom Thayer, President & CEO of International Truck Sales/Idealease of Richmond, Virginia, to the Board, and approved a new alumni membership category. The Board also approved a recommendation from the Finance Committee to increase Associate Member dues by 15 percent beginning in 2005. Associate Member dues have remained frozen since 1999 because the Board decided to postpone action on Associate Member dues until Regular Member dues adjustments were completed. That process was completed last year with a new Regular Member dues structure finalized in the Fall of 2003 and dues adjustments implemented for Regular Members effective January 1, 2004.

The Board also gathered for a special session on engine emissions issues. Mike Breeden of Cummins, Dave Renz of Eaton, Mark Lampert of Freightliner and Matt Kelly of Volvo presented an update on engine technology changes being tested to meet the 2007 emission standard requirements. By all accounts, the information and updates received proved helpful to the participants, as demonstrated by the extensive interaction among representatives of various industry segments.

In keeping with TRALA's focus on security issues, the Board also voted to elevate the existing Truck Security Task Force to the level of a standing committee. TRALA Chairman Jerry Kress appointed TRALA Board Member John Grainger, President and CEO of NationaLease, as the chairman of the new committee. John has been closely involved with TRALA on security-related issues impacting the industry since his appointment to the Board, and he is expected to be a strong spokesman and advocate for industry views on this critical priority. The Security Committee will serve in an advisory capacity to TRALA's leadership on security policy affecting vehicle renting and leasing and will promote the extensive exchange of information among TRALA members to further enhance security awareness.



**GRAINGER**

In addition, the Board reviewed the results of a survey of the Associate Members. Mike Breeden of Cummins, chairman of TRALA's Associate Member Advisory Committee, spearheaded an effort to evaluate the programs and services TRALA offers to supplier members. Approximately thirty percent of current Members responded. It came as no surprise that annual meeting participation ranked highest in the "critical value" category. Generally, the responses showed very positive interaction with TRALA and positive perception of value in the membership. TRALA has distributed the survey results to all Associate Members and will use this information in future planning of meetings and services.

# Industry Needs to Act to "Make" Things Happen

Dave Renz has been a member of TRALA's Board of Directors since 2002.

## When did you join TRALA?

Eaton is a founding Supplier Member of TRALA, having joined at the organization's inception in 1978. I personally have been an active member of TRALA for about 15 years now.

## Why should supplier members get involved with TRALA, and what benefits do they derive?

Our success in this industry is largely based on the deep customer relationships and partnerships we've formed over the years. TRALA is an excellent example of that connection, both with the organization and its individual members. TRALA allows us to interact with all of you in an environment exclusively devoted to issues of the North American renting and leasing business. I am honored to occupy a board member position, where we can further impact your industry with positive input and support to your organization's most critical business issues.

## How will your segment of the industry be affected by pending federal regulations such as the 2007 HD engine emissions standards and potential new federal braking standards?

As Tier 1 suppliers of both powertrain and safety systems, Eaton and its Roadranger partner, Dana Corporation, are affected by virtually every governmental regulation either in place or in process today. Of course, the effects of diesel emission regulations for the engine makers - not only in 2007, but in 2010 - will be felt throughout the rest of the powertrain. The way we design and tune our transmission systems - particularly our newer automated transmissions - can have a dramatic impact on emission control and fuel economy. We consider every engine maker to be our partner, and we have productive peer relationships with each and every one of them, helping to design a complimentary engine/transmission combination that will provide optimum performance and efficiency while meeting present and future governmental regulations. Impending safety regulations for braking distance and Hours of Service also hit us where we

live - with raised expectations for stopping systems made by Dana and their JV partner Bendix, and with potential impacts on Eaton's VORAD safety systems business.

We believe that the technologies both Eaton and Dana are pioneering can lead to successful implementation of these rules - and then some - to exceed the expectations of both the governmental agencies and our customers. With these kinds of innovations, we can do much more than just "follow the rules" - we can create a more productive and efficient industry.

## Where do you see the greatest opportunities and challenges for the trucking industry?

In addition to the emissions and safety regulations mentioned earlier, we believe that shortages of prospective commercial vehicle drivers and technicians will continue to plague our industry, and perhaps worsen in the short term, depending on our economic cycles. We are already seeing this talent shortage adversely affect our industry's capacity. This industry must - in a variety of ways - make trucking a more attractive profession to quality people. So far, we've discovered only three ways to attract a person to a job: 1) make the job easier, 2) make the job more interesting, or 3) make the job more lucrative. The challenge lies in how we devise the right combination of those key factors to make trucking a more rewarding and attractive profession.

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

Simply stated: we must not "let" these things happen. We must act to "make" these things happen, in the best interests of our industry, our country, our economy, our businesses and our people. We do not want to be reactively affected by these regulations and issues - we must proactively affect them. If we can do that, we can avoid the worst possible outcome - that of these regulations affecting the industry's ability to do its job - and adversely affecting or distorting our economic cycles. This industry is always at its best when it is leading these efforts - not chasing to catch up with them.

## A FEW MINUTES WITH...



### Dave Renz

**TITLE:** VP, Eaton Corp.

**PERSONAL:** Wife Carol, children Amanda and Andrew

**EDUCATION:** Bachelor's in Business & Finance from Ball State University

**HOBBIES:** Golf, skiing and hunting

## 2005 Tech Fair: Bigger and Better

TRALA's 2005 Annual Meeting will include the ever-popular Technology Fair. This year's showcase, scheduled for Friday, April 8, will be even larger than 2004's and will spotlight the latest innovations in manufacturers' products and services. Once again, we've scheduled no competing business sessions and breakfast will be provided for all Tech Fair attendees. If you wish to reserve your booth at the Tech Fair, please contact Anne Riser at (703) 299-9120 or [ariser@trala.org](mailto:ariser@trala.org).



# EQUIPMENT AND TECHNOLOGY ADVISORY GROUP HIGHLIGHTS FOCUS ON MAINTENANCE

TRALA's newly created Equipment and Technology Advisory Group highlights the association's growing focus on the maintenance component of the truck renting and leasing industry. The advisory group is made up of key maintenance and technical experts from TRALA member companies. In addition to providing TRALA staff with valuable insight into the needs and concerns of this core part of the industry, the group will also play a role in TRALA's ongoing maintenance and technology information and education program.

"Full service leasing is the core revenue segment of our industry and contract maintenance is the fastest growing one," said TRALA President and CEO Peter Vroom. "As equipment becomes more sophisticated and complex, TRALA needs to be able to tap the valuable expertise of the Equipment and Technology Advisory Group to better meet the needs of full service lessors."

As part of the growing emphasis on equipment and technology issues, TRALA will be working with the advisory group to



continue to present maintenance-oriented panel discussions at its meetings. These panel discussions, like the "Better Budgeting of Maintenance Program Costs" panel held during TRALA's 2004 Annual Meeting in Phoenix, will address timely issues facing full service lessors. Such issues as the pending federal regulations on truck stopping distances from the National Highway Transportation Safety Administration are expected to be the topic of a maintenance panel discussion at TRALA's 2005 Annual Meeting in Tucson, Arizona.

The Equipment and Technology Advisory Group will also provide insight and expertise for TRALA's program of issue-oriented conference calls involving leasing company and supplier executives. These calls focus on timely issues affecting equipment maintenance and technology needs facing the truck renting and leasing industry. The most recent of these calls focused on security-related technology. Upcoming calls will address braking regulations and tire technology.

## Legal Action Fund Needs You!

When an industry challenge arises, TRALA's Legal Action Fund provides the resources needed to respond aggressively and without hesitation. That's why we need your help to make our goal of \$50,000. Being prepared for the unexpected is part of the reason TRALA's advocacy is recognized as second to none. Here are some examples of our success:

- Passed federal legislation to provide HVUT tax credits to truck sellers
- Excluded trucks from a proposed Minnesota accelerated lease tax
- Exempted trucks from New Jersey accelerated vehicle registration fees
- Defeated a Chicago metro area lease tax increase
- Defeated a Maryland vehicle rental tax proposal
- Extended vicarious liability protection in Rhode Island
- Excluded trucks from NJ bill to establish burdensome interior vehicle inspection requirements

There are big challenges ahead in 2005 such as pursuing state property tax reform; battling the Michigan Treasury Department over unfair fuel tax joint and several liability enforcement and keeping a watchful eye on vehicle rental tax proposals. TRALA is continuing its fight for vicarious liability reform at the federal and state levels and pursuing opportunities for enactment of federal financial incentives for the purchase of trucks with new engines in 2007. TRALA is also leading the industry in its security preparedness practices with new security publications and guides under development. These can only be done with the help

of hired security consultants and legal counsel. Contributions to the Legal Action Fund ensure that TRALA has the resources necessary to tackle these and other unforeseen issues head-on.

Be sure your voice is heard and your business interests are protected. Join TRALA's Legal Action Fund today! To make your contribution, visit <http://www.trala.org/government/legalactionfund.php>.

## 2005 Calendar of Events



**January 14**

Deadline  
TRALA Founders Scholarship Applications

**February 15-18**

Technology & Maintenance Council  
Annual Meeting, Tampa, Florida



**February 27-March 1**

AmeriQuest Transportation Symposium  
Sunny Isles Beach, Florida

**March 18**

Registration deadline for  
TRALA's Annual Meeting



**April 6-9**

TRALA's Annual Meeting  
Tucson, Arizona



**April 9-11**

American Truck Dealers Convention  
Orlando, Florida



## Thank You to TRALA's 2004 Legal Action Fund Honor Roll

Acme Leasing  
Aim NationalLease  
All Services Leasing  
AmeriQuest Transportation & Logistics Resources  
Autow NationalLease  
Barco Idealease  
Bowman Truck Leasing, a NTLA affiliate  
Brown NationalLease  
Bruckner Leasing Co., Inc.  
Budget Truck Rental  
C & W NationalLease  
C.T.S. Lease & Rental  
Carco NationalLease  
Carmenita Leasing  
Carmichael NationalLease  
Carolina Idealease  
Cherokee Truck Leasing, Inc.  
Continental Tire North America, Inc.  
Conway Beam NationalLease  
Cooper Leasing, Inc.  
Cummings Leasing, Inc.  
Cummins Inc.  
DeCarolis Truck Rental, Inc.  
Dennis NationalLease  
Donahue Idealease  
DSU Leasing, Inc.  
Edart NationalLease  
Enterprise Rent-A-Truck  
FirstLease, a NationalLease Affiliate  
Fontaine International  
Fox & James NationalLease  
Freedom Idealease  
Freightliner LLC  
General Truck Leasing, LLC  
Gordon Truck Leasing  
Harco National Insurance Company  
Hermann NationalLease  
Hogan Motor Leasing, Inc.  
Hub Truck NationalLease  
Hunter Leasing  
Husky Idealease  
Ideal Leasing  
Idealease of Arizona, Inc.  
Idealease of Atlanta  
Idealease of Chicago  
Idealease of El Paso  
Idealease of Flint, Inc.  
Idealease of Madison  
Idealease of Memphis  
Idealease of Northeast Wisconsin  
Idealease of Richmond  
Idealease of SE Wisconsin  
Idealease, Inc.  
Indiana Mack Leasing, L.L.C.  
International Truck & Engine Corp.  
Interstate NationalLease  
J & B Leasing, Inc.  
Janoe Truck Rental & Leasing  
Just Four Wheels  
Kenworth Truck Company  
Kirk NationalLease

Koch NationalLease  
Kris-Way Truck Leasing  
Landmark Truck Leasing NationalLease  
Lawrence NationalLease  
Lesco Truck Leasing & Rental  
Leshner Leasing, Inc.  
Mack Lease of Detroit, Inc.  
Mack Lease of Omaha, L.L.C.  
Mack Leasing System, Inc. Volvo Truck Leasing System  
Marksman NationalLease  
McCandless Int'l Trucks of Colorado  
McCandless Rental and Leasing  
MHC Truck Leasing Inc.  
Miami Valley Idealease  
Miller Truck Leasing Co.  
Minnesota Truck Leasing, Inc.  
Miramar NationalLease  
Mountain Idealease  
NationalLease  
NEC Leasing LLC  
Nextran Leasing  
O'Halloran International/Idealease  
PACCAR Inc  
PacLease of Atlanta  
Palmer Leasing Group  
Parrish Leasing, a NationalLease Affiliate  
Patsy's Leasing Corporation  
Penske Truck Leasing Co., L.P.  
Pollock NationalLease  
Powell's Idealease  
PRIMMS LP, a NationalLease Affiliate  
Public Service Truck Renting, Inc.  
R.L. Anderson Truck Rental  
Roberts Idealease  
RSD NationalLease  
Rush Truck Leasing, Inc.  
Ryder System, Inc.  
Salem NationalLease  
Schilli NationalLease  
Scully NationalLease  
Seng Truck Leasing Company  
Shippers Rental Co.  
Southland Idealease  
Star Truck Rentals  
Stepco Leasing Ltd.  
Supreme Corporation  
T.C.I. Leasing/Rentals  
Tandet NationalLease  
Timmons Idealease  
Trebar Leasing  
Truck Lease Chicago, LLC  
Truckway NationalLease  
Tuthill Transport Technologies-ReycoGranning Suspensions  
Twin State Idealease  
Uhl Idealease  
Valley Truck Leasing NationalLease  
Volvo Trucks North America, Inc.  
White's Idealease  
Wieland Idealease  
York NationalLease, Inc.

# TRALA Membership Recruitment Brings Results in 2004



With the increasing sophistication of today's equipment and service offerings in the vehicle renting and leasing industry, it is more important than ever to be involved in TRALA. "Building and strengthening relationships is the key to growing your business in today's complex marketplace," said TRALA President and CEO Peter Vroom.

"We have seen real growth in TRALA's Associate Member category in 2004 largely because manufacturers and service providers recognize that TRALA affords them access to key decision makers and opportunities to showcase their products and services."

"The Technology Fair held in conjunction with TRALA's annual meeting is another area in which we've seen growth in the past year," reports Vroom. "We experienced a fifty percent increase in the number of companies participating in the Tech Fair at the 2004 annual meeting in Phoenix, and we have every reason to expect the Tech Fair to grow again in 2005."

As an added benefit to both Associate and Regular Members, TRALA has introduced a series of periodic conference calls aimed at bringing members in a various industry segments together with leasing system and independent members to explore topical issues. These calls provide another venue for TRALA members

to exchange information and ideas to keep abreast of all the latest innovations in the industry.

We also continue to welcome Idealease affiliates to the Association as independent members. It is important to have these companies as TRALA members so that the full breadth of the industry is represented on key legislative and regulatory issues. TRALA membership provides broad access to industry colleagues, business trends and learning opportunities. To be most effective in today's business environment, you need to know your colleagues and competitors alike.

**The Vehicle Renting and Leasing Industry Council** is another area of TRALA that has experienced growth in 2004. Membership in the council is available to both new participants and current Associate Members of TRALA from the finance lease and auto rental community.

"We've been very pleased by the response to the creation of the Industry Council," said Vroom. "Council membership gives colleagues involved in finance lease and auto rental a forum in which to pursue legislative initiatives in concert with TRALA and its membership, thereby increasing the influence and stature of the broader industry. We look forward to welcoming additional new members to the Council in 2005."

## Joining Us...

### Richard P. Schweitzer, P.L.L.C.

Richard P. Schweitzer is an attorney in Washington, D.C. with more than 20 years of experience in handling regulatory, legislative

and litigation matters for transportation companies and their trade associations. The practice includes a broad base of administrative, tax, corporate and international issues, involving the executive, legislative and judicial branches of the federal and state governments. For information, please contact Richard Schweitzer at 202.223.3040 or [rpschweitzer@rpslegal.com](mailto:rpschweitzer@rpslegal.com).

### RSM McGladrey

RSM McGladrey Business Services, a wholly-owned subsidiary of H&R Block, offers a broad range of business services

to middle market companies, including business and tax consulting, wealth management, retirement resources, employer services, corporate finance and financial process outsourcing. Companies in the business services segment include RSM McGladrey, Inc., RSM McGladrey Business Solutions, Inc., RSM McGladrey Employer Services, RSM EquiCo, Inc. and RSM McGladrey Financial Process Outsourcing, LLC. For information, please contact Tony Szczepaniak at 952.921.7745 or [tony.szczepaniak.rsmi.com](mailto:tony.szczepaniak.rsmi.com).

tives in the Leasing Industry. Our reports are tailored to the needs of Leasing Companies. TCE maintains a database of over 35 million current payment records on companies worldwide. For information, please contact Kathy Anderson at 480.941.3789 or [kanderson@creditexchange.com](mailto:kanderson@creditexchange.com).



Headquartered in Houston, Texas, Waste Management offers local, regional and national services for solid, hazardous and special waste, along with recycling and waste-to-energy projects, to customers

throughout the United States and Canada. For information, please contact Michael Pontrelli at 954.650.2758 or [mpontrelli@wm.com](mailto:mpontrelli@wm.com).

We also welcome the following new members of the Vehicle Renting and Leasing Industry Council:



Volvo Financial Services - Global



The CreditExchange. Current & Complete.

TCE provides Leasing Industry Credit Reports and manages The National Truck and Trailer Lessors Credit Group for credit execu-

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