



2015 ATD Year in Review

ATD Met with the White House Regarding Truck Fuel Economy

ATD Chairman Eric Jorgensen and 2010 Truck Dealer of the Year and former ATD board member Jack Saum Sr. met with the Office of Information and Regulatory Affairs (OIRA) to discuss the phase two commercial truck CAFE/GHG proposed rulemaking. OIRA is part of the White House's Office of Management and Budget, and its review is one of the final steps in the rulemaking process. During the meeting, which was also attended by NADA President Peter Welch, NADA Chief Regulatory Counsel Doug Greenhaus and ATD Director Barbara Robinson, ATD expressed its support for continuous improvements in vehicle fuel economy but stressed its concern that trucks must be affordable and reliable. In this connection, ATD explained that past regulations dramatically disrupted the market.

Jorgensen and Saum had hosted officials from the Environmental Protection Agency and the Department of Transportation at their dealerships in 2014 as part of an ongoing ATD initiative to educate government regulators and members of Congress on the commercial truck industry and how laws and regulations can have adverse consequences. For more information on the visits, click [here](#).

Legislation Opposing Hiking the Federal Excise Tax on New Trucks Introduced

Reps. Reid Ribble (R-Wis.) and Tim Walz (D-Minn.) introduced H. Con. Res. 33, a bipartisan resolution that would put Congress on record in opposition to any increase in the Federal Excise Tax (FET) on heavy-duty trucks and trailers. Currently, there is a 12 percent excise tax on the sale of most new on-highway, heavy-duty trucks, tractors and trailers. This tax is the highest excise tax levied by Congress on a product on a percentage basis. ATD strongly supports this legislation, which is ATD's No. 1 legislative priority.

There have been discussions to increase the FET as a way to raise revenue for the depleted Highway Trust Fund. Such an increase in the FET would depress new heavy-duty truck sales and delay the deployment of cleaner, safer and more fuel efficient trucks. H. Con. Res. 33 currently has 17 bipartisan cosponsors, but additional support is needed. ATD members are urged to contact their member of Congress and ask them to cosponsor H. Con. Res. 33. Click [here](#) to view the issue brief for more information.

NADA/ATD Published Quick Step Guide to Hosting Elected Officials at Dealerships

At the request of member dealers, the ATD-NADA Legislative Affairs office published an easy to use guide for auto and truck dealers on how to host legislators at their dealerships. The simple 3-step process requires little time and advanced planning and involves spending one hour with a legislator, allowing them to meet with employees and better understand the dealership business.

"Engagement with elected officials is a critical part of being a successful dealer," said ATD Chairman Eric Jorgensen. "Having personally hosted state and federal officials at our dealerships, I can attest to the

value of these relationships. This new guide will help answer questions and provides detailed instructions on how to participate. I encourage all ATD members to consider using this new tool to help expand our grassroots network." Click [here](#) for the 2-page guide and click [here](#) for a brochure.

Opinion: Truck Dealers Move Industry Forward

By Eric K. Jorgensen

Every day, thousands of the nation's commercial truck dealerships — from the ordering process to delivery — meet customers' needs and provide service after the sale. Moving heavy- and medium-duty trucks out of dealerships to America's highways is not a singular effort. We couldn't do what we do without our manufacturers, suppliers and vendors, who provide the products and tools required to move forward. America's truck dealerships are part of an industry that moves more than 70% of all the freight tonnage annually and employs about 8.7 million people. Trucks, which are cleaner, safer and more fuel-efficient than ever, reached a near sales high in 2014. Sales of medium- and heavy-duty trucks, Classes 4-8, increased to 406,707 units last year, a 15.6% gain from 351,737 units the previous year. The success of our dealerships — and our customers — often depends on what happens in Washington. With federal regulations at an all-time high, we must reach out to members of Congress and government regulators and inform them about our challenges and work together on solutions. They have the power to regulate our dealerships, but they don't really understand how our businesses operate. We must continue to change that. Click [here](#) for the full commentary in *Transport Topics*.

ATD Hosted Pilot Truck Dealer Fly-In

Truck dealers urge Congress to oppose increase in federal excise tax

The American Truck Dealers (ATD) hosted its first fly-in to get more commercial truck dealers engaged in the association's legislative efforts and increase congressional support of House Concurrent Resolution 33, a bill that puts Congress on the record opposing an increase in the 12 percent federal excise tax on heavy-duty trucks.

"The pilot program was better received than what we expected and resulted in more than 40 Capitol Hill visits with congressional members and their staff," said ATD Chairman Eric Jorgensen. "For many dealers, it was their first time visiting Washington, D.C., and meeting with their representatives and senators. We're planning to expand the pilot program."

Nearly 30 medium- and heavy-duty truck dealers with locations in 18 states and state dealer association executives participated in the fly-in, which was held in conjunction with ATD's summer board meeting in the nation's capital from June 16-17.

"Getting more dealers involved in the grassroots process is something ATD is working on and continuing to grow, and we're trying to make sure that truck dealers have a face in front of elected officials, who quite frankly view us more as being car dealers rather than commercial, business-to-business distributors of trucks and equipment," added Jorgensen, president and CEO of JX Enterprises, Inc. in Hartland, Wis., which sells and services Peterbilt, Volvo and Hino trucks. "It's important for our elected officials to hear from dealers of all sizes, especially the smaller dealers. They seem to like to hear from smaller dealers."

Rep. Reid Ribble (R-Wis.), the lead sponsor of the FET legislation, addressed the fly-in attendees at NADA's Capitol Hill office on June 17.

"Congressman Ribble was very forthright in his communication with us and informed us about what's going on in Washington and why he's there," Jorgensen said.

H. Con. Res. 33, which was reintroduced in March 2015 by Reps. Ribble and Tim Walz (D-Minn.), currently has 26 bipartisan cosponsors. An increase in the FET would depress new heavy-duty truck sales, and would also delay the deployment of cleaner, safer and more fuel efficient trucks, ATD says.

"The dealers who participated in the fly-in were also invited to attend an ATD board meeting for the first time, which opened their eyes to some of the things we do in Washington and informed them about the key issues involving dealers," Jorgensen said. "There is no substitute for being there firsthand."

Other issues discussed during the congressional visits included comprehensive tax reform and the EPA proposed fuel economy/greenhouse gas rules for medium- and heavy-duty trucks.

"We are very pleased with the success of this event," said Laura Perrotta, senior director of legislative affairs for NADA-ATD. "We now encourage dealers to take action by contacting their representatives to cosponsor H. Con. Res. 33."

For more information on H. Con. Res. 33 and other ATD legislative priorities, click [here](#).

ATD Chairman: Fuel Economy/GHG Rules Must Encourage New Truck/Equipment Sales to Achieve Environmental Benefits

Eric Jorgensen, chairman of the American Truck Dealers (ATD), testified on August 6 at a government hearing on the Obama administration's Phase 2 rulemaking proposal to increase fuel economy and greenhouse gas (GHG) standards for medium- and heavy-duty vehicles, engines and light-duty work trucks and to establish new truck trailer mandates.

In testimony in Chicago at a joint U.S. Environmental Protection Agency and the Department of Transportation's National Highway Traffic Safety Administration hearing, Jorgensen explained "why Phase 2 truck and engine efficiency standards must be affordable and not compromise performance, why the standards must be uniform nationwide and why doing the rule right is more important than doing it quickly."

"Cleaner/greener new equipment will do nothing for the environment or for energy security until it is bought and placed into service, more often than not replacing older, less efficient equipment," said Jorgensen, president of JX Enterprises, Inc., a multi-state medium- and heavy-duty truck dealership group located in Hartland, Wis., which sells Peterbilt, Volvo, and Hino trucks, Kalmar Ottawa tractors, and Paccar and Cummins engines. "Consequently, your goal should be to hit a regulatory sweet spot by setting performance standards that result in new products purchasers are willing and able to buy."

ATD, a division of the National Automobile Dealers Association, plans to file extensive comments addressing a variety of issues involved with the proposal beyond Jorgensen's testimony. A second hearing is scheduled in Long Beach, Calif., on August 18.

Truck Dealer of the Year Spoke to ATD Academy Grads

Scott McCandless, the 2015 Truck Dealer of the Year, spoke about his career path and passion for the commercial truck industry during the ATD Academy graduation. McCandless, president of McCandless Truck Center in Aurora, Colo., stressed the importance of professional persistence and conquering challenges. "Don't fear what you don't know," he said. "It only makes you stronger."

McCandless shared his experience working in departments across the dealership and how it prepared him for his current position. "Work your way through the dealership and become a knowledgeable worker," he said. "You will be a better leader when you understand the work of your employees and how you can help them succeed."

The graduating class included 28 students from the United States and Canada. The 11-month program began in September 2014 and included six weeks of classroom instruction, 45 weeks of dealership training and a federal policy briefing at ATD-NADA's Capitol Hill office on regulatory and legislative issues affecting dealerships.

The graduation ceremony also included a panel discussion with six truck dealers on topics ranging from how to handle an underperforming employee, the impact of technology on dealership operations and words of wisdom to the graduating class.

ATD class president Kevin Kaufman spoke about the challenges faced during the program and the value of the relationships formed with his fellow graduates. "You all are already successful and will continue to be successful," he said.

To learn more about the ATD Academy, click [here](#).

Truck Dealer of the Year Spoke to Students at Indiana University

2015 Truck Dealer of the Year Scott McCandless spoke to students at Indiana University's Kelley School of Business about his career path in the commercial truck industry.

"I cannot thank Scott enough for providing our students with an exceptional presentation, insights and engagement," said Chris Littel, lecturer in the management and entrepreneurship department at Indiana University. "There is no substitution for spending a few hours with a real entrepreneur and CEO who lives what we teach every day."

McCandless, president of McCandless Truck Center in Aurora, Colo., spoke about the value of his experience working in departments across the dealership and lessons he has learned throughout his career.

"I was impressed with the quality and quantity of the questions from the students," said McCandless. "It made me hopeful for future business leaders and entrepreneurs."

McCandless spoke to students enrolled in the school's New Venture Growth Management class, an undergraduate course that focuses on business case studies. Following his presentation, students asked questions.

The annual Truck Dealer of the year award is presented by ATD, *Heavy Duty Trucking* and Procede Software. The 2016 award will be presented during the ATD Convention and Expo in Las Vegas.

Indiana University professors have helped select the top dealer for the award over the past 20 years. Judges Lynn McGee and Greg Kitzmiller went to dinner with McCandless; his wife, Melissa; Barbara Robinson, senior director of ATD; and two students.

ATD Academy Students Visit Capitol Hill

Eighteen students from the American Truck Dealers (ATD) Academy visited the U.S. Capitol and attended a federal policy briefing at the NADA-ATD Capitol Hill office.

The visit was part of an NADA-ATD Academy initiative to inform the next generation of dealers and managers about federal regulatory and legislative issues that can affect dealerships as well as encourage greater grassroots involvement with lawmakers on important federal issues.

Topics discussed included ATD's opposition to the Federal Excise Tax (FET) increase, glider kits, tax issues and the upcoming ATD Convention & Expo in Las Vegas.

For more information on ATD's legislative agenda, click [here](#). For more information on NextGen ATD, click [here](#). To learn more about the Academy, click [here](#).

ATD Webinars

- **“Successfully Transitioning the Leadership Team”**, presented by Keith Ely, KEA Advisors was held on May 21, 2015. The webinar was the first in a three-part series on Succession Planning. Participants learned how the successful transition of a dealership's leadership team is vital to both the increased valuation and overall strength of the business. Keith also discussed the organizational issues that may arise in the process of transitioning a dealership to its next generation of leaders.

- **“Planned Transition vs Sudden Change”**, presented by Kari Rihm, President and CEO of Rihm Kenworth was held on June 18, 2015. Kari was also named 2015's Influential Woman in Trucking and Kenworth's Medium Duty Dealer of the Year Award for the 2nd year. Participants learned how to create a successful business succession strategy for their dealership. The webinar helped to train employees and prepare for a planned or unexpected leadership change. Ms. Rihm identified key options and alternative choices that are sustainable in the succession planning process with a focus on young leaders.

- **“How to Avoid Next Generation Family Business Landmines”**, presented by David Weaver of the Rawls Group was held on August 12, 2015. The family business provides tremendous opportunity. Summer jobs and discussing the business over family dinner have made the truck business feel like second nature, providing you with valuable insight as a next generation leader. The relationships and exposure you bring to your first official day on the job can often mean there is an uphill road to earning the respect of key management and receiving manufacturer approval. This webinar will provide solutions for overcoming common landmines next generation family member employees' face upon entering the business and during their successor development process.

All NextGen webinars are recorded and are available for viewing online at <http://universityonline.nada.org/>.

2016 Updates:

ATD Launches New Logo

ATD unveiled a new logo that was designed to align more closely with NADA's recent corporate rebranding initiative earlier this month. The initiative coincides with NADA's ongoing efforts to re-center the organization around its core mission of advocating on behalf of the nation's franchised new-car and new-truck dealers.

As part of the rebrand, ATD and NADA refreshed their corporate logos to deliver a modern look and serve as the anchor for a cohesive aesthetic across all communications platforms, including print, online, email, social media, advertisements, marketing materials, presentations, videos, signage, displays, and NADA Convention materials. Also re-designed were the NADA and ATD sub-brand logos - including those of the Academy, Convention and Expo, Retirement Program and others.

2016 ATD Convention & Expo

The 2016 ATD convention will be held from Thursday, March 31, through Sunday, April 3 in Las Vegas in conjunction with the NADA Convention & Expo.

Speakers include Bob Costello, chief economist and vice president of American Trucking Associations, on Thursday, March 31, and Eric Maddox, American patriot and military veteran on Saturday, April 2. ATD attendees are also encouraged to attend the NADA workshops and general speaker sessions.

Truck dealers will also have the opportunity to meet face-to-face with their manufacturer executives at 11 make meetings and shop the expo floor in the ATD Zone with ATD Exhibitors. The ATD headquarters hotel is the Encore.

Attendees who register by March 25 will receive a \$75 discount from the on-site rate. For more information and to register, visit www.atdconvention.org.