

## Keni Thomas to Present 2019 Convention Keynote

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Solider, singer, storyteller. Meet your 29th Annual NTDA Convention Keynote Presenter Keni Thomas of Black Hawk Down fame. The 29th Annual NTDA Convention will be held Oct. 9–11, 2019, at The Breakers in Palm Beach, FL. Registration and housing will open in April 2019.

In 1993, then Staff Sergeant Thomas was deployed to Mogadishu Somalia with the 3rd Ranger Battalion, part of an elite special ops group called Task Force Ranger. Their mission was to find and capture terrorist and warlord, Mohammed Farrah Aidid. Thomas and his fellow rangers distinguished themselves in an 18-hour firefight that was later recounted in the book and film, Black Hawk Down.

Tragically, 18 Americans were killed and 73 wounded during the Battle of Mogadishu, the deadliest urban combat American soldiers engaged in since World War II. Thomas has since received the Bronze Star for Valor.

Thomas will captivate you with his story of sacrifice and heroism, retelling how he and fellow rangers fought desperately to save as many of their fellow soldiers as possible. Thomas will inspire you to strive for greatness with the message of: "Train as you fight. Fight as you train." He will also instruct you how to "lead the way" in impacting those around you.

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# Rumors About FET Have Been Greatly Exaggerated

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## Pop Quiz! True or False?

1. There's a (10%) Federal Excise Tax (FET) on tanning salons? **(True)**
2. There is an FET levied each time a passenger jet lands? **(True)**
3. You don't have to collect FET on a new trailer if the customer runs a farm and promises that...

## Time's up!

Though the FET on heavy-duty trucks and trailers has been around since World War I, there's still a lot of confusion over when it applies and how it should be calculated. Be careful. Rumors, poor advice and misguided hopes could prove costly. The last thing you want is a visit from the Internal Revenue Service (IRS).

The NTDA is here to help.

All NTDA members get unlimited access to our Federal Excise Tax Compliance Hotline by dialing **(314) 925-4470**. Use it!

The NTDA also provides numerous other resources, articles and tips on effectively navigating FET. This includes educational sessions during its annual Convention and interactive, free Webinars held throughout the year. The NTDA Web site also contains links to specific IRS publications and resources, as well as guidelines on how to "ace" an IRS Federal Excise Tax exam.

In addition, thanks to our partnership with CliftonLarsonAllen, LLP, your dealership can schedule an FET review service. This can help determine if you are in full compliance with IRS rules as well as clarify any concerns regarding how much FET to collect on the trailer, trailer parts and accessories.

## Call Now!

Based on the steady volume of calls the NTDA receives, it is clear many dealers continue to have a difficult time understanding exactly what is exempt, which information should be stored, and how to remain in full compliance — despite their best efforts. This is particularly true for those dealers with multiple branch locations, where corporate processes and data collection may not be as strictly monitored.

## Warning!

Relying on another dealer, your customer, or your manufacturer for FET advice may prove risky. That's why the NTDA makes so many FET-related resources available to members.

The IRS is unforgiving in these situations. IRS agents can come along any day and order an exam that scours your dealership for any compliance weaknesses. Innocent errors can cost your business time and money. You do not want to get burned in an audit.

## Helpful Advice

It's no surprise that dealers and manufacturers struggle with how to properly calculate and apply FET. The FET rules are broad and mystifying, they not only encompass trailers and trailer parts, but intended use, time of purchase, and other gray areas that even the most diligent find confusing. Some savvy trailer customers may even attempt to use this to their advantage, claiming that FET isn't required. Of course, the IRS is not going to go after your customer, but you the dealer. According to CliftonLarsonAllen, take these actions:

- Create a deal file checklist that requires sales, operations and accounting to sign off to ensure sales orders, invoices, FET calculations, exemption certificates, and other important details are contained in the file before closing the deal.
- Review your calculation template on a regular basis and make sure that no formula errors or hard-coded numbers exist that might create discrepancies.
- At least once a year, go through each FET-exempt sale (and a sample of the taxable sales) to ensure deal files contain all the correct documentation, valid exemption certificates, and accurate calculations. If they do not, correct/update your files.
- Train your employees to understand FET rules.
- If a prospective customer claims their deal warrants FET exemption, require proof and consult your tax advisor or the FET Compliance Hotline.
- Also, it's a good idea to never provide the IRS with more documentation than they specifically request.
- Remember, a clean audit in the past is no guarantee the IRS won't find errors in the future.

## Why an Excise Tax?

Federal Excise Taxes bring in just over \$100 billion a year — about 3% of annual federal spending. Most come from the sale of trailers, trucks, plus fuel, airline tickets, tobacco and alcohol. An excise tax is an indirect tax, meaning the tax is not directly paid by the consumer but by the maker or you, the merchant. The federal government has used excise taxes to boost revenues since the Washington presidency onward.

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2018 Annual Report Edition | www.ntda.org

## TRAILERTALK



## President's Note

As you read through the 2018 State of the Association article, you'll note the NTDA accomplished great things this past year. We made some positive changes and offered members incredible value through a variety of programs and services. The 2018 Convention was our largest ever!

You will also note some serious concerns and challenges facing the Association. The NTDA has significantly grown since 2010, and as a result the Association must set new goals and realign expectations going forward. We must change and grow as the membership dynamic shifts. We must adapt as the economy and regulatory landscape are altered. We must constantly re-evaluate our position.

The Association faces employee hiring and retention issues just like our member companies, forcing the NTDA to run extremely lean at all times. Likewise, keeping up with the increasing costs of producing world-class meetings and membership offerings comes with dilemmas and paradigm shifts that must be addressed in the future. Moving forward, the NTDA must stick to its core strengths, while determining growth and sustainability opportunities for the future. We will continue to provide the very best program and service offerings for our members.

As always, we appreciate your feedback and support.

– Gwendolyn Brown

## 2018 State of the Association

In 2018, the NTDA set yet another record for Convention attendance with 765 attendees at its 28th Annual Convention, Oct. 3–5, 2018, at The Broadmoor in Colorado Springs, CO. Every year, the NTDA raises the bar in terms of the Convention venue, educational programming, the exhibition, optional activities and networking events. This year was no exception, and support was stronger than ever from our generous sponsors and 121 exhibitors.

The Convention is a success in part due to the NTDA's continuously increasing membership. Collectively, whether you volunteer, contribute or engage in Association programs and services, you are elevating not just yourself but the trailer industry. Our goal is to build and strengthen the Association today and in the future, and to provide exceptional services and programs that enhance member viability and profitability.

## Staff

The NTDA, its Board and staff continue to put together valuable programs and services for members throughout the year. This year, the NTDA hired **Brian Hall** as Public Relations and Meetings Manager. **Carol McManamon**, NTDA's Sales Support & Accounting Coordinator, who has been with us for more than three years, retired Dec. 28, 2018. The NTDA has hired **Jacqueline Chambers** as Administrative Assistant. She begins at the end of January. The NTDA has also budgeted to hire a Membership & Marketing Coordinator. **Gwendolyn Brown** continues to serve as President.

## Publications

In August, the NTDA launched its newest offering, the **NTDA Market Outlook**. This publication delivers information about new technology, market data, useful charts, analysis and stories impacting the trailer industry.

In 2019, the Association is offering *TrailerTalk* as a digital only version or as a print publication for an annual fee-based subscription. These new distribution methods will allow the NTDA to reach more individuals per member company while reducing overall costs.



## Market Data

To help Members meet their potential, the NTDA offered Dealers the opportunity to participate in **Compensation and Financial Performance Surveys** this year at no cost. The **Dealer Compensation Survey Report** was released to participants in September and provided salary, bonus and sales commission figures as well as information about fringe benefits such as retirement programs and health care.

The **Dealer Financial Performance Survey Report** was also released in September and compares key product measures, gross margin, operating expenses and product mix. The Association also conducted a **NTDA Service Department Labor Hours Survey** and recently issued a **Guide** to give Dealer Members a tool to measure

their shop operations. The NTDA underwrote nearly \$15,000 in fees to provide these market data resources. Unfortunately, the Dealer Financial Performance and Dealer Compensation Surveys do not garner enough support to justify conducting them on a regular basis. Members want the data at no cost, but do not want to participate. This is an upside down, unrealistic model for the Association.





## Series of Free FET Webinars Offered in 2019

The NTDA is once again offering a series of free Webinars focused on Federal Excise Tax (FET) compliance. To register for any of the following Webinars, e-mail [gwen@ntda.org](mailto:gwen@ntda.org). Please provide the names and e-mail addresses of each registrant. Also, visit the NTDA Web site, [www.ntda.org](http://www.ntda.org), and click on "Events" to learn about other complimentary Webinars offered in 2019. All FET Webinars are led by Tim Reynolds, CPA, Principal, CliftonLarsonAllen LLP.

### Basics of FET

**June 18, 2019 • 2:00 p.m. CT**

Do you have new hires, salespeople or employees who are new to the industry? This session will explore regulations from the basics of what qualifies for FET, what is a first retail sale, overview of IRS Form 720 Quarterly Excise Tax Return reporting requirements and basic tax-free and exempt sales.

### NTDA FET Deductions, Common Mistakes and IRS Exam Best Practices

**Tuesday, July 16, 2019 • 2:00 p.m. CT**

Review FET calculations and discuss the various deduction allowed for destination, optional extended warranties, non-transportation equipment, tire tax credit and look at the overall FET calculation. In addition, we will discuss some best practices in connection with IRS exams.

### NTDA Import/Export Transactions and Sales to State and Local Municipalities

**Tuesday, Aug. 13, 2019 • 2:00 p.m. CT**

If you are engaged in cross-border transactions and/or sales to state or local municipalities, this Webinar is for you! Discuss several types of common transactions for each and the requisite documentation and registrations that are required by the IRS to substantiate a tax-free sale.



### NTDA Mobile Machinery and Off-Highway Use Exemptions

**Tuesday, Sept. 17, 2019 • 2:00 p.m. CT**

Explore the regulations included for tax-exempt sales of mobile machinery equipment and review the requirements of off-highway use units. The logging, mining, farming, construction and other industries regularly use these exemptions but possibly not correctly.

## Rumors About FET Have Been Greatly Exaggerated

### Continued From Page 3...

Taxes are often used for ongoing expenditures — to fund highways and highway repairs, for example. That said, excise tax receipts often get re-routed to related activities or simply placed with general funds. "A tax of 12% on the sales price is imposed on the first retail sale of the following articles, including related parts and accessories sold on or in connection with, or with the sale of, the articles:

- Truck chassis and bodies
- Truck trailer and semi-trailer chassis and bodies
- Tractors of the kind chiefly used for highway transportation in combination with a trailer or semi-trailer.

A sale of a truck, truck trailer or semi-trailer is considered a sale of a chassis and a body."

Those few words have a very real and costly impact on NTDA members. They are also quite broad. Even the phrase "first retail sale" can be confusing in many real-life sales situations.

### Compliance is Confusing

The total dollar amounts of the FET plus all the hours spent training employees, verifying compliance, plus the necessary data collection and storage are a burden. There are simply too many ways to get ensnared given the numerous different scenarios and specifics of every sale. For example:

- Do you need to charge FET on the sale of a liftgate?
- Are aerodynamic side skirts FET-exempt?
- Should you collect FET on trailer accessories when you're not completely sure it's going on the new trailer you just sold the customer?
- Do you have to pay FET on the full retail value of the trailer, even if you sold it at a loss?

- What if the vehicle isn't "specially designed" for off-highway transportation but the buyer promises it will only be used in farming?
- What if it's a long-term lease? A short-term lease?

A few more reminders:

1. Understand that "use" or "lease/rental" of the unit will trip FET liabilities.
2. If making a tax-free sale, always assume documentation is needed.
3. Do not allow your customers to dictate what sales are tax-free without documentation.
4. Do not assume that a part or machinery does not serve a transportation function — and if it does, know that it triggers FET.
5. Always ask when importing if the unit has already been subjected to FET.
6. Make all deposits on time — IRS publication 509 lists the due dates.

The NTDA is here to help you stay in compliance and to limit your exposure. We also continue to work toward reducing FET. It is an unfair method of taxing the trailer industry and it limits the purchase of newer, safer and greener trailers and parts — all of which are boons to the economy. As we fight to make FET fairer, clearer and less burdensome, we remain available to help our members navigate the many complexities of this tax. In the meantime, only accept FET advice from a professional tax advisor or contact the NTDA FET Compliance Hotline at **(314) 925-4470**.



## Tariffs: By the Numbers

Steel and aluminum are critical to the semi-trailer industry, so the current tariffs on these products are a concern. Though trailer sales have been strong this year, any limits on sourcing or any increase in the prices of raw materials are certain to impact margins and possibly cut into future sales.

Here's a quick rundown of the situation:

1. The U.S. has imposed a 25% tariff on steel imports and a 10% tariff on aluminum imports from virtually every country.
  2. The steel and aluminum tariffs remain in place with Canada and Mexico, despite the recent signing of the United States-Mexico-Canada Agreement — the replacement to the North American Free Trade Agreement. It's likely they will both get an exemption in 2019, but this is not guaranteed.
  3. The tariffs went into effect March 23, 2018, with President Trump citing Section 232 of the Trade Expansion Act of 1962 to take this action. Section 232 allows the President to unilaterally institute tariffs on goods if their import threatens or impairs national security. (The goods in question may be necessary for military equipment, for example, or vital to a growing economy. That said, it is extremely rare for a President to invoke Section 232.)
  4. Commerce Secretary Wilbur Ross said in February 2018 that massive furnace closures in the U.S. since 2000 have left the country dependent upon imported steel. The Secretary implied that new tariffs would help the U.S. steel industry to reach "long-term viability." The Secretary also noted that there is "only one remaining U.S. producer of the high-quality aluminum alloy needed for military aerospace" and to support ongoing infrastructure needs.
  5. The U.S. is the world's largest importer of steel. Tariffs on steel and aluminum will almost certainly increase the cost of manufacturing semi-trailers. Another concern is that some specialty steel and aluminum products needed in the manufacture of semi-trailers, such as aluminum sheeting, may be available only from other countries or from a single U.S. supplier. That means tariffs on these products could enable a single provider in the U.S. to (artificially) raise their prices, not only harming the margins of trailer manufacturers but creating an anti-competitive environment.
  6. Tariffs aren't just an economic tool, but a bargaining chip and a political strategy. Many assume the President is using these tariffs primarily to garner better trade deals with other countries. For example, these tariffs were doubled on Turkey, whom President Trump has admonished over their political actions.
  7. Most economists believe that tariffs *harm* consumers more than they *help* producers. This may be especially true in the U.S., where there are far more Americans working in industries that *use* steel and aluminum (e.g. trailer manufacturers) than *produce* steel and aluminum. (It's estimated that only 255,000 Americans have jobs producing steel, and 61,000 producing aluminum — totaling less than 0.3% of all U.S. jobs. However, representatives of these producers claim that foreign competitors have been propped up by their government through subsidies, dumping or other means, giving them an unfair advantage over U.S. producers.)
  8. Countries have retaliated by imposing new tariffs on select U.S. goods, including wine, pork, soybeans, and some manufactured products. These many trade skirmishes are partly blamed for a drop in the stock market.
  9. Brazil, Australia, Argentina, and South Korea are exempt from the steel tariffs. Australia and Argentina are also exempt from the aluminum tariffs.
  10. The President has also placed tariffs on solar panels, which are primarily made in China, plus on washing machines and a host of other products, primarily originating from China and the EU.
  11. There are three lists of import products from China that carry tariffs. List 1 totals \$34 billion, is composed of 818 tariff lines and went into effect July 6, 2018. List 2 totals \$16 billion worth of products, is composed of 284 tariff lines and went into effect Aug. 23, 2018. The third list totals \$200 billion worth of import products, is composed of 6,031 tariff lines, and went into effect Sept. 24, 2018.
- **China List 1:** <https://ustr.gov/sites/default/files/enforcement/301Investigations/List%201.pdf>
  - **China List 2:** <https://ustr.gov/sites/default/files/enforcement/301Investigations/Final%20Second%20Tranche.pdf>
  - **China List 3:** <https://ustr.gov/sites/default/files/enforcement/301Investigations/Tariff%20List-09.17.18.pdf>
  - **Canadian Counter Tariffs:** <https://www.fin.gc.ca/access/tt-it/cacsap-cmpcaa-1-eng.asp>
  - **Mexican Counter Tariffs:** <https://www.crowell.com/files/Mexican-Retaliatory-measures-on-goods-originating-in-the-US.pdf>



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# NTDA Scholarship Winner Parker Fritsch

## Battles Cancer, Delivers Smiles

Three years old, 30 surgeries, 300 nights in the hospital. These numbers tell the awful first chapter in the story of Parker Fritsch's life, but it's only a small part of his enduring tale. Few have battled through more — or accomplished as much — than Fritsch, a recipient of the 2018 NTDA Scholarship award.

At just 3 years old, Fritsch was diagnosed with a rare and deadly form of cancer called *Philadelphia Positive Acute Lymphoblastic Leukemia*. He was given less than a 20% chance of survival. Fritsch underwent heavy chemotherapy and multiple blood transfusions and later a bone marrow transplant — a harrowing experience that thankfully most will never have to endure. The treatments saved him, but weakened his body, forcing Fritsch to spend another year in the hospital battling numerous infections. Somehow, his spirit grew stronger.

Now at just age 19, Fritsch has achieved more than many do over a lifetime. Here's a sampling of what he has already accomplished:

1. Got 6,000 people to donate blood and register for the national bone marrow registry.
2. Raised over \$1 million for Fresno, CA area organizations through his personal charity.
3. Received Congressional recognition from Rep. Devin Nunes for outstanding community service.
4. Named a National Honors Society inductee.
5. Helped raise \$210,000 to buy a new bloodmobile for the Central California Blood Center. The blood drive that bears his name — Parker's Pals — is now in its 15th year.

That's not all! Fritsch competes in Fresno County mock trial competitions, has volunteered with the Buchanan High baseball team, and helped build the fundraising infrastructure to sustain blood and bone marrow drives in the Fresno area that continues to save lives.

A survivor, Fritsch has seen a tragic number of young lives cut short.

"I was living in the hospital. Most of my friends were cancer kids, and most of them died. I've been to more children's funerals than most adults."

No wonder his first years in grade school, much of them spent in hospital, were so rough. It got worse.

At age 9, Fritsch was diagnosed with a secondary cancer called *squamous cell carcinoma*. This potentially deadly skin cancer was a side effect of one of the medications he was on following the bone marrow transplant. Fritsch now had tumors on his head, hand and lip. This new cancer also made him more susceptible to sunlight and required that he undergo still more surgeries. Beating this second cancer wasn't his only fight.

"I was disfigured now and the thought of returning to school was frightening," Fritsch said. "I had a series of plastic surgeries, but you could still tell."

All these battles left a mark, one that didn't require plastic surgery to remove.

Fritsch returned to school for good and never stopped giving his all.

"I drive my parents crazy because I want to try everything and I join anything that I can. I've played instruments, done science fairs,



was on the Mock Trail Team, played on the golf team. I do not ever want to wait until tomorrow to try something that I can do today. I know too well that tomorrow is a gift."

However, Fritsch isn't merely focused on the future. In high school, he went back to the hospital, only not as a patient this time, but to support those that were similarly struck by cancer.

"I began going to the hospital to encourage other cancer kids that they too can fight hard. I taught them how to read their labs and help them learn how to swallow pills, because the liquid medicines are so disgusting."

Fritsch also became a counselor at Camp Sunshine Dreams Cancer Kid's Camp. For Parker, there's always more time to seize.

"I never want someone to look at me like I am a cancer kid and say my future will not be as bright as theirs."

Fritsch graduated with honors and now studies biology at Fresno State. He hopes to become a doctor. Duke is his first choice for medical school, and he already knows what he wants to specialize in: "A trauma surgeon," he says in a matter-of-fact tone. In fact, he's working on getting his EMT certification while in school.

"I want to help others and I like the rush of being a first responder. Being an EMT should prepare me for when I do become a trauma physician."

That dual drive to live a fun, "normal" life while always giving back is what makes Fritsch stand taller than his diminutive size. A side effect from his many surgeries and the medications he has to take was that they stunted his growth. Fritsch can easily pass for a high school freshman, more so than a first-year college student. He also requires quarterly check-ups. Yet, his fierce determination remains boundless, as does his love of everyday life.

"Most people are surprised to learn just what an outdoorsman I am," Fritsch said. "I love fishing, kayaking, hiking. I can see myself living in Montana, or maybe the Northeast."

The NTDA was introduced to Fritsch through Mike Shuemake, President of Central Valley Trailer Repair in Fresno, CA (and NTDA Past Chairman of the Board and current Board Member). A long-time volunteer with the Leukemia & Lymphoma Society and other organizations in the Fresno region, Shuemake first met Fritsch when the boy was only 3 years old. Fritsch left an impression, even at that young age. Shuemake and his wife, Christine, have always been willing to help Fritsch and his family. They even helped form "Parker's Team" through their bicycling club to raise funds in the fight against leukemia. That effort proved wildly successful and the pair kept in touch.

At Central Valley, Fritsch worked in the parts office, the warehouse, and in other capacities. "I know he wants to be a doctor and he'd make a great one," Shuemake said.





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GET MORE VIBRATION EDUCATION

## Five Children of NTDA Member Employees Granted Scholarships in 2018

Since the NTDA began its Scholarship Program in 1998, we have awarded nearly **\$152,000** to **41** children of NTDA member employees. The Association raised **\$13,905** toward student scholarships at its annual Golf Tournament and through two silent auctions in 2018 that will benefit students in 2019. The silent auctions included a patriotic painting by viral sensation **Joe Everson**, who delivered a rousing national anthem to open the NTDA Keynote Presentation during the NTDA Convention, and a Dormie Network Golf Country Club Membership. In addition, BMO Transportation Finance sponsored the NTDA Golf Tournament's "Beat the Pro" contest, in honor of Managing Director **John Conkin** who passed away earlier this year. Conkin, was a founding member of the NTDA. Mac Trailer Manufacturing, Inc. sponsored a special putting contest in honor of **Steve Hallas**, who also passed away this year. Hallas was President of Sales for Mac Trailer and a long-time supporter of the NTDA.



### Winners of the 2018 NTDA Scholarship:

- **Hannah Rouland** will receive a \$3,000 scholarship. Rouland had a high school GPA of 3.77 and is studying Political Science at UC Santa Cruz. Hannah's father is Jason Trimm with TEC Equipment.
- **Parker Fritsch** will receive a \$2,000 scholarship. Fritsch had a high school GPA of 4.03 and is studying Biology at California State University Fresno. Fritsch is an outstanding student who has battled leukemia and skin cancer. Fritsch has undergone more than 30 surgeries, which led him to work toward a career in medicine. Fritsch worked for Central Valley Trailer Repair in Fresno as a warehouse associate.
- **Caitlin Cunningham** will receive a \$2,000 scholarship. Cunningham had a high school GPA of 3.99 and is studying Business Administration and Management at Goucher College. Cunningham's father James Cunningham works for Hale Trailer Brake & Wheel.
- **Rachel Hodson** will receive a \$2,000 scholarship. Rachel had a high school GPA of 3.85 and is studying Accountancy and Information Systems at Illinois State University. Hodson's guardian Mark Snyder works for Iloca Services.
- **Morgan Miller** will receive a \$2,000 scholarship. Miller had a high school GPA of 3.91 and is studying Therapeutic Recreation at the University of Tennessee. Miller's father Jeff Miller works for Hendrickson.

# Facing Our Industry's Skills Gap

By Bill Wade  
Wade Partners

Two hundred fifty thousand new jobs were added to the economy in October 2018. Unemployment dropped to 3.7% — a 40-year low. Yearly wages increased 3.1% — the biggest gain since the financial meltdown 10 years ago. The best young employees are starting to job-shop and job-hop. Besides more pay, the smart ones want:

- A believable and engaging vision, strategy and culture that will reward all stakeholders, and
- Job security, pride, education and growth all with great team satisfaction.

Twenty years ago, the economy was in good shape as well, the manufacturing industry was booming, and the unemployment rate was closer to 5% than 10%. Tech stories were found primarily in *Popular Mechanics*.

The same cannot be said now. Unfortunately, it does not look like there are going to be any drastic workforce improvements in the near future. A major skilled labor shortage exists, and it is only going to get worse before it gets better. In particular, there is a severe lack of educational resources available for individuals who want to get involved in either distribution or truck service...and Baby Boomers are retiring at a rate of over 10,000 per day — creating a huge skills gap.

With the current state of blue-collar employment, employers are constantly looking for new ways to lure talent. Job boards, recruiting bonuses, social media advertising, job aggregators and traditional employment agencies have all become staples in the human resources diet.

Corporate recruiters and hiring managers use a variety of resources, but we still hear consistent complaints of dwindling sales teams and horror stories of trucks and trailers sitting idle. Out of desperation, a few have suspended drug testing.

## Reality Check Recruiting Questions



Before attempting to stock your pond, ask some of these non-traditional questions:

Do you offer what the best want?

- If not, do you think you can

only afford to pay “fair” wages for “good” efforts that deliver “decent” service value?

- Isn't that just applying a commodity service-value to your commodity products?
- If you don't have winning employees, won't you be stuck competing on “price” in your commodity hell?

This will lead to an aging, coasting workforce and a downward spiral. Are your “fairly paid” employees giving their *engaged* best?

What new vision, strategy and culture changes will re-engage them?

It is important to get your team as self-sufficient as possible as

soon as possible. Today can be called a “boom” time but all of us have weathered the wicked fluctuations of the truck and trailer markets. Although FTR recently upped its 2019 Class 8 truck and trailer forecasts, they also reminded everyone that potential risks exist for next year. FTR senior economist Bill Witte noted that he's changed his terminology from “potential” trade war with China to “continuing” trade war with China...and that is not good for anyone. This trade situation is creating a lot of uncertainty, and uncertainty by itself is a negative — and a strong negative at that.

The driver shortage is expected to worsen as construction demands rise. With fewer young people entering trucking and vehicle service and an aging workforce rapidly retiring, the shortage will continue unless employers incentivize trade careers.

Yes, those numbers are unnerving, but the market is booming and there are steps you can take to get an edge on the competition to recruit and hire the best candidates.



## Always be Hiring...or at Least Recruiting

Investing in recruiting *always* pays off — even during the “off-season.” Do not wait until your shop is full or until you want to open that new branch to find skilled workers. Consistently search for candidates that are a skilled fit for your team.

## Look Everywhere...not Just on Free Services

Spread your search far and wide. Attend job fairs, reach out to (and support) technical schools, post an ad in local newspapers and on job boards. There is more to the skilled candidate search than Craigslist, and if you limit yourself to the free digital classifieds, you will end up short in skilled labor.

## Highlight Your Differences

Whether it is an outstanding safety record, a shop equipped with the latest heavy equipment and technology solutions, continued education, or competitive compensation, highlight the things that set you apart from the competition and make you a great employer.

## Go on Offense

This is serious. Act now to draft the best workers. In the next decade, we'll need 890,000 more drivers to keep pace with growth and demand for freight transportation...and at least 150,000 additional techs to keep them rolling. New truck, trailer and distribution technology will continue to create pressure to find the players you need. Recruitment is not a defensive measure — you need to address it constantly as *the* offensive strategy.



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## Keni Thomas to Present 2019 Convention Keynote

### Continued from Page 1...

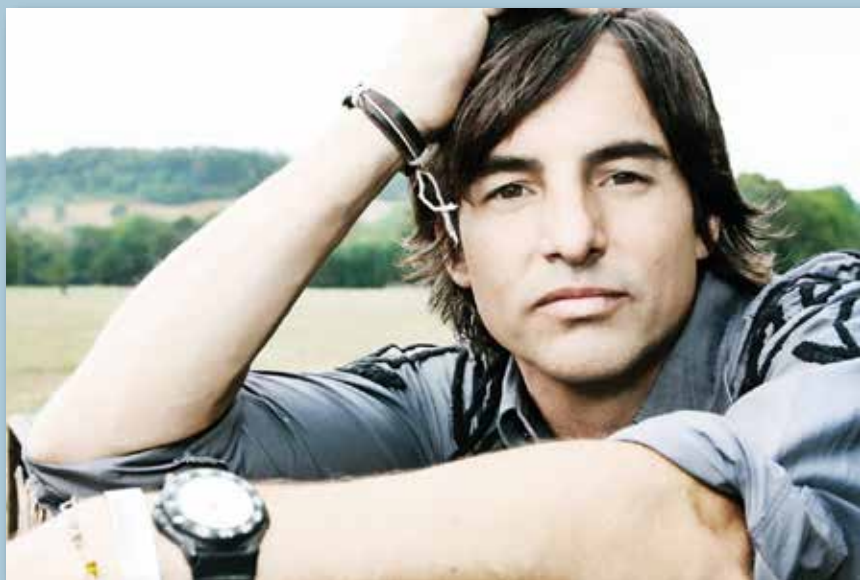
After Mogadishu, Staff Sergeant Thomas volunteered for one more enlistment in the Army. He became an assistant team leader for a six-man ranger reconnaissance team and earned his master parachutist rating with over 400 military free-fall jumps.

After his soldiering days were over, Thomas headed to Nashville to pursue his music career. He quickly established himself as an award-winning recording artist and songwriter and has made several appearances at the Grand Ole Opry.

Thomas and his band, Cornbread, were featured in the movie *Sweet Home Alabama*, starring Reese Witherspoon, and he portrayed himself on the TV show, *Louie*, which took place in a fictionalized USO visit to Afghanistan. Thomas was also the military advisor for the Mel Gibson movie, *We Were Soldiers*, just as he was for the movie *Black Hawk Down*. He has also been a guest on numerous national news programs as a military analyst.

Despite all this, probably what Thomas is most proud of is his appointment as national spokesman for the Special Operations Warrior Foundation that provides college educations to the children of special operations personnel killed in combat.

Thomas' music can be heard on country stations throughout the U.S. and Canada. Check out one of Thomas' songs, "Hold The Line,"



available on YouTube. You can also follow Thomas on Facebook.

Thomas will be available to sign autographs during the NTDA Exhibition on Thursday, Oct. 10, 2019 during the Convention. Dealer members who register by Friday Aug. 30, 2019 will receive a copy of Thomas' Book, Get It On, about heroism and leadership.



# 2018 State of the Association

Continued from Page 4...

## Training

Another great resource to take advantage of is our series of free **Webinars**. These 45-minute sessions provide tips and **FET Compliance information**. See Page 5 for a list of free FET Webinar offerings in 2019. The NTDA hosted a two-day **Trailer Sales Seminar** in **Omaha, NB** on **Nov. 6–7, 2018**. The program included discussions about inventory and territory management as well as other processes that lead to improved market share, customer retention and profitability.

We are all aware of the popularity of videos. According to Gartner Research, 75% of workers at large organizations will have interacted with various kinds of video more than three times daily. WireBuzz claims that viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text. As such, the NTDA Board of Directors has budgeted to add Web-based, video training to [www.ntda.org](http://www.ntda.org) in 2019.



## Convention

Every year, the NTDA raises the bar on the value offered to Convention Sponsors. However, the greatest value we can provide, is the participation of our Dealer members. Allied members provided \$387,000 in sponsorship support in 2018. Bringing the leading trailer OEMs and suppliers together with the industry's top dealer principals to facilitate networking is something the NTDA does better than any other industry organization. The continued support of our Dealer members is a vital component to our sustained success and growth.

While the NTDA takes in a considerable amount of sponsorship dollars, those funds have been used to help underwrite part of the NTDA's operating expenses, Convention costs and to lower registrations for Dealer and Spouse registrants. The NTDA has been underwriting approximately \$60,000 of expenses for spouse/guest registrants to attend the Convention each year and nearly \$30,000 of expenses for Dealer members to attend the Convention in an effort to keep registration costs low. The NTDA has also provided some spouse/guest activities free of charge each year.

The Association can no longer continue to undercharge for dues and registration fees and expect to stay solvent long-term. Members must become accustomed to paying the actual costs of what it takes to belong to the NTDA and to partake in its programs and services. Relying on our sponsors to underwrite these costs is a dangerous gamble that has been over leveraged during a strong

economy. We are no longer a small, social networking organization. The mindset has been for the NTDA to hold its annual Convention at five-star, five-diamond resorts — the Cadillac of resorts if you will — while the NTDA is underwriting a significant amount of cost to make that experience possible.

Likewise, the NTDA has positioned its golf tournament as a fundraiser for its annual scholarship program. Yet, consistently, the Tournament loses \$7,000 each year by undercharging for golf registration, which includes greens fees, cart, tournament fee, prizes, breakfast lunch and give aways.

The NTDA cannot continue to underwrite the cost of the programs and services year-over-year and expect to not dip into its reserves when the economy turns down. The Board is looking into a four-year plan to change membership dues as well as fee structures for the Convention. The intended result is for the NTDA to support its operational budget based solely on dues income, and that the Convention will be positioned for long-term success and viability. The NTDA must keep pace with the economy while continuing to deliver world-class programs and services.



## What Drives Convention Expense?

Convention expenses include, but are not limited to hotel deposits for future years, liability and cancellation insurance, golf tournament fees, tours, destination management companies that provide tours and optional activities, facilities fees, food and beverage, speaker fees, entertainment, audio/visual, printing, postage, banners and signage, exhibition contractors, display table rental, pipe and drape, shipping/drayage, decor, transportation/shuttles, prizes and give aways, recognition awards, staff travel, convention registration database, Web programming costs, licensing fees, and more.

Regarding the Convention, it is necessary to point out some important trends in the meetings industry. First, hotels have been at record occupancy levels, which increases room rates. Likewise, hotels are not adding more ballroom or meeting room space, which makes Convention hotels more constrained as they take on more occupancy and meetings. While people tend to fondly recall the rates they paid for hotel stays between 2007–2010, those rates are no longer realistic given the supply and demand pressures on the hotel industry.

The reality is that hotels can sell rooms to international transient travelers at a much higher rate than those incorporated into Convention contracts. Therefore, it is difficult to add more rooms once a contract is signed with a given property. That is one of the reasons why the NTDA had to institute a new housing policy in 2018 to ensure all members have an equal opportunity to secure a room

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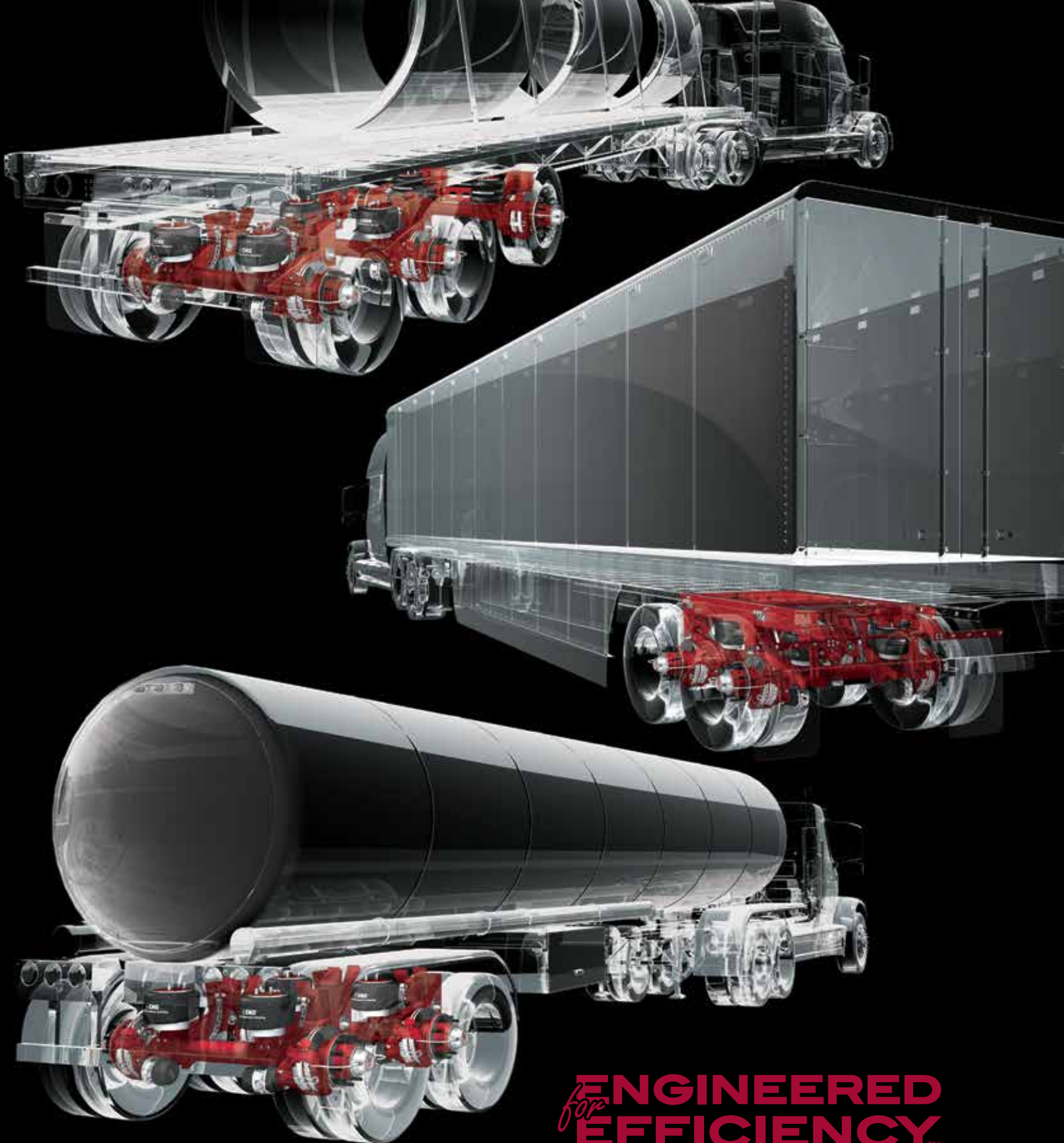
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**The NTDA will exhibit or attend the following industry events in 2019:**

- Visit NTDA booth #4593 at The Work Truck Show 2019, March 5–8, 2019, at the Indiana Convention Center in Indianapolis, IN.
- Visit NTDA booth #40676 at the Mid-America Trucking Show, March 28–30, 2019, at the Kentucky Exposition Center in Louisville, KY.
- The NTDA will attend ExpoCam Montreal, April 11–13, 2019, at Place Bonaventure, Montreal, QC, Canada.
- The NTDA will attend the Freight Transportation Research Economic Outlook Conference, Sept. 10–12, 2019 at the historic Union Station in Indianapolis, IN.
- The NTDA will host its 29th Annual Convention, Oct. 9–11, 2019 at The Breakers in Palm Beach, FL.
- The NTDA will attend the North American Commercial Vehicle Show, Oct. 28–31, 2019 at the Georgia World Congress Center, Atlanta, GA.



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# 2018 State of the Association

## Continued from Page 12...

for the Convention at the contracted rate. Moreover, the Association cannot allow members to horde rooms and then cancel them at the last minute as this puts the Association at a risk of paying attrition penalties to the hotel. Any rooms contracted must be paid for by the Association even if they are not utilized by attendees.

Food and beverage rates have increased due to sweeping natural disasters. The cost of food and beverage at resort locations is often underestimated by attendees, which is a large component of registration costs. An average breakfast is \$60 per head plus service fee, plus city and state tax, and an average dinner is \$150 per person (not including cocktails or other beverages) plus service fee, plus city and state tax. It doesn't matter how much or little attendees eat, the NTDA pays a "per head" cost.

In addition to the cost of those items, resorts also charge the Association a 22% to 25% service fee on all food and beverage items as well as on audio/visual, decorating services, pipe and drape, transportation, golf tournaments, and the like. While convention attendees have come to expect printed programs as well as apps to manage their experience, technology is an expensive and time-consuming proposition. The NTDA Convention app licensing was costing the Association \$14,000 per year plus more than \$12,000 in Wi-Fi expense at the Convention hotel property. Yet, attendees were not really using the app. Apple has also made it more difficult to download Association-sponsored apps. Therefore, we have eliminated the app for 2019 and have decided to enhance our scalable Web site, [www.ntda.org](http://www.ntda.org) with additional plug-ins, pages and information instead.

In addition, members expect to be able to customize their experience and to have multiple options for activities. However, destination management companies that arrange such outings often charge the Association a per person minimum, plus transportation fees, and so on. While the NTDA strives to make as many attendees as happy as possible, there are limitations to the total number of options we can offer given these constraints.

Hotel security is also an increasing cost. Keeping our members safe is our number-one priority, but there is an expense to added security to meet our duty of care versus that of the hotel.



## Membership Dues and Convention Rates — The Struggle is Real

The Convention continues to be a success in part due to the NTDA's continuously increasing membership. The NTDA currently has more than 800 members. We continue to strive for the 1,000-member mark. Since last year's Convention, the Association increased membership by **106** new members. The NTDA cancelled **19** members in that same period for non-payment of dues. So, there was a net increase of **87** new members in 2018.

## Dues

The NTDA Board of Directors voted at its Oct. 9, 2018 meeting to increase member dues for 2018. Dealer Members with no branch locations will pay \$649.00 annually. Dealer Members with one to four branch locations will pay \$749.00. Dealer Members with five or more branch locations will pay \$899.00 annually. Allied Members will pay \$999.00 annually.

The NTDA had not charged a fee for Dealer Branch locations for the past seven years prior to 2018. The NTDA has also been very cautious about only raising rates when necessary to keep up with the cost associated with our growing organization. In 1990, the NTDA had 22 member companies. In 2010, the NTDA had less than 200 member companies. Today, the NTDA has more than 800 member companies.

The Board and staff recently conducted a comparative analysis and found that NTDA charges significantly less than other industry organizations while operating in a much leaner capacity with only two staff members. Most other industry organizations our size operate with 50 or more full-time employees. The NTDA has three employees. Other organizations primarily charge their members based on each company's annual revenue, and membership rates can range from \$1,500–\$40,000 depending on their fee assessment.

The cash cow so to speak for other Associations is their trade show. The NTDA barely covers the cost of exhibiting at its Exhibition by severely undercharging for the privilege. Our business model must be evaluated moving forward.

## Bad Debt



The NTDA has always strived to keep member dues low while providing the highest possible level of customer service to our members. Unfortunately, there are members that choose not to pay their dues or members who submit advertising insertion orders, attend the Convention, or partake in other programs and services and then choose not to pay for those services when invoiced. Those bad debts come directly off the Association's bottom line and result in higher costs for everyone.

In 2017, the NTDA wrote off \$61,000 in bad debt. This forces the Association to take a much harsher stance regarding unpaid invoices, canceling members that have not paid their dues, and not allowing members to partake in services that have outstanding invoices. Members that have not paid their dues by Feb. 28, 2019 will be cancelled and services will be revoked per the Association's Bylaws.

## Run for the Board

As current Board members rotate off, the NTDA will be seeking at least three Dealer candidates for the Board of Directors in 2019. It is a great way to get more involved in the organization and to make a difference.

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## The Negative Effects of Not Preventing Workplace Violence

Every year, nearly 2 million American workers report that they are victims of workplace violence, according to research from OSHA. That number obviously doesn't include the numerous unreported instances of workplace violence (an estimated 25%).

Incidents can occur when warning signs fall through the cracks due to a lack of preventive measures, policies or mandated workplace violence training programs. While workplace violence can be a high-profile event ranging from physical assault, to robbery or even homicide, the most common form of workplace violence is simple assault. In other words, an attack without a weapon that results in minor injuries (e.g., cuts, scratches, black eyes) or any injury fewer than two days in the hospital.

Workplace violence is defined by the Occupational Safety and Health Administration (OSHA) as any act or threat of physical violence, harassment, intimidation or other threatening disruptive behavior that occurs at the worksite. Violence has had a major impact on the workplace, accounting for about 9% of all workplace fatalities in 2015, according to the U.S. Bureau of Labor Statistics. The National Safety Council reports that in 2016, 17% of workplace deaths were the result of violence. Here are some things your company might experience if it decides to do nothing about workplace violence safety and training.

### Employees Might Lose Their Lives or Endure Serious Injuries

It should go without saying that the worst thing that can happen in an instance of workplace violence is that someone dies, is murdered, or is severely injured.

### Productivity/Revenue Decrease as Expenses Increase

The U.S. Department of Labor estimates workplace violence costs 500,000 employees 1.2 million workdays every year and that \$55 million in wages is lost annually.

When your employees experience workplace violence, they might become traumatized and need to call off work for a little while, or they may even have to be hospitalized. In some cases, they might even need to consult a therapist or counselor long term.

If your business has customers present when a violent incident takes place, you might have to close your doors for a few days as your establishment is being cleaned up and repaired, as you replenish damaged merchandise or products, and while the public and your employees try to recuperate and heal.

Overall, your employees will not be as productive because they are trying to recuperate and process the violent incident and will have to miss days of work. Your business may end up losing a few days or even weeks of revenue if it must close its doors — not to mention, your organization's insurance costs might skyrocket depending on the severity of the violent situation and how many people were injured or need to seek medical treatment or counseling afterward. Your organization could even be sued or issued a citation due to extreme negligence, which would instigate long-lasting fiscal and legal ramifications for your business.

### Vendors or Customers Might Avoid Your Workplace While Competitors Are Still Going Strong

Unfortunately, your competitors will not slow down because your business experienced a horrific, violent incident. They might pay their respects, but they will continue to run their businesses as usual. So, while your organization is still healing and determining how to start over again, your competitors will still be creating new things and offering their products and services. In fact, they might even become more successful for a short period of time, as your customers will turn to them for needed goods and services while your business is closed or trying to prove that it is safe for customers and employees again. You might even have a few customers or vendors that avoid working with your organization altogether after a violent incident (especially if they were firsthand bystanders of it) because they want to mitigate their own risks of being subjected to violence in the future and fear for their own safety.

Overall, implementing workplace violence prevention measures and training is much less costly for your business or organization than doing nothing at all.

## Every Organization Needs to Address Workplace Violence

### Know the Warning Signs

Some people commit violence because of revenge, robbery or ideology — with or without a component of mental illness. Be aware of behaviors in coworkers that might signal future violence:

- Excessive use of alcohol or drugs
- Unexplained absenteeism, change in behavior or decline in job performance
- Depression, withdrawal or suicidal comments
- Resistance to changes at work or persistent complaining about unfair treatment
- Violation of company policies
- Emotional responses to criticism, mood swings, and paranoia.

Managers and safety professionals at every workplace should develop a policy on violence that includes:

- Employee training. Resources are available at [www.osha.gov/SLTC/workplaceviolence/evaluation.html](http://www.osha.gov/SLTC/workplaceviolence/evaluation.html).
- An emergency action plan. This includes evacuations, weather and natural disasters, medical emergencies, workplace violence, active shooter, terrorism emergencies, communication with employees before and after emergencies.
- Conducting mock training exercises with local law enforcement.
- Adopting a zero-tolerance policy toward workplace violence.



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# Top 10 Most in Demand Skills for 2019

You've heard of the driver shortage. However, it's not just fleets that are having a hard time finding good people, semi-trailer dealers, manufacturers and others are working overtime to hire and retain great workers. Whether you're looking to hire, or looking for a job, LinkedIn says these are the 10 most in-demand skills for 2019: five are "hard" skills and five are "soft" skills.

## Five Most In-Demand Hard Skills

LinkedIn defines hard skills as "specific, teachable abilities that can be defined and measured." These are the types of skills we associate with the analytical, left side of our brain.

1. Cloud Computing
2. Artificial Intelligence
3. Analytical Reasoning
4. People Management
5. UX Design.



Notably, this is the first time "people management" has ever appeared on LinkedIn's skills list. Digging deeper, "Business Analytics" was the #10 hard skill, "Customer Service Systems" management was #15, and "Corporate Communications" was #19.

## Five Most In-Demand Soft Skills

Soft skills are typically not learned in school or from a book and are rarely the specific skills that an employer is seeking. They are more like people skills or communicative abilities, qualities derived from the right brain. They're hard to measure, except for possibly via the commissions of a top salesperson.

1. Creativity
2. Persuasion
3. Collaboration
4. Adaptability
5. Time Management.



People who thrive in a corporate environment persuade others or put their creativity to work. This may prove just as valuable if not more so than those who emphasize only their hard skills. In fact, as customers find more information online and have a larger pool of competitors to pick from, companies whose employees have solid soft skills — those who can effectively convey the company's story — should prove especially valuable.

# What Can Companies Do About Ghosting?



*Reprinted With Permission from the Society for Human Resources Management*

You spend hours interviewing candidates for your company. A seeming cast of thousands are involved in the selection process, from job postings and the interviewing process to making the offer. Executives are eager to bring the new hire on board and get him or her started. On start day or a few weeks into the position, the new hire just simply doesn't show up.

Perhaps the candidate was moving cross country and decided half-way across the 1,000-mile trek that he no longer wanted to move. Perhaps the individual worked a few weeks in a full-time role and decided to go back to a part-time position. Perhaps the new hire perceived his or her performance wasn't up to snuff and let his insecurity get the better of him.

Not showing up or suddenly ending all communication without any explanation is called "ghosting." Companies say more and more candidates and new hires are ghosting them, disturbing hiring plans and rattling employee retention and their recruiters.

"All kinds of finger pointing goes on at the executive level because being "ghosted" is very upsetting — especially when you have come to trust a prospective employee," says Claire Petrie, Talent Acquisition Manager in Buffalo, NY. Ghosting candidates often abruptly quit. Some are never heard from again while others send their former employers scathing, offensive correspondence telling them off to justify their actions.

"A candidate can have great references and go through the entire process from interview to background check, accept the offer and still be a no-show. I have given employees a call who didn't answer. I have tried calling him again later in the

day thinking he had an emergency. After calling a few times, I realized that my calls were being blocked. We also realized the individual had taken himself off of social media. He did not respond to emails either," said Tanya Borouque, founder of OpExpert, a boutique talent-acquisition consulting firm.

Borouque says the rate of no-shows she experienced in 2018 increased, and attempts to follow-up with candidates are becoming increasingly futile.

"Last year for one position, we had four candidates out of 10 actually show up for interviews for example. I was mortified by the turnout and worked quickly to contact the candidates but received no response. I was left baffled and embarrassed," said Borouque.

Ghosting represents a much bigger problem than hurt feelings or poor etiquette. No-shows are a real cost for organizations. Experts tend to conclude that the ghosting trend is being driven by a labor market with more job openings than unemployed workers. With 2.3% of employed workers quitting their jobs — the largest share since 2001, according to the U.S. Department of Labor.

"This phenomenon always coincides with shifting labor market supply and demand," said Will Staney, the founder of Proactive Talent, an Austin, TX-based recruiting and consulting firm. "Candidate ghosting was last prevalent during the dot-com boom of the 1990s and early 2000s."

There is a behavioral shift among job seekers and workers. The traditional thought process of "I apply for a job, I interview for a job, I get hired and I start the job" — those days are over. Workers are thinking of themselves as free agents. Candidates feel they owe us nothing. The former idea of loyalty and professionalism has become archaic to many job seekers.

Employers need to set themselves up as available and attractive, and if someone chooses not to show up for an interview or a start date, instead of getting upset, move on, get creative and come up with new solutions and strategic alternatives. Some recruiters have begun stacking candidates and overbooking interviews, knowing up to half of the appointments for entry-level roles may not show up. Keep interviewing, keep talking to candidates, keep that pipeline going. Never stop recruiting. If that person ghosts or isn't successful for any other reason, you've got backups.

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**Contact:** Justin Smith, COO  
**Phone:** (614) 604-7718  
<http://www.ntesales.com>

#### Rock Truck & Trailer

13219 Santa Fe Trail Dr.  
Lenexa, KS 66215  
**Contact:** Kyle Wilson, Co-owner  
**Phone:** (913) 298-4060  
<http://www.rocktt.com>

#### Select Trailer Sales Ltd.

6145 Netherhart Rd.  
Mississauga, ON L5T 1G5  
Canada  
**Contact:** Jamie Ferguson, President  
**Phone:** (416) 938-8073  
**Fax:** (905) 696-9805  
<http://www.selecttrailer.ca>

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**Contact:** Craig Graber, Owner  
**Phone:** (662) 788-1080  
**Fax:** (662) 726-4494

#### Highway Products

7905 Agate Rd.  
White City, OR 97503  
**Contact:** Jeff Williams, Senior Sales Representative  
**Phone:** (541) 826-3551  
**Fax:** (541) 826-3607  
<http://www.highwayproducts.com>

#### Premier Financing

200 Port Blvd.  
Dallas, TX 75241  
**Contact:** Dave Wirth, Vice President/General Manager  
**Phone:** (972) 225-4345  
<http://www.premierfinancing.com>



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# Return NTDA Membership Dues Payments for 2019 by Feb. 28 to Avoid Cancellation

The NTDA mailed renewal invoices Nov. 1. Membership dues for 2019 were due no later than Jan. 1, 2019. Dues may be paid by credit card or check. Please feel free to contact the NTDA with any questions regarding your dues billing or renewal.

**D**ues are a big deal. They are the lifeblood of our organization and allow the NTDA to function and grow. Collecting them can sometimes be a daunting task if members do not submit them in a timely fashion. Unfortunately, unpaid dues create administrative burdens and increase our collections efforts and expenses. Therefore, per the NTDA Bylaws, any member that has not paid their dues by Feb. 28, 2019 will receive a cancellation notice from the Association.

Please address checks, update forms, registration forms, or other correspondence to: National Trailer Dealers Association, 9864 E. Grand River Ave., Ste. 110-290, Brighton, MI 48116. Please make sure that your accounting department has the correct mailing address on file to ensure your correspondence is not delayed. W-9 Forms were mailed with membership dues invoices. However, if your company needs another copy of the W-9 Form, please contact Gwen Brown at [gwen@ntda.org](mailto:gwen@ntda.org), or call toll-free 1-800-800-4552 or direct dial (810) 229-5960.

## FedEx, UPS Raise Rates; Save Money With NTDA Program

FedEx and UPS have raised rates for 2019. The NTDA is teamed up with PartnerShip to offer members significant discounts on select FedEx® services, as well as savings on less-than-truckload (LTL) freight shipments arranged through PartnerShip. Members who enroll in the NTDA Shipping Program receive discounts on select FedEx® services and less-than-truckload (LTL) freight shipments arranged through PartnerShip. PartnerShip also offers special rates for trade show shipping. NTDA members receive discounts on select FedEx® services. Visit [PartnerShip.com/94ntda](http://PartnerShip.com/94ntda) or call 1-800-599-2902 to enroll today.



## Learn About NTDA's Insurance Program

The NTDA offers its members an insurance program designed specifically for the semi-trailer industry. NTDA partners with JD Fulwiler & Co. Insurance as its preferred program provider to offer your business insurance, employee benefits, personal insurance, and much more. The program offers consistent underwriting, risk assessments and loss prevention services. JD Fulwiler will shop among many top insurance carriers with which they do business to find coverage solution(s) that best suit your needs. For more information or to request a quote, visit <https://ntda.org/services/member-savings/insurance/>.

## NTDA Releases 2019 Convention Sponsorship, Exhibitor Guide

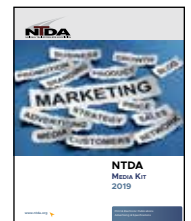
The NTDA has released its 2019 Convention Sponsorship Opportunities brochure as well as Exhibitor information. The NTDA welcomes members to The Breakers, Oct. 9–11, 2019. This legendary Italian Renaissance-style, *Forbes* Five-Star, AAA-Five Diamond resort is also ranked one of the best hotels by *U.S. News and World Report* and is perfect for networking, gaining new knowledge through the NTDA's world-class educational program and promoting the latest new trailer products and services.

Connect with your current dealers, make new contacts to move your business forward, increase your brand awareness, and much more. Benefit from marketing exposure, business opportunities and new industry relationships as a NTDA Convention Sponsor. This information is available online at <https://ntda.org/convention/2019-sponsorship-opportunities/>, email Gwen Brown at [gwen@ntda.org](mailto:gwen@ntda.org) or call 1-800-800-4552.

## 2019 Media Kit Released

NTDA recently released its 2019 Media Kit. We connect you directly with the key decision-makers in this evolving industry through our publications, via social media, and at our hugely popular annual Convention, and more. To reach the owners, sales managers, service managers, parts managers, branch managers and all senior decision-makers in the semi-trailer industry, there is simply no better vehicle than through the NTDA.

*TrailerTalk*, *NTDA eNews*, and the new *NTDA Market Outlook* newsletter, and our heavily trafficked Web site as well as other channels put you directly in front of your biggest customers — industry leaders who trust us to bring them news, information and networking resources to help them do more business together. Consider that over 88% of our *TrailerTalk* subscribers are owners, dealer principals, presidents, CEOs, general managers and/or branch managers — each decision-makers about your product or service. For more information, contact NTDA President Gwen Brown at (810) 229-5960 or e-mail [gwen@ntda.org](mailto:gwen@ntda.org).



## Member Update Forms Due Feb. 1

The NTDA mailed Member Update Forms in December. Changes/forms are due no later than **Feb. 1, 2019**. The purpose of collecting the data is to update NTDA print and online directories, and to ensure your organization and its employees receive mailings, e-mail updates/advisories, subscriptions, occasional surveys and other Association-related information as a benefit of your NTDA Membership. Submit changes any time to [gwen@ntda.org](mailto:gwen@ntda.org).

## NTDA.org Provides Industry Resources

Looking for information on Federal Bridge Laws by state? Do you need to know trailer manufacturing requirements? Are you looking for CSA regulations or FMCSA inspection guidelines or NHTSA regulatory compliance information? Visit the NTDA's online Industry Resource library for those and other links to information such as Federal Lighting Requirements, Greenhouse Gas Phase 2 Regulations, IRS and Federal Excise Tax Compliance Guidance, and more. For more information, visit <https://ntda.org/services/industry-resources/>.





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### Utility's Glade Spring, VA Plant Builds its 100,000th Dry Van

Utility Trailer Manufacturing Company, one of the industry's largest manufacturers of refrigerated trailers and a leading manufacturer of dry freight vans, flatbeds, and Tautliner curtainsided trailers, announced that its Glade Spring, VA manufacturing plant has achieved another milestone, building its 100,000th dry freight trailer, a 4000D-X Composite®TBR. The milestone trailer was presented to Whitaker Transportation of Spartanburg, SC, at a celebration and press event held on Jan. 9, 2019 at the Glade Spring facility.

The 4000D-X Composite TBR is equipped with Utility Side Skirts, Hendrickson® suspension, Hendrickson® Tire Inflation System, and Bendix® Air Disc Brakes. Whitaker Transportation purchased the 4000D-X Composite TBR from C.R.T.S., Inc./Utility Trailer Sales of Virginia in Raleigh, NC.

### Double Coin Tires Place Second in Independent Fuel Economy Test

Double Coin, a leading tire company, announced the results of comparison fuel efficiency tests called the ENERGOTEST Tire Challenge that they were invited to participate in by FPIInnovations' PIT Group, a neutral third-party research organization. In addition to Double Coin, fuel efficiency tests were also conducted on tires manufactured by Michelin® and Continental®. The PIT Group ran two separate comparison tests on steer, drive, and trailer tires run on three identically spec'd tractors and trailers.

One test was a line haul test and the other was a regional haul test. In each test a tractor trailer combination was mounted with a complete set of steer, drive and trailer tires from each manufacturer. In the line haul test the Double Coin tires tested were the RR680, FD405 and the IM105 patterns. The Continental tires tested were the Eco Plus HS3 on steer, HDL2 on drives and the HT3 on the trailer position. The Michelin tires tested were the X-Line Energy Z steer tires, the X-Line Energy D drive tires and the X-Line Energy T trailer tires. The tires ran a series of test runs on the test track, and then tires and tractors-trailers-drivers were switched so that any vehicle difference or driver difference would not influence the test results.

In both tests the Double Coin tires came in second with the Continental's coming in first and the Michelin's third place.

### Wabash National Achieves Certification to the New ISO 14001:2015 Standard for Environmental Management

Wabash National Corporation (NYSE: WNC), a leading producer of semi-trailers, truck bodies and liquid transportation systems, has received certification to the new ISO 14001:2015 standard from the prior ISO 14001:2004 standard at five manufacturing operations.

The company has earned the new ISO 14001:2015 standard at its operations in Lafayette, Indiana; Cadiz, KY; Harrison, AK; Portland, OR; and San Jose Iturbide, Guanajuato, Mexico.

The overall aim of this International Standard is to support environmental protection and prevention of pollution in balance with socio-economic needs.

### Phillips Industries Wins 2018 Gold Davey Awards for Video Productions

Phillips Industries has won four 2018 Gold Davey Awards for their video productions related to the company's 90th anniversary celebration. The awards were presented for:

- Best Online and Marketing Video
- Best Branded Entertainment Promotional/Branding
- Best Film/Video Direct Marketing
- Best Film/Video Corporate Image.

The annual International Davey Awards honor the achievements of smaller creative shops. They are sanctioned and judged by the Academy of Interactive and Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising and marketing firms.

Phillips Industries has built an in-house audio/visual department to strengthen their marketing capabilities. The expanded A/V capabilities are being utilized to produce a library of content ranging from branding spots to training and technical videos that assist Phillips customers in the use of their products.

### Utility Trailer Introduces New Aerodynamic Device

Utility Trailer Manufacturing Co., one of the industry's largest manufacturers of refrigerated trailers and leading manufacturer of dry freight vans, flatbeds, and Tautliner® curtain-sided trailers, has introduced its patented Utility Aerodynamic Tail (UAT). When paired with low rolling resistant tires and configured on a Utility dry van or reefer, the combination of the Utility-designed Aerodynamic Tail and Side Skirt are designed to reduce fuel use and aerodynamic drag. Utility is the only trailer manufacturer that makes all of their own CARB (California Air Resources Board) and Canadian EPA (Environmental Protection Agency) compliant aerodynamic devices.

### CIMC Intermodal Equipment Recognizes Ed Gill as 2018 Sales Person of the Year

CIMC Intermodal Equipment has named Ed Gill, executive director strategic accounts, as their 2018 Sales Person of the Year. Gill is a 34-year veteran of the chassis industry and has been with CIMC Intermodal Equipment since 2017. He is known throughout the industry for his extensive experience in supply chain, transportation and logistics industries and has been instrumental in the monumental growth of CIMC IE in 2018.

**Got News? Email press releases to [BrianH@ntda.org](mailto:BrianH@ntda.org).**





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The Premier is an all aluminum trailer by Wilson Trailer featuring many of the same capacities and features as the Roadbrute.



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