

The Truck-frame & Axle Repair Association (TARA)
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TARA News & Topics published monthly
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Greetings from Missouri

Happy Birthday TARA! This our 40th anniversary issue. Inside this newsletter you will find some highlights from that first meeting, as well as some of the accomplishments of TARA along the way. Forty years ago, a group of men with a vision for an organization of repair shops dedicated to doing things right, helping each other with repair procedures, and establishing integrity in the truck and heavy equipment repair field created our organization. Let me say I am proud to be a part of their legacy! Many changes have occurred over these forty years. Trucks of today hardly resemble those of the past. Onboard computer with the latest information from central dispatch, computerized anti-lock brake systems, high-tech air-ride suspensions are just a few of the new technology on today's trucks. We will continue to keep our organization informed of these new developments in the transportation industry.

Many changes have occurred elsewhere too. In his book "Developing the Leader within You" John Maxwell highlights some changes of values from the 1960's to today.

1960's
Saving
Delayed gratification
Ozzie & Harriet
Export
Press conference
Achievement
Manufacturing
Knowledge
"We"

2000's
Spending
Instant gratification
Latchkey kids
Import
Photo opportunity
Fame
Service
Credentials
"Me"

As I've said in past articles change is everywhere. Not all change is good, as we see from some of these comparisons, but as we can see in our industry not all change is bad either. It is my challenge to keep this organization up to date with the latest technological advancements while holding onto to the level of integrity our early founders were committed to. By attending our meetings and training sessions and growing with new technological opportunities, TARA will continue to be a leader in this great industry.

In this anniversary issue let me say a big thank-you to those who have served this organization before me. Let me also say a big thank-you to those who will lead this organization after my term is through. May I close for this month with a quote from Walt Emerson, "What lies behind us, and what lies ahead of us are tiny compared to what lies within us" I am sure what lies within each of us will bring about great future achievements!

Until next month,

Dudley Powell

Service Advice: Be careful when servicing trucks with the Air-Tech steer axle. Some models have a tendency to walk forward while they are jacked up. We have been dumping the air from the rear suspension and always chock the rear wheels when balancing the front tires. Without these procedures they can walk off of the jack.

Dudley Powell

Frame Modification Tech Session:
Sept. 29 & 30, 2006.

Be sure to save the date of Sept. 29 and 30 for the next TARA tech session. We are excited to offer a class on frame modification presented by one of the industries leading speakers. Richard Toner has conducted the class for the National Truck Equipment Association, and will lead us through several aspects pf proper frame modification as well as calculation's critical for a proper job.

Answers will be given and explained on topics such as certification, should you be registered with NHTSA ?.. RBM, yield strength and more. Each participant will receive a manual to take home covering the class. Saturday's session will include some hands on shop time implementing what has been learned.

One of our newest members, Ed Reitman of K & R Truck Sales and Service of Holland Michigan will open his shop for our session. This will be a great opportunity to meet Ed and see his new facility. Hotel reservations can be made by contacting the Residence Inn, Holland, Michigan at 616-393-6900. We have reserved a block of rooms however the cut off date will be the end of August.

Final details are being completed, and registration's will be sent out very soon. This should be a great tech session regardless of what you business interest's are. All who are working in the truck repair industry can gain some valuable information from attending this session. Shop owners, insurance companies, adjusters and those who just want more knowledge will benefit from this program.

Bob Razenberg, TARA President Elect.

TARA Fall Meeting
Oct 25, 26, 27 & 28, 2006
Hawk Frame & Axle
Rochester, NY

Gerald Relyea (Goose) and Bill Hinchcliffe are putting the final touches on a very interesting program. The format of the program will be slightly different, Wed. evening the 25th will be registration and social hour. On the 26th we will have classroom presentations in the morning and later in the afternoon we will go to Hawk Frame for a meeting in conjunction with the New York Trucking Association. A presentation on DOT inspections, steering and etc. will be held, as well as a barbecue that evening. Friday will be classroom meeting and discussions. Friday afternoon will be the business meeting, followed by a banquet that evening. Saturday will be back to Hawk Frame with some hands on clinics.

For the ladies they have a trip scheduled for Niagara Falls, including lunch, and of course they will join us for some other activities. For a sneak preview you can go to www.hawkframe.com and check the hotel out at www.woodcliffodge.com. Next months newsletter we will have a complete program along with the registration form. Plan on attending this meeting and get some inside information that will help you and your company.

TARA Forty Years

We thought it would be interesting to look back at the forty years of TARA, how it got started, and where we are today. Part of this story is excerpts from an article Silvie Licitra compiled for the twenty-year anniversary.

TARA Truck-frame & Axle Repair Association, was literally born in Tom Rish's shop, Industrial Alignment, Columbia, South Carolina in the summer of 1965. Silvie had developed a brochure for Ralph Bryson's shop Eleven Mile Frame & Axle, Detroit, Michigan. Other shops, Hugh McLees, Red Salyer and George Evans wanted to have brochures developed and one thing led to another. Tom Rish suggested that an association be formed and a brochure be developed. All these people agreed, Ralph Bryson contacted Fred McWhorter, Bee Line Company to get names of people who had heavy frame equipment. A meeting was set up for Louisville, Kentucky on March 12 & 13th, 1966. Fifteen shop owners were invited to attend.

Of the fifteen who were contacted, 13 shops attended the scheduled meeting and the association was formed. The name TARA introduced by Silvie was selected and officers were elected. Also in attendance serving as advisors were Silvie Licitra, Vice President and Editorial Director of Automotive Service & Body News; Fred McWhorter, Sales Manager Bee Line Company, and John Brenaman and Slim Wasden, Bee Line Sales Reps. Fred McWhorter designed the TARA Logo and that was accepted.

The founding regular members were: Paul Lucht, Omaha, Nebraska, President; George Evans, Hamilton, Ontario, Canada, Vice President; Tom Rish, Columbia, South Carolina, Secretary, and Louis Margot, Treasurer, Baton Rouge, Louisiana. Others in attendance were Red Salyer, Decatur, Georgia; Hugh McLees, Anderson, South Carolina; Leo Harris, Gary, Indiana; Skip Medley, Louisville, Kentucky; Don Yount, Springfield, Missouri; Harold Wyant, Mason City, Iowa; Orren Zook, Garard, Ohio; Ralph Bryson, Detroit, Michigan and Buck Braum, Ft. Worth, Texas. Others in attendance were Fred McWhorter, John Brenaman & Slim Wasden of the Bee Line Company and Silvie Licitra of Automotive Body News.

At this meeting the Purpose, Guidelines and Membership Conditions were established:

TARA Purpose:

To associate and band together in one association the members of Truck-frame and Axle repair industry in pursuit of the common purpose of mutual benefit and assistance to its members and the general public as follows:

1. To promote and to protect the interests of the owners, firms and employees engaged in the heavy truck and frame repair industry.
2. To stimulate and develop business between TARA members.
3. To provide a medium of interchange for ideas, plans and promotions which are deemed to be of common interest to those within the trade.
4. To inform owners and operators of heavy motor vehicles on matters dealing with their constitutional rights and responsibilities.
5. To alert and interest the public in the broad problems involved in safety and on-the-road and off-the-road vehicles and equipment.
6. To inspire, support and propose legislation on local, state and national interest and safety of the owners, firms and employees within the industry.
7. To offer a shield of protection to the public against unfair practice by persons within or outside the association.
8. To consider such matters which the officers, executive board and the members of the association deem of importance to the welfare of the industry and the public.
9. And otherwise promote the general welfare and best interest of the members of said association and the public generally.

Membership:

Membership in this organization shall be open to all industry members of the United States and such other countries who meet the qualifications established by TARA. Members pledge and agree to be governed by the Constitution and By-Laws of TARA.

A general brochure was developed and other items of interest were established. Insurance Advocate's editor Emanuel Levy, reports TARA activities and says in part, "It takes time for the full impact of cooperative spirit to take hold. It starts with a first step, and they (TARA members), have taken that first step in that direction".

During the next few years each president and the members honed in on the matters important to the organization. By-laws were established for more detailed requirements for regular membership. Membership requirements were also established for allied, associate and affiliate membership. In 1970 TARA President, Skip Medley noted the importance of establishing industry wide standards, which will have two basic functions: One, to compile repair data that will be available to all heavy-duty repair and maintenance facilities, and two, to speak for the heavy equipment repairers in matters of highway safety and consumer interest.

In 1972, Silvie Licitra was engaged to render service as administrator for TARA. Silvie was very instrumental in the growth of TARA not only in membership but also by the recognition of TARA in the heavy-duty repair industry. Quotes such as "TARA members know how to do it", "TARA does things that people say cannot be done," and TARA established standards for repairs that were accepted by the industry. Silvie stayed active in TARA, hand picking his successor in 1988, working with Wayne Reich to insure the continued practices and goals of TARA. In 1997 Wayne assumed part of Silvie's duties, Silvie continued writing the TARA Newsletter until his death in 2003.

In the 80's & 90's the additions of increased membership in the Associate & Allied memberships brought about more industry involvement. Increasing TARA'S goals of promotion of common goals for all in the industry became the thesis for the organization. Our meetings took on a sharing of information for all membership, more and more input from Insurance Companies, Insurance Adjusters, Manufacturer's of equipment used in the repair industry, helped keep TARA a leader in both repair and education. Technical training sessions were developed for training our employees as well as training members of the insurance community and other trade organizations of the proper repairs and procedures.

TARA developed a web site, www.taraassociation.com for supplying continued information, promotion and promoting each individual business. In 2002, a new member classification was added, Related Industry Repair and Service Companies was introduced. The purpose of this was to bring in top quality people & repair facilities that didn't qualify as regular members. Since, we have seen the positive influence these people have contributed to TARA and the industry.

Certainly we have missed some highlights and contributions of some people and companies. There are few things I believe should be highlighted:

1. Five of the original Charter Members are still members of TARA.
 - A. Medley's Auto & Truck Alignment of Louisville, Kentucky
 - B. Paling Industries of Hamilton, Ontario, Canada
 - C. Eleven Mile Truck Frame & Axle, Madison Heights Michigan
 - D. Paul Lucht & Sons, Inc. Omaha, Nebraska
 - E. Commercial Truck & Trailer, Girard, Ohio.
2. One person who was not one of the original group, was Bud Olson, who has been actively involved in TARA as a Technical Consultant. Bud not only gave technical advice to our members about equipment and techniques, he shared this same advice to truck manufactures, truck fleets and insurance companies.

3. Skip Medley was one of the charter members who was president in 1970 , and his son David was president in 1999.
4. Only one member was president of TARA for two terms, that being Ken Dias of Dias Spring Service, holding office from 1995 to 1998.
5. There have been numerous father son combinations, to long of a list to name other than to show how important TARA has and is to each of our members.
6. There has been only two TARA Administrator's in the forty year history of TARA, Silvie Licitra and Wayne Reich.
7. The Silvie Licitra award was established in 2004, in honor of the contributions of Silvia to the TARA organization. The three winners to date of this award are, Bill Ottenwess, Taber & Ottenwess, Grand Rapids Michigan, Tony Poretta, Poretta's Frame, Philadelphia, Pa. and Dennis Suain, Interstate Casualty Claims Service, Columbus, Ohio.

8. On a sad note, we lost three men who were very active and played a big role in TARA for many years, Silvie Licitra, Red Salyer and Bill Ottenwess. Silvie & Red were involved from the beginning and Bill joined TARA in 1967.

TARA has and will continue to be a leader in the heavy truck & trailer repair industry. Like any organization we have had some bumps in the road, but out of these few bumps has come a much stronger organization.

I had the privilege of being the TARA President on its 20th anniversary, and in my acceptance I had this to say: "Looking over the 20 year history of TARA, I want to take this opportunity to congratulate our founding members, and those of you that were put on the membership rolls later on, for your efforts that helped to build TARA's excellent reputation". "The record shows that from the birth of TARA, every participating member broke the bonds of negative thinking and made great strides in solving his economic and social activities". Now we can say the same after 40 years.

Wayne Reich, TARA Consultant

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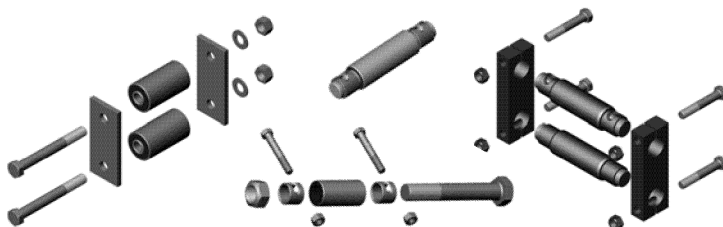
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