**WINTER 2011** 

# UTILITOPICS

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Walter Bennett
1918 – 2011



FIELD SERVICE A Recap of Utility's Service Managers Meeting





MOBILE-ENABLED

Utility is the First to Launch a Mobile-Enabled Website

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For more information on Utilitopics or to submit story ideas, please contact us at info@utm.com

### A RECAP OF GATS & IFDA

Utility exhibits at the Great American Trucking Show and the International Foodservice Distributors Association Conference & Exhibition

Utility exhibited at this year's Great American Trucking Show (GATS) in Dallas, Texas from August 25 – 27 and at the International Foodservice Distributors Association (IFDA) Distribution Solutions Conference & Exhibition in Forth Worth, Texas from October 24 – 26.

#### GATS

Utility Trailer Manufacturing was among the 500 exhibiting companies at GATS that showcased their products to over 48,000 attendees. Utility unveiled the new USS-120A advanced side skirt model, the next generation in advanced side skirts and two additional innovative new features that are now available for Utility's refrigerated and flatbed trailers. Inside Utility's booth, attendees had a first look at the innovative Adjustable Load Securement System (ALSS) on Utility's 4000A<sup>™</sup> flatbed trailer and the high-impact glass reinforced plastic lining on the entire interior of the 3000R® refrigerated trailer. High impact side wall lining is now standard on all Utility refrigerated trailers. The media also attended Utility's press conference that highlighted these important new features and showcased what makes Utility products stronger, lighter and better-All supporting this year's theme of "Nothing is built like a Utility."

Next year's GATS will be held on August 23rd to 25th at the Dallas Convention Center.

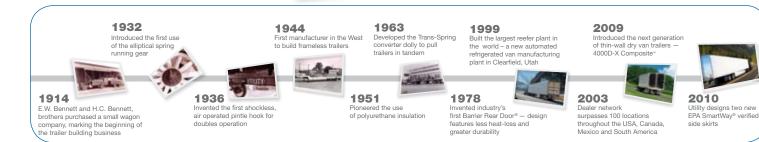


#### IFDA

Utility exhibited at the 2011 IFDA Distribution Solutions Conference and Exhibition at the Forth Worth Convention Center. This year's theme focused on Innovation and how foodservice distributors use the latest innovations in solving today's toughest issues. Leading industry professionals spoke at workshops during the conference including Ray O'Donnell from Midwest Utility, Inc. from Burr Ridge, Illinois. Ray was among the speaking panel on the topic of Trends in Trailer Specification. The workshop allowed attendees to learn about the latest innovative trends in foodservice trailer specifications, residual value trade-offs, and total cost of ownership.

The 2012 IFDA Distribution Solutions Conference will take place on October 30th to November 1st in Las Vegas, Nevada.





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# HONORING WALTER BENNETT

Walter Bennett was born in Los Angeles, California on May 31, 1918 to Ella and H.C. Bennett. He was the younger brother of Frank and John Bennett. Raised in Beverly Hills, Walter was an active junior member of the Los Angeles Country Club. At an early age, he loved many sports including fly fishing, golf, tennis, sailing, and skiing.

During Walter's college years at Stanford University, he met the love of his life, B.J. Montgomery. After graduating with a B.S. in Engineering at Stanford in 1940, he began his career at Utility. He then married B.J. and had three children: Hal, Craig, and Laurie. Hal Bennett is now President of Utility, and Craig Bennett is Senior Vice President, Sales & Marketing for Utility. Walter was also a proud grandfather to ten grandchildren and three great grandchildren.

Walter's father, H.C. Bennett and his uncle E.W. Bennett founded Utility in 1914 and passed down the family-operated business to Walter and his brother, John. John and Walter ran the company in the post World War II years during one of the largest economic

expansions in American history. Their leadership and commitment to excellence enabled Utility to develop many patentable innovations and laid the foundation for the third generation of Bennett family leadership. During this time, Utility's continued growth and success led to the expansion of two new manufacturing facilities in El Paso, Texas and Salt Lake City, Utah, as well as a move to the present headquarters in City of Industry, California. Walter and John also spearheaded the development of Utility's unique "foam-inplace" insulation which set a new standard in reefer engineering and ultimately established Utility as the #1 refrigerated trailer manufacturer. In 1982, Walter and John passed the reigns to Paul, Hal, and Craig Bennett who have led Utility since. Walter remained active with Utility as an advisor until he retired in 2009.

"As we mourn the loss of our father, we remember a great man who modeled for us integrity in every aspect of his life," said Hal Bennett, President of Utility. "His vision was pivotal in the success of our company, but more importantly his life will have an impact on our family for generations to come. With fond memories, my father will be greatly missed by all."

> Walter passed away on Sunday September 11, 2011 at the age of 93 in his Los Angeles, California home. **③**

Walter Bennett photographed by professional photographer, and niece, Sue Bennett in 1993. Walter loved outdoors and many sports including fly fishing, golf, tennis, sailing, and skiing.

# **EXPERIENCE COUNTS**

#### Utility's Field Service Department held its Service Managers Meeting on October 5th-9th

The 2011 Service Managers Meeting was held at the Hilton Anatole in Dallas, Texas.

Over 160 attendees explored issues of failure analysis and focused on a variety of topics demonstrating that Experience Counts in the field. Utility's team and various vendors conducted general sessions relating to industry topics such as warranty, the manufacturing process, and repair procedures. A number of Utility's valued suppliers also participated in a vendor fair that focused on failure prevention and investigation. "The meeting was a chance for our dealers, Utility staff, and our valued vendors to come together and strengthen their partnerships. Utility's extensive dealer network is filled with hardworking teams that help make Utility what it is today," said Sal Molina, Utility's Field Service Manager. "On behalf of Utility Trailer Manufacturing, we would like to thank all of our Service Managers who have contributed to and are critical to Utility's long term success."

Award ceremonies also took place to honor those individuals with at least 20 years of service as a Utility Service Manager. The following recipients were recognized:

John Eddy for 25 years Ian Hewlitt for 23 years Henry Sobanski for 21 years Joel Palinski for 20 years

Utility at the Texas Motor Speedway























### UTILITIDBIT

Congratulations to George Cravens from Utility Trailer Sales of Arizona for being selected as Arizona Trucking Association's Chairman.

#### **DEALER NEWS**

### FALL UTILITY DEALER EVENTS



Allstate Sales & Leasing in Minnesota held a 40th anniversary celebration on July 27th. Over 700 people attended and over \$15,000 in prizes were given out.

Dave Wallace, Andy Lopez and Greg Brown from Utility Trailer Manufacturing presented Don Larson with a plaque for Forty Years of Excellent Service.



Utility / Keystone Trailer Sales, Inc. in Manheim, Pennsylvania held a customer appreciation event on September 21st. Twenty of Keystone's vendors helped support the event and over 200 people enjoyed a clambake lunch while discussing industry topics. Hal Bennett, Steve King, Carroll Gaillard, Jim White, and Shawn McManaway from Utility Trailer Manufacturing attended the event.

Utility Trailer Sales of the Ozarks located in Springfield, Missouri had an event on September 14th to celebrate its 10th year. Over 150 customers and vendors came out for the celebration. Utility Ozarks provided guests with Missouri-style barbeque from local restaurant, Crosstown BBQ and ice cream from Hiland Dairy. Paul Bennett, Bob Conlee, and Jim White from Utility also attended the event.

Badger Utility, Inc. in Madison, Wisconsin recently celebrated its 35th anniversary with a dinner and casino night for the company employees and their guests. Richard Bloomquist, President of Badger Utility recognized the Badger team for their dedicated years of service. Almost half of the Badger team has been with the company for over 20 years. Richard explained that Badger's success was a result of their commitment to excellence and their outstanding customer/vendor relationships.

### **A NEW OPTION ON FLATBEDS**

#### Utility introduces the Adjustable Load Securement System (ALSS)

The new Adjustable Load Securement System (ALSS) is another innovative load securement option for Utility's 4000A<sup>®</sup>, Tautliner<sup>®</sup> curtainsided trailer, and Conestoga 2.

"Our goal was to offer a tie-down system that would provide our customers with the freedom of securing loads from the deck as opposed to the traditional systems of using the pipe spools or undermounted winches that can interfere with tire clearance," said Ed Chambless, Curtainside/Flatbed Products Division Manager for Utility Trailer Manufacturing. Unlike other systems, Utility's ALSS allows for on-the-deck load securement which is a better alternative for flatbed customers using side kits. This will eliminate the need to go over and through the side kit when securing the load.

Utility's ALSS features a built-in track, extruded into the aluminum side rails, which also includes Utility's standard sliding winch tracks on the bottom of the side rail. The J-Hook tie-down plates allow for maximum load securement versatility and can be used with most conventional tie-down devices such as chains, cables, and straps. The system is currently available and has a 6,500 lbs Working Load Limit (WWL) for each J-Hook tie-down plate. Additionally, Utility has developed a storage system allowing for up to 12 J-Hook tie-down plates to be secured underneath the trailer.

The new system can currently be used with all types of loads. The ALSS system is now

available on all standard flatbeds and drop decks with aluminum side rails and is also available on the Tautliner product line when ordered with the aluminum side rail with optional pocket spools and rub rail. Utility's new ALSS ultimately allows unrestricted load securement from the front to the rear rail.



#### **PRODUCT REPORT**

### THE NEXT GENERATION IN ADVANCED SIDE SKIRTS

Utility introduces the new USS-120A

Utility is pleased to introduce an even more durable and lighter side skirt than its previous two models. Debuted at the 2011 Great American Trucking Show in Texas, the all new USS-120A is U.S. EPA SmartWay® verified as an "Advanced Side Skirt". Like its predecessors, this model has also been engineered and tested to exceed today's industry standards, making the USS-120A truly the next generation in aerodynamic devices.

Similar to the previous two side skirt designs: Utility Side Skirt 120 (USS-120) and Utility Side Skirt 160 (USS-160), the new USS-120A is also created with patentpending galvanized high-tensile steel braces that allow the side skirt to flex both inward and outward. The USS-120A side skirt includes an F.R.P. cover over Utility's unique 5-hole pattern design wingplate. The covered wingplate holes effectively increase the length of the side skirt by up to 2 feet, which ultimately increases aerodynamic efficiency. Additionally, the forward edge of the skirt at the support leg assembly is connected by a new design "slip joint" for reduced impact damage.

This 100% recyclable side skirt is made of a UV protected bi-directional fiberglass reinforced thermoplastic material for maximum durability against the most extreme outdoor exposure. The material has over 10 years of accelerated UV testing and offers superior stiffness over non-reinforced materials to withstand severe impacts. The new USS-120A is tested to SmartWay standards to provide a minimum of 5% fuel savings, and is CARB (California Air Resources Board) compliant (when used with low rolling resistance tires)\*. D



\* This statement is not intended to provide legal advice or legal opinion as to the applicability of the California regulation to any particular end use. For correct methods of compliance and details, visit the CARB website: http://www.arb.ca.gov/ cc/hdghg/hdghg.htm

**CORPORATE NEWS** 

**RISING ABOVE THE STORM** 

Glade Spring Manufacturing Facility reopens after tornado damage

It was early Thursday morning on April 28, 2011, when a Category 3 tornado struck Utility's dry van manufacturing plant in Glade Spring, Virginia.

The devastating 140 mph winds ripped through Glade Spring and other parts of Washington County damaging Utility inventory and sections of the manufacturing plant. Fortunately no employees were inside the facility when the tornado struck.

Immediately after the devastation, many of Utility's Glade Spring plant employees were transferred to Utility's nearby Marion, Virginia refrigerated trailer plant, while some helped the community with cleanup and recovery efforts. A few Glade Spring plant workers elected to remain at the Marion facility because of their closer commute. "Our workforce and managers have done a great job in working through the damage and the dislocation that was caused by the tornado," said Jack Washburn, Utility's Glade Spring Plant Manager. "The resilience and fortitude of our workers contributed to a successful full recovery and we are now back on the assembly line in full production."

With the tremendous support of Utility employees and contractors working together, the plant reopened 2 weeks after the tornado struck. "The committed recovery efforts by Jack Washburn and all of our Glade Spring employees reinforces our faith in the human spirit and people's ability to rise above near tragedy," says Hal Bennett, President of Utility. As of mid-June, the plant's assembly line was in full production with even more 4000D<sup>™</sup> and 4000D-X Composite<sup>™</sup> dry van trailer orders than before the tornado hit. Utility has rehired all employees to meet the demands of higher production levels.

United Way of Russell & Washington Counties designated a disaster fund for Utility Trailer to aid employees and their families affected by the disaster. A combined total of \$16,000 was raised for the fund by Utility Trailer Manufacturing, Hendrickson, Fleet Advantage and its employees.

### PRODUCT REPORT

### **A NEW STANDARD ON REEFERS**

#### Utility adds Versitex® high impact lining to all its reefers

Utility continues to be committed to providing customers with high quality innovative products that will raise the standard among all trailers in the industry.



For added durability, Utility has changed the standard sidewall lining on all Utility refrigerated trailers to a "high impact" bi-directional fiberglass reinforced, polypropylene plastic lining. Over half of Utility customers are already utilizing this lining on the interior sidewall of their reefers because of its resilience and longevity compared to traditional F.R.P. linings.

The Utility "high impact" lining has already been included as standard equipment on the ceiling lining, front wall lining, rear door lining and sub-pan (underskin). Now, with the inclusion of the sidewalls, the entire interior and lower sub-pan below the floor is covered with this highly durable 100% recyclable lining material.

"While some competitors may not even offer our trailer standards as an option, our objective has always been to engineer products utilizing the most advanced technologies and provide them as a standard on all of our trailers," said Craig Bennett, Senior Vice President Sales and Marketing at Utility. "We have recognized the long term value of using a material that not only is moisture resistant but also promotes the longevity of the trailer," said Bennett. The new lining material is significantly more puncture-resistant than standard fiberglass reinforced plastic liners, which helps prevent cuts and tears in the lining and reduces the negative impacts of moisture entry that may cause thermal degradation and weight gain. (E)



**UTILITY TRAILER MANUFACTURING CO.** 17295 E. Railroad St., City of Industry, CA 91748



NEW TRAILERS

DRY VANS

REEFERS

### **CORPORATE NEWS**

# **GOING MOBILE**

Utility launches the first mobile-enabled website in the trailer industry

Earlier this year, Utility developed new online tools to provide more electronic means of obtaining information. The increase in mobile visitors to the Utility website has grown significantly compared to last year. Utility has recognized that the users of the Apple iPhone® or iPad®, Android®, Blackberry® or other smartphones and mobile devices are more prevalent today than ever before. The decision to create a mobile version of utilitytrailer.com is aimed at providing a better user experience when visiting the site through a smaller viewing window.

Utility is the first trailer manufacturer to launch a mobile website. When logging onto the corporate website from a smartphone, the website is automatically formatted to fit the smaller screen size. The mobile website provides you with the ability to search for new and used trailers, obtain press information, view videos, and locate a Utility dealer closest to your current location. Visit Utility's mobile website by logging onto: www.utilitytrailer.com on your smartphone and you will be automatically forwarded to the mobile website.



### UTILITIDBIT

Utility has a new 3000R<sup>®</sup> video! Scan this QR Code with a smartphone or visit www.utilitytrailer.com/ resources/media-gallery to view the video