



American Truck Dealers

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Blake Jackson of Utah Nominated for National Truck Dealer of the Year

McLEAN, Va. (March 4, 2010) – Blake A. Jackson, president of The Jackson Group, a consortium of Peterbilt dealerships in Utah, Idaho and Colorado, was nominated for the American Truck Dealers/*Heavy Duty Trucking* Truck Dealer of the Year. The winner will be announced at the 47th annual ATD Convention and Expo in Orlando, Fla., on April 24.

Building the Business

Jackson began working at his father's truck dealership at age 10, cleaning the lot and pulling weeds. He graduated from weed pulling to prepping new trucks in the service department and then to the parts department for several years before leaving for college. After graduating from Brigham Young University he started working for Volvo AB Worldwide in England as a marketing strategist. As his father's business was expanding, he returned to the U.S. to work as the sales and F&I manager at a new location in Idaho Falls, Idaho. He went on to become the general manager at the dealership's El Paso, Texas, location. In 2003, he became the youngest Peterbilt dealer after purchasing his own dealership in Boise, Idaho. Jackson continues to run the Boise dealership and has added Peterbilt of Utah in Salt Lake City. After purchasing a stake of his father's company, Jackson is now president of all of operations.

Jackson attributes much of the company's success to implementing "best practices" in all aspects of dealership operations. Managers run their departments using quantifiable benchmarks, and their compensation is tied to their performance, he says.

Honors, Awards and Service to the Industry

Jackson received Peterbilt's highest award, North American Dealer of the Year, in 2008. He has earned several performance awards from Peterbilt over the years. He was also recognized by the states of Utah and Idaho as a privately held company demonstrating sustained growth, financial stability and economic contribution.

Community Service

Jackson and his family live in Draper, Utah. He is actively involved with The Church of Jesus Christ of Latter-day Saints. In addition he has been an athletic coach for Salt Lake Parks and Recreation. Jackson devotes time each week to mentoring young people and emphasizes doing well in school and preparing for advanced education.

The Award

The ATD/*Heavy Duty Trucking* Truck Dealer of the Year award recognizes excellence in dealership performance, industry leadership, civic contributions and community service. The winner and runner-up will be chosen by a panel of professors from Indiana University's Kelley School of Business.

About the ATD Convention

Several hundred of the nation's commercial truck dealers will convene in Orlando at the ATD convention, which runs April 23-26 at the Gaylord Palms Resort and Convention Center. In addition to naming the truck dealer of the year, the winners of ATD Commercial Truck of the Year for new medium- and heavy-duty trucks sold in the United States will be announced April 25 at the convention.

Convention keynote speakers are Kyle Treadway, ATD chairman and Kenworth dealer from Salt Lake City, Utah; Dennis Slagle, president and CEO, North American Trucks (Volvo and Mack); and Jim Meil, economist for the Eaton Corp. Dealers will also have an opportunity to meet face-to-face with their manufacturer representatives at 12 franchise meetings and with suppliers on the expo floor. More than a dozen workshop sessions will be offered for dealers and their managers to learn ways to improve their business operations. For more information, visit www.atd.org/convention.

About ATD

Founded in 1970, the ATD division of the National Automobile Dealers Association is the only national organization representing dealers selling new medium- and heavy-duty trucks. For more information, visit www.atd.org.

Editor's note: For a high-res photo and logos, contact Laura Withers at lawithers@nada.org.

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