



American Truck Dealers
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Ron Meyering of Michigan Nominated for National Truck Dealer of the Year

McLEAN, Va. (March 4, 2010) – Ron Meyering, president of M & K Quality Truck Sales in Byron Center, Mich., 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

As a teenager, Meyering began his career working in his father's truck rental and leasing business. In 1989, at age 26, Meyering purchased the used-truck side of the business from his father. The used-truck business grew and survived through some tough economic times during 2000 and 2001. Meyering purchased a Volvo truck dealership with locations in Grand Rapids and Kalamazoo in 2002. He added Mack dealerships in Kalamazoo in 2003 and Grand Rapids in 2007.

Meyering attributes much of the company's success to his years of operating an independent used-truck operation as well as receiving the best business education available: working for his father. He also embraced the use of technology early on to improve business operations.

Honors, Awards and Service to the Industry

Meyering has won several awards from Volvo and Mack recognizing outstanding sales performance. In 2007, he received Volvo's Regional Dealer of the Year award and in 2008 Volvo's National Dealer of the Year award. Meyering is a member of ATD, Michigan Automobile Dealers Association and Volvo Dealer Council.

Community Service

Meyering and his wife, Jane, live in Byron Center, Mich. He is active in the Heritage Christian Reformed Church and donates time and airplane trips to the Byron Center Christian School. He has also volunteered with Wings of Mercy, which provides free air transportation to people with limited financial resources who need treatment at distant medical facilities.

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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