



Rocky Carden

Rocky Carden has been fortunate to build a career in the commercial truck industry over the past 21 years. Growing up in Osceola, Missouri, Rocky got his start as a mechanic at Prime Inc., where he learned the business from the ground up. He later helped start Pedigree Truck and Trailer Sales, playing a key role in building it into one of the country's leading used truck operations. That experience taught him that this business is built on relationships, trust, and taking care of people. Today, Rocky serves as Asset Sales Manager for Wilson Logistics, working with customers and dealerships across the country.

Rocky has been a proud member of the Used Truck Association for the past 16 years and currently serves on the UTA Board of Directors. He also serves on the Dealer Group Committee and the New Members Committee and was honored as the 2019 UTA Non-OEM Dealer of the Year.

One of the parts of the UTA Rocky enjoys most is the opportunity to build relationships and give back to the industry. He has enjoyed working alongside Steve Bootsma to help organize and grow the Red River Shootout, and he believes events like that are a great example of what makes the UTA special—members coming together to learn from one another, build friendships, and strengthen the industry.

As he seeks another term on the UTA Board of Directors, Rocky is committed to continuing to grow the Association by welcoming new members and encouraging the next generation to get involved. He believes the future of the UTA depends on sharing knowledge, building relationships, and making sure new members feel just as welcome as those who have been involved for years. The UTA has given Rocky a great deal throughout his career, and serving on the Board is his way of giving back to an organization that has meant so much to him.

Rocky and his wife are raising two boys and are excited to welcome a baby girl to their family. When he's not working, he enjoys fishing, snowmobiling in Michigan's Upper Peninsula, and spending time with family and friends.