



THE LEAF

JUNE 2009

2009 SSA CONVENTION WASHINGTON D.C.



Hotel Information

The Convention will be held at the Hyatt Crystal City at Ronald Reagan National Airport from October 8 –11, 2009. The address for the hotel is 2799 Jefferson Davis Highway -Arlington, VA. There is only 3.5 miles / 7 minutes between the hotel and the center of Washington D.C. To find out specific information about the hotel please visit their website: <http://crystalcity.hyatt.com>.

To make your reservations now for the convention please call 703-418-1234 and let the hotel know that you are with the Service Specialists Association Convention.

Airport Information

There are three airports that can arrive at in Washington D.C.:

1. Ronald Reagan National Airport (DCA) is 2.14 miles / 6 minutes from the Hyatt Crystal City, and the hotel provides complimentary shuttle service to and from this airport.
2. Washington Dulles Airport (IAD) is 30.54 miles / 41 minutes from the Hyatt Crystal City.
3. Baltimore Washington International (BWI) is 40.36 miles / 55 minutes from the Hyatt Crystal City.

SCHEDULE:

Wed. October. 7, 2009	
6:00	Early Arrivals – Lobby Bar
Thursday October 8, 2009	
7:00	Breakfast in the Tidewater Room
8:00	Opening General Session: “ <i>Heavy Duty Legislative Update</i> ” with Mike Conlon, Washington attorney and president of the Heavy Vehicle Maintenance Group (the industry’s leading political education committee), comments on legislative concerns for the heavy-duty business.
9:00	Educational Session 1: “ <i>Secrets to Building Kick-Butt Websites</i> ” by Craig Fry of Wade&Partners, an innovative website designer for optimum small business commerce.
10:00	Break
10:15	Educational Session 2: “ <i>Small Business Pitfalls in Property and Casualty Insurance</i> ” by Michael Kelly, CPCU of Lamb, Little & Co.
11:30 Departure	SSA Golf Scramble – Shotgun Start and Play Best Ball (Boxed Lunches Provided)
12:00 Departure	Washington Tour 1 - Guests and Members
6:00 – 7:00	Reception with Booths in Potomac 3456
	Manufacturer Dinner Night

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Friday October 9, 2009	
7:00	Breakfast in the Potomac Foyer
8:00	General Session 2 : “ <i>Sales Techniques: When Everything Is on Hold</i> ” by Chuck Marrale of One on One Sales Development, Inc., with more than 35 years of experience in sales skills coaching and sales management communication training.
9:00	Educational Session 3: “ <i>5S Fighting Enemies of Shop Profitability</i> ” A presentation on the actual margin pitfalls distributors and shops face Dr. Dave Kwinn a leading profitability consultant for all types and sizes of distributors.
10:00	Break
10:15	Booth Sessions with Vendors. An opportunity for distributors and manufacturers to meet. Leading suppliers of both products and marketing solutions- from logistics to data systems to research data and related services will also be available.
12:00	Lunch w/ Guests in Potomac 3456 - Speaker from the Smithsonian
1:30	Tire and Wheel Issues from the TMC Perspective. Wheel Inspection and Proper Attachment are the absolute basics for safe and accurate service. A necessary session in order to keep a company and its customers out of risky situations.
1:30 Departure	Washington Tour 2 - Guests
3:00	Breakout Manufacturer Training Sessions 1 in Washington Room A & Washington Room B
4:00	Breakout Manufacturer Training Session 2 in Washington Room B
6:00 – 7:30	Reception and LaMouse 500 in Potomac 3456
	Dinner on Own

Saturday October 10, 2009	
7:00	Breakfast in the Potomac Foyer
8:00	General Session 1-: “ <i>Forces of Change: 4 Major Trends in Service</i> ” by Bill Wade of Wade&Partners. This presentation describes the most recent NAW study findings, critical for suppliers.
9:00	General Session 2: “ <i>Brake Challenges- New Brake Technology</i> ” by Steve Sturgess
10:00	Educational Session 4: “ <i>Brake Challenges- New Brake Technology</i> ” a supplier panel led by Steve Sturgess
10:45	Break
11:00	Distributor/Repair Shop Member Meeting in Washington Room A
11:00	Supplier Member Meeting in Washington Room B
12:00	Lunch w/ Guests in Potomac 3456 – Speaker Jay Blake
1:00 Departure	Washington Tour 3 for Members and Guests
6:30	Closing Reception in EF Foyer
7:30	Supplier Banquet and Awards in Regency E
Sun. Oct. 11, 2009	
8:00-10:00	One on One for Suppliers and Repair Shops: Sign-Up Form
	Departures

Note: This schedule may be changed/updated at any time before the convention in October.

EXTENDED WASHINGTON D.C. INFORMATION: ATTRACTIONS

The Attractions

If one thing is certain it is that Washington D.C. is full of attractions for all age groups.

Tours -

Wine Tours of Virginia
Old Town Trolley Tours
Capital Mall Museum Tour

Memorials –

Franklin Delano Roosevelt Memorial
Emancipation Statue
Jefferson Memorial
Korean War Veterans Memorial
Lincoln Memorial
National WWII Memorial
Vietnam Veterans Memorial
Washington Monument

Smithsonian Museums –

National Air and Space Museum
National Museum of American History
National Museum of the American Indian
National Museum of Natural History



Freer Gallery of Art
Hirshhorn Museum and Sculpture Garden
National Museum of African Art
National Portrait Gallery
National Zoological Park
National Postal Museum
American Art Museum

Museums –

International Spy Museum
United States Holocaust Memorial Museum
National Gallery of Art

Cultural and Historical Sites –

White House
J. Edgar Hoover Federal Bureau of Investigation Building
Arlington National Cemetery
Tomb of the Unknowns
Mount Vernon
Gunston Hall

More information on guest tours will be made available in the July issue of the Leaf.

LETTER FROM THE PRESIDENT

Hello SSA Members,

I couldn't be more excited about this year's convention taking place in Washington D.C. This is going to be an excellent chance for everyone to come with their families to the nation's capital and take in all of the beautiful and historical sites.

We have expanded our educational programs as well for this year's convention. We are packing more informational presentations and training sessions into our three day convention. And as always, we will have included fun activities for members and guests with the SSA Golf Tournament, the LaMouse 500 and tours to various sites around Washington D.C.

We hope to see all of you there!

Sincerely,

Mike Holdaway

AAA Spring Specialists



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About Service Specialists Association

Service Specialists Association was founded in 1981 and includes over 300 independent truck repair facilities across North America. With the help of supplier members, SSA offers technical, business and industry information and sponsors benefit programs throughout the year, including the SSA Annual Convention.

SSA's most important goal is to provide a forum for business improvement dialogue and a networking opportunity for member shops and associate supplier members. Shop members and associate supplier members are listed on our website

www.truckservice.org.

We welcome independent truck repair facilities to join our "family" of like-minded professionals to enjoy networking and solutions to business and technical problems.

NEWS AND NOTES

HDAW 2010

HDAW'10 will be held at The Mirage Hotel in Las Vegas, January 18-21, 2010.

HDAW is the largest North American gathering of the independent heavy duty industry. More than 1,400 executives and managers from 14 countries, including distributors, manufacturers, service providers, educators and media attended the 2009 conference.

HDAW is presented by a joint operating committee comprised of industry leaders from:

- American Council of Frame and Alignment Specialists (ACOFAS),
- Commercial Vehicle Solutions Network (CVSN),
- Heavy Duty America (HDA),
- Heavy Duty Distribution Association (HDDA),
- Heavy Duty Manufacturers Association (HDMA),
- Heavy Duty Remanufacturing Group (HDRG),
- International Truck Parts Association (ITPA),
- Overseas Automotive Council (OAC),
- Power Heavy Duty,
- **Service Specialists Association (SSA),**
- Truck Pride,
- Truck Frame and Axle Repair Association (TARA)
- VIPAR Heavy Duty.

GAAS SCHOLARSHIP

The Global Automotive Aftermarket Symposium Scholarship program has enabled over 1,400 students to start their careers in the independent aftermarket. The program is open to graduating high school seniors and those who have completed high school within the past two years.

For complete rules and to complete an application, visit www.automotivescholarships.com. Canadian students should visit www.aiacanada.com

UPCOMING EVENTS

- June 8-9: ACOFAS & Arvin Meritor present Medium Duty class 6 7 8 Hydraulic ABS and Noregon Diagnostic training.
- June 25-27: Great West Truck Show in Las Vegas, NV
- August 20-22: Great American Trucking Show in Dallas, TX
- Sept. 12-16: CVSN Aftermarket Distribution Summit in Amelia Island, FL
- Sept. 14-17: TMC 2009 Fall Meeting & National Technician Skills Competition at the Raleigh Convention Center, Raleigh, NC
- **Oct. 8-11: SSA 2009 Convention at the Hyatt Crystal City**

- **Reminder: Please turn-in Membership Dues if you have not already done so.**

Thank you for your continued support of SSA!