



2010 FALL CONVENTION, OCTOBER 7-10 IN NEW ORLEANS

## LETTER FROM THE PRESIDENT



Dear Members,

A beautiful hotel, great city and many attractions await the upcoming Service Specialists Association attendees October 7 thru 10, 2010 in New Orleans.

Rick and Bev Sheehan visited the area this spring and gave us some great information on the tours and golf. Also if the tours and golf do not interest you, the Event Booklet has a list of attractions that can be done individually. The hotel is conveniently located on the corner of Bourbon and Canal Streets and is within walking distance of great shopping, restaurants and attractions.

The lineup for this year's convention schedule includes some outstanding speakers and programs. Please be sure to sign up by July 16 to become eligible for the drawing for a free room for (1) night at the Astor Crowne Plaza during your stay.

There are many good signs that the recession is trying to ease up and hopefully this will have a positive effect on all of our businesses. We hope to see many members this year that have not been to the convention in a while. The guest/spouse and additional repair shop delegate fees have been reduced this year to hopefully allow more people to attend the convention.

Please bring your family, walking shoes and "Roloids" and get ready for some good ole Cajun cookin'. Many thanks to all the board members for their time, the many conference calls and their input for ideas for the programs as we all have listened to you, the members, and are trying to meet your expectations. We look forward to October in New Orleans!

Sincerely,

*Liz Burlison-Barrett, President*

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## NEW RATES FOR GUESTS/SPOUSES AND REPAIR SHOP DELEGATES



Cityscape at Night  
*Photo Courtesy of New Orleans CVB*

The SSA Board of Directors recently spent time reviewing ways to cut convention expenses for SSA Members, while at the same time, as an association, still being able to present a fun and educational convention.

It was voted on and unanimously agreed upon to reduce the registration fees for Guests/Spouses and for Repair Shop Delegates.

The registration fee for a guest/spouse has been reduced from \$400.00 to \$200.00. A guest/spouse is someone who is NOT in the heavy duty repair shop, distributor, supplier or manufacturer industry.

The registration fee for a repair shop delegate has been reduced from \$600.00 to \$300.00.

"We are hopeful that this step will ease the financial strains of attending the convention, and that more repair shop employees and families will be able to come to our convention," said Liz Burlison-Barrett, SSA President.

## 2010 SSA FINANCIAL ANALYSIS SURVEY AVAILABLE TO 2010 SSA MEMBERS

The era of automatic profits has come to a sudden halt. The industry has moved from trying to keep up with demand to battling sales, pricing, expense control and every other aspect of operations.

In turbulent times, financial benchmarking information is more important than ever before. The best source of financial benchmarks for the industry is the SSA Annual Financial Analysis Survey. The information in this report provides answers to questions such as "Are the most successful firms in a down market placing more emphasis on gross margin management or expense control?"

In short, this report presents a wealth of financial and operating guidelines. In addition, it provides direct comparisons between your firm and other participating firms. This valuable information is, however, **only** available to firms that participate in the study.

In return for your participation, you'll receive:

- **The Annual Financial Analysis:** A financial and operating profile of the entire industry.
- **Performance Analysis Report:** A confidential report *sent directly to you* comparing your firm with similar participating firms. Many firms take this report to the bank to discuss loans and lines of credit.

- **Profit Toolkit Online:** A Microsoft® Excel spreadsheet to assist your financial planning. Access instructions are included with your Performance Analysis Report.

The detailed benchmarking information in the Annual Financial Analysis and in your Performance Analysis Report is available to you free of charge. This is a great bargain.

Profit Planning Group keeps your proprietary company data strictly confidential. Only the necessary staff of Profit Planning Group ever sees your data. Reports present only aggregated results. Strict masking procedures are used so no individual firm data can be identified. All survey forms are destroyed after processing. In over 20 years of conducting benchmarking studies, Profit Planning Group has an unblemished record of maintaining confidentiality.

Please call if you need to know more about this program and its benefits to your firm. Included in this mailing is your copy of the questionnaire for the SSA Annual Financial Analysis Survey.

***Do not delay filling out the questionnaire.***

***The deadline for submission is August 1, 2010.***

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## PIKE: HYBRID MARKET LOOKS PROMISING AHEAD

Over the next five years, the trucking industry can expect to see more heavy- and medium-duty hybrid trucks on the road, as the market for them is expected to grow from 9,000 units sold in 2010 to more than 100,000 in 2015, according to a new report by Pike Research.

Pike forecasts that a total of almost 300,000 hybrid trucks will be sold worldwide over this five-year period.

"Fleet managers are actively seeking tools to insulate themselves from growing fuel costs and increasingly stringent emissions regulations but at the same time they do not want to compromise on vehicle requirements," said Dave Hurst, senior analyst. "Many new hybrid truck designs introduced in the next few years hold strong potential to strike a balance between efficiency, cost, and performance."

According to Pike, hybrid vehicles can deliver a reduction in fuel consumption by between 5 and 50 percent, depending on design.

While North America is leading the market for hybrids now, the Asia Pacific is expected to surpass North America in 2011, driven by growth in both Japan and China. Pike Research forecasts that the U.S. will remain the largest singular market for hybrid trucks and buses between now and 2015, followed closely by China.

Pike said both hybrid and battery electric vehicles provide potential for the medium- and heavy-duty truck classes. Hybrid technology will be better suited to long-haul fleets with heavier loads, because of the need to contain the costs of the battery. Meanwhile, fleets that have a set delivery or commuter route will likely gravitate toward battery electric technology. Hurst does not expect to see significant numbers in the plug-in hybrid truck category, though the greatest source of interest in plug-in hybrid trucks will be from utility companies.

Pike Research's study, "Hybrid Trucks and Buses," analyzes the opportunities and challenges in the market for hybrid, plug-in hybrid, and battery electric medium- and heavy-duty trucks and buses. For more information on the study, visit [www.pikeresearch.com/research/hybrid-trucks-and-buses](http://www.pikeresearch.com/research/hybrid-trucks-and-buses).

*This Release Originally Appeared on TruckingInfo.com on June 3, 2010*

## 2010 LaMOUSE 500: THE POWER OF THE SPRING



2009 LaMouse 500 Winning Car

It is time to take part in the fun! The past two years SSA has held the LaMouse 500 to great response with crowds gathering around the track to cheer

on the cars. Each year there are individuals and families who say they thought about making a car for the race, but it slipped their minds. And that sentence is usually followed up with a wish that they had done it. Well this is a new year and a new chance to get in on the competition.

The third annual LaMouse 500: Mousetrap Car Race will be held during this year's convention in New Orleans on Friday, October 8 at 5:30pm in conjunction with that night's reception.

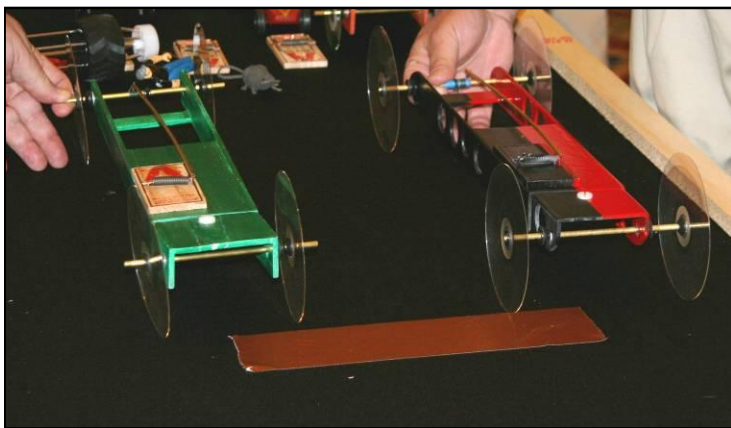
### How To Build A Mouse Trap Car

Plans for how to build a mouse trap car are abundant on the Internet. Go to your favorite search engine and type "mouse trap car." You'll quickly begin to see that there is plenty of opportunity for ingenuity in the design and construction of these vehicles. There are also quite a few kits available online or at your local craft store (for example: Hobby Lobby or Michaels) which can be built as-is or modified. Creativity is encouraged!

### Helpful Links

<http://www.docfizzix.com/>

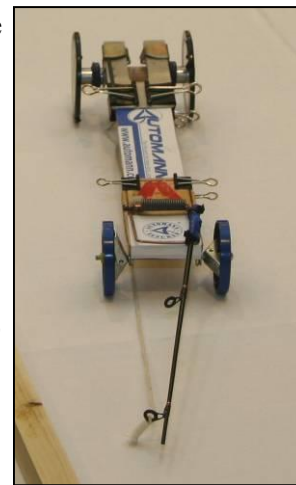
<http://www.mousetrapcar.com.au/category/how-to-build-a-mouse-trap-car/>



### The Rules Are Simple

The race track will be 50ft. long and flat. The contest will be held in a series of elimination races with two cars racing in each heat. The winner of each heat is determined by distance—the farther the better. The car that survives all challengers in a series of elimination races will be the winner.

1. The mousetrap spring must be unmodified and it must be the *only* source of power.
2. The spring from the mousetrap cannot be altered or heat treated.
3. Only one mousetrap can be used per car. Use of more than one will result in disqualification.
4. The minimum number of wheels on the vehicle is three (3); the maximum amount of wheels on the vehicle is four (4).
5. The device cannot have any additional potential or kinetic energy at the start other than what can be stored in the mousetrap's spring itself. (This also means that you cannot push start your vehicle.)
6. The spring cannot be wound more than its normal travel distance or 180 degrees.
7. Distance will be measured from the front of the tape at the starting line to the point of the vehicle that was closest to the start line at the time of release.
8. Any ties will be decided by a single run off between the racers that tied.



Automann's 2009 Race Entry

Don't be plagued with regret on the night of October 8, sign up for the LaMouse 500 today!

To enter the race just send an e-mail to Kelly Holliday at [kholliday@wade-partners.com](mailto:kholliday@wade-partners.com) with your name, your company name and how many cars you would like to race.

Final Elimination Race at the 2008 LaMouse 500



SERVICE SPECIALISTS  
ASSOCIATION

160 Symphony Way  
Suite 2  
Elgin, IL 60120

Phone: 847-760-0067

Fax: 630-672-7418

E-mail: [kholliday@wade-partners.com](mailto:kholliday@wade-partners.com)

SSA WEBSITE:  
[WWW.TRUCKSERVICE.ORG](http://WWW.TRUCKSERVICE.ORG)

## 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](http://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

### EARLY REGISTRATION PRIZE



Register for the 2010 SSA Convention by **July 16, 2010**, and you will automatically be entered in a drawing for free accommodations for one night at the Astor Crowne Plaza during the Convention!

This prize, valued at \$192.97 (room price (\$169.00) + taxes (\$23.97)), can

only be won if your registration is either mailed and postmarked, faxed or e-mailed (as a .pdf) to Wade&Partners by July 16, 2010.

The official drawing will occur the week following the deadline. The winner will be notified by phone and announced to the rest of the members through e-mail and on the SSA website, [www.truckservice.org](http://www.truckservice.org).

We encourage all of you to register early for three reasons:

1. You'll be entered into the drawing!
2. It will give you time to plan for the trip: plane reservations, hotel reservations, additional golf and activities.
3. It will give us the information we need to plan for a great convention.

The final day for Convention Registration is August 13, 2010.

### IMPORTANT DATES & UPCOMING EVENTS

#### JULY

- **July 16: Deadline for Early Registration**

#### AUGUST

- **August 13: Final Day for SSA Convention Registration**
- 26-28 Great American Truck Show 2010 in Dallas, TX: *Sponsored by Great American Trucking Show (GATS)*

#### SEPTEMBER

- **September 7: Deadline for making Room Reservations at the Astor Crowne**
- 12-18 Brake Safety Week : *Sponsored by CVSA*
- 19-25 National Truck Driver Appreciation Week: *Sponsored by ATA*
- 20-23 CVSA Annual Conference at Anaheim Marriott in Anaheim, CA
- 20-23 2010 Fall Meeting & National Technician Skills Competition at the Raleigh Convention Center in Raleigh, NC: *Sponsored by TMC*

#### OCTOBER

- **7-10 SSA Annual Convention at Astor Crowne Plaza in New Orleans, LA**

#### NOVEMBER

- 2-5 SEMA/ASIA Show & International Tire Expo at the Las Vegas Convention Center in Las Vegas, NV: *Sponsored by Specialty Equipment Market Association (SEMA)*