

2010 Convention Report:

It Was All About Education

In one seminar after another, speakers at the 2010 SSA Convention held at the Astor Crowne Plaza in New Orleans focused on changes facing the heavy duty repair industry and how to deal with them.

The Economy - The Aftermarket

Thursday morning, John Blodgett of MacKay & Company reviewed the state of the industry based on MacKay's exhaustive research studies. In a presentation titled "The Economy - The Aftermarket - and SSA" he reviewed trends in Truckable Economic Activity (TEA) and how it relates to critical economic factors such as housing starts, payroll employment in general and payroll employment in the trucking sector. He also reviewed the market performance last year and what implications it might have for the coming year.

Health Care Rules

Blodgett was followed by a presentation prepared by HR America that helped to clarify some of the impact that health care reform is going to have on small to medium-sized businesses. In an environment where everyone has an opinion about this new legislation but objective facts are hard to come by, the HR America presentation did a respectable job of reviewing and explaining some of the key provisions of the law and what it will mean to our industry and your future.

Industry Tech Developments

On Friday morning Eric Brothers, a respected journalist in the Trucking Industry reviewed developing trends in our industry that include globalization of product lines, vertical integration and a push on the part of OEMs to "think globally and build locally". With the advent of new hybrids, electric vehicles and other green power trains, the immediate future promises to be very interesting for the heavy duty vehicle service sector.



The Astor Crowne Plaza at the corner of Canal Street and Bourbon Street, where the New Orleans French Quarter begins.

Building Your Brand

No kidding, your brand is probably the most valuable asset you own. In his Friday morning presentation, Craig Fry highlighted the changes that have taken place in media advertising in recent years and how local businesses can capitalize on creative techniques to build and strengthen their brands. Hint: The internet, the internet and the internet.

Tire Safety Issues

You'd think that you could never hold the interest of a group of people who have been tightening lug nuts their whole lives by giving a presentation of tightening lug nuts. But Kevin Rohlwing if the Tire Industry Association did just that. Repeating the mantra, "Torque means nothing" Kevin dispelled many com-

monly held myths about working with tires and presented some very dramatic videos to demonstrate how serious this issue can be. His presentation was voted by those attending as The Most Valuable of all the seminars presented in New Orleans.

Training Sessions

In the afternoon, training sessions were held dealing with brakes, suspension systems and alignment.

John White of Fleet Pro Seminars conducted the seminar on brakes.

Ed Powderly of Hendrickson conducted a seminar on suspension systems and components.

Mike McCoy of Bee Line conducted a seminar on heavy duty truck alignment.

Understanding Workman's Compensation

On Saturday morning, Toby Stubbs of Corkill Insurance made a presentation on workman's compensations plans for repair shops. He discussed the impact that workers comp claims have on premium costs and helped to clarify the concept of the experience modifier and how it can be used to manage costs. He also revealed some of the ways that a small business can shop for the lowest priced insurance coverage between competing brokers.

Profit Planning Analysis

Everyone who attended the convention was given a copy of the Profit Planning Analysis report for 2010. On Saturday morning, Bill Wade, SSA Executive Director, highlighted the key information in the presentation, "Understanding SSA Profit Planning Analysis: Making the Numbers Work for You." Everyone present agreed that it would be beneficial if more members would participate in the program. It's easy to do. It's anonymous. It's one of the real benefits of SSA membership.



John Blodgett



Eric Brothers



Craig Fry



Kevin Rohlwing



John White



Ed Powderly



Mike McCoy



Toby Stubbs



Bill Wade



Cara Giebner Honored In New Orleans

Everyone in New Orleans enjoyed seeing Cara Giebner in attendance once again. Having retired from the management of SSA three years ago due to health reasons, it was nice to see her looking and feeling strong. As so much more than just the association manager, for 27 years Cara has been a close personal friend and beloved associate to many SSA members.

To celebrate her return and honor her many years of dedicated service, Liz Burlison-Barrett, outgoing SSA President was happy to announce the establishment of the Cara Giebner SSA-GAAS Scholarship fund. "This was a unanimous gesture on the part of the SSA Board of Directors," said Liz. "It seems like an ideal way for us to honor Cara."

In accepting this tribute, Cara overcame her typical shyness and treated the audience to a few bars of the Janis Joplin classic "Me And Bobby McGee."

The scholarship in the amount of \$1,000 will be awarded to a deserving student each year who is enrolled in an automotive or heavy-duty oriented educational program and planning a career in the vehicle aftermarket.

For anyone who knows of a student that might be able to benefit from this scholarship, the eligibility requirements and application instructions are shown in the box at the right.

The scholarship will be administered by and awarded through GAAS (The Global Automotive Aftermarket Symposium) which annually funds scholarships to encourage students to follow a career in the aftermarket.

Commercial Vehicle Suppliers Show Strong Support for Heavy Duty Aftermarket Week

ORLAND PARK, IL—October 4, 2010—Heavy Duty Aftermarket Week (HDAW) organizers report strong response from a record number of suppliers, with over 100 HDAW Product Expo exhibit spaces reserved during the first weeks of registration for the 2011 conference. Several new suppliers have committed, bringing sales in the HDAW11 Product Expo to 28% greater than the same period in 2010.

Surveyed suppliers intend to use the HDAW Product Expo to introduce their latest products and programs and to promote new services. HDAW11 provides heavy duty suppliers the opportunity to display their product lines to the top heavy duty aftermarket distributors in the US.

"It's quite encouraging to see the increases from last year into this upcoming conference since it reflects two-part confidence -- on the part of the supplier and on the part of the distributor and his respective customers," said Terry Livingston, HDAW11 co-chairman. "The heavy-duty aftermarket is a growing, dynamic member of transportation, and all of us are thrilled by its overall return to economic normalcy and ultimate growth in servicing-supplying better and faster to the commercial vehicle operators."

HDAW11 will be held at the Mirage, Las Vegas, Nev., Monday Jan. 17 through Thurs-

day, Jan. 20, 2011.

HDAW is presented by a joint operating committee composed of industry leaders from American Council of Frame and Alignment Specialists (ACOFAS), Association of Diesel Specialists (ADS), Automotive Electric Association (AEA), Commercial Vehicle Solutions Network (CVSN), Heavy Duty America (HDA), Heavy Duty Distribution Association (HDDA), Heavy Duty Manufacturers Association (HDMA), APRA's 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) and VIPAR Heavy Duty.

For more information, visit www.hdaw.org, or contact W.T. Glasgow, conference management, at 708.226.1300.

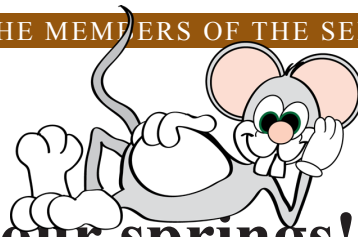


Cara Giebner SSA - GAAS Scholarship Eligibility Requirements

- Qualified applicants must either be a graduating high school senior or have graduated from high school.
- To receive a GAAS scholarship, applicants must be enrolled in a college-level program or an ASE/NATEF certified post secondary automotive technical program. NATEF is the National Automotive Technicians Education Foundation. NATEF sets standards for automotive education program, and ASE – the National Institute for Automotive Service Excellence, certifies schools, which meet these standards.
- Students enrolled in automotive oriented continuing education may also apply.
- While anyone may apply, priority is given to students who plan a career in the vehicle aftermarket, or who are sons and daughters of families who are in the aftermarket.
- Students must completely fill out the GAAS application. All school transcripts including high school and post-secondary (if applicable) must be submitted with the application.
- At least one letter of recommendation from a non-family member must be submitted with the application.
- A 250-word essay on why the student believes they deserve to be a scholarship recipient must be submitted with the application.
- Applications are made on line. See the Application section at

www.automotivescholarships.com.

- Transcripts, reference letters and other documents may be scanned and attached to the on line application or sent to Emily McConnell at MEMA by mail, fax, or e-mail at the addresses on the application form.



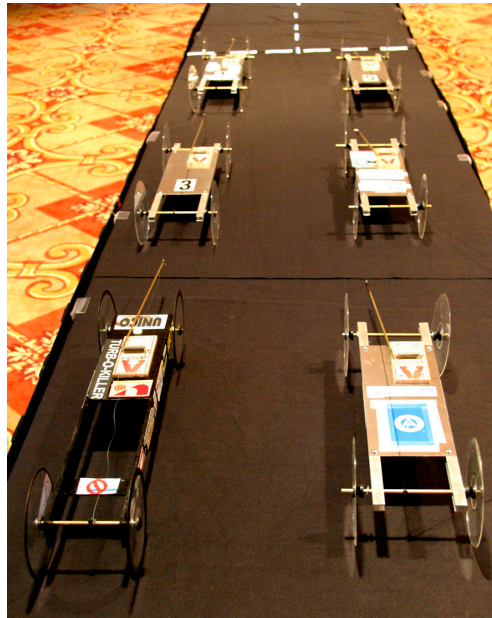
“Gentlemen, wind your springs!”

The convention in New Orleans saw the third annual running of the LaMouse 500, an opportunity for spring shops to demonstrate their prowess on the race track.

The crowd and the cars were all wound up on Friday evening as the contestants began to assemble around the race track. Last minute engineering tweaks and repair were made as the tension continued to mount.

Last year’s winner, Bryson Shirley made a fine showing in trying to recapture the title. But in a sudden burst of speed, the Turb-O-Killer entered by Jimmy D’Elia of Unico Spring, South Ozone Park, NY sprinted to the finish line eliminating all challengers.

Bryson, in a heroic attempt to hide his disappointment said, “Well, I guess I’ll just have to go back to bull riding.” Since his upset victory in the Washington DC La Mouse last year, he has taken up the rodeo sport of riding bulls, the real ones, not the mechanical ones. No kidding.



Registration Open for The Work Truck Show® 2011:

North America’s Largest Work Truck Event

FARMINGTON HILLS, MI (Oct. 20, 2010) — Registration is now open for North America’s largest work truck event, The Work Truck Show® 2011. Register online at www.ntea.com to explore 500,000 square feet of the newest truck chassis, bodies, equipment and components. Choose from more than 40 training sessions to help improve fleet and shop operations. Sign up for the popular Green Truck Summit or expanded Fleet Management Symposium. Interact with thousands of industry peers, meet with suppliers and receive unprecedented technical and engineering support.

The Work Truck Show 2011 is held in conjunction with the 47th Annual National Truck Equipment Association (NTEA) Convention at the Indiana Convention Center in Indianapolis, IN, March 8-10, 2011. The Conven-

tion, Green Truck Summit and educational programming begin March 7.

“If you can attend only one industry event in 2011, make it The Work Truck Show,” says Steve Sill, NTEA convention chairman and president of Aspen Equipment Co. (Bloomington, MN). “The Work Truck Show offers four full days of unmatched training, innovative product launches, abundant networking opportunities and specialized equipment that you just won’t find anywhere else.”

The Work Truck Show 2011 fills the recently expanded Indiana Convention Center with Class 1-8 trucks, components and equipment from a diverse range of global manufacturers. Dozens of new products, including the hottest new vocational trucks, are launched at the Work Truck Show.

Golf Champions

Located just minutes from downtown New Orleans, the Stonebridge Golf Club features a 27-hole layout which showcases the canals & bayous, reptiles & waterfowl that characterize this unique New Orleans golf experience.

It was in this setting that SSA members attacked the course on Thursday for the annual golf outing.

The outing was won by the foursome of:

Rick Sheehan
State Spring Service
Grand Rapids MI

Mark Rubini
Toledo Spring Service
Toledo OH

Dennis Khanduja
Automann
Somerset NJ

Chris McGowan
Standen’s
Calgary AB

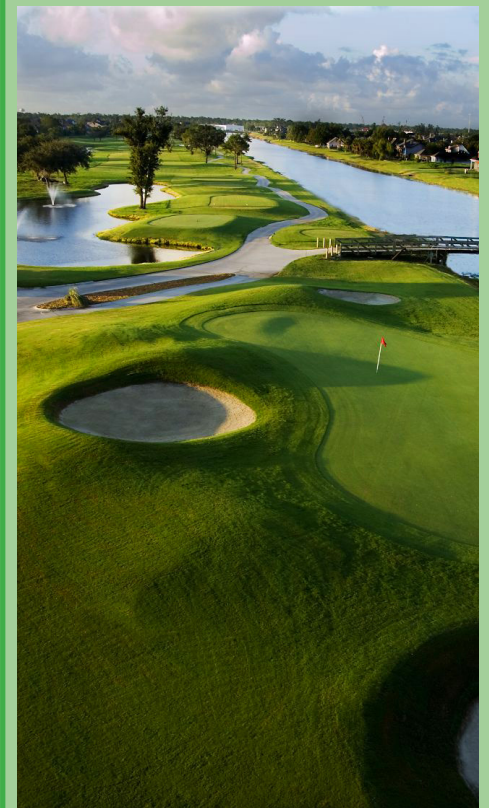
Closest to the hole was:

Robbin Thompson
Blue Hen Spring Works
Milford DE

Longest drive was by:

Kevin Rohlwing
Tire Industry Association

Congratulations!



A Letter From The President



As the new president of SSA, I just wanted to take a minute to thank all of you who attended the annual conference in New Orleans and helped to make it a success. Although 2009 and 2010 have been difficult years for all of us, it was good to see so many old friends and associates not only surviving but feeling confident about the business outlook for the coming year.

The speakers who conducted our seminars were well-prepared and subjects covered were all relevant to our industry. Special kudos go to Kevin Rohlwing of the Tire Industry Association for his fascinating and informative presentation on tire safety. It was interesting to see how much more there is to making sure a tire is secure besides just torque.

We were all pleased to see Cara Giebner at the convention and honor her with a new scholarship program designed to aid

students who are pursuing a career in the heavy duty aftermarket. Details on how to apply for this scholarship are contained in this issue of The Leaf.

What a pleasant surprise the Astor Crowne Plaza in New Orleans turned out to be. The staff was friendly and helpful. The facility was both luxurious and convenient. The food was spectacular. And the location, right at the corner of Bourbon Street and Canal was unbeatable. We'll remember this event for many years to come.

As already discussed earlier in this newsletter, HDAW11 is getting close, from Monday January 17 through Thursday January 20 at the Mirage in Las Vegas. If you plan on attending, you should register now by going to www.hdaw.org.

Pretty soon, we'll be sending out the 2011 SSA membership sign-up information. If you know of any shops or suppliers that aren't currently members, think about contacting them and extending a personal invitation to join.

For 2011, our convention is going to be held at the Marriott Sanibel Harbour Resort and Spa in Fort Myers, Florida. The dates are set for October 12-16. We hope you can attend.

Sincerely,
Rick Sheehan - President

2011 SSA CONVENTION

October 12-16, 2011

Sanibel Harbour Resort

Originally inhabited by the Calusa Indians (The Shell Indians), Sanibel Harbour is located where the Caloosahatchee River meets the Gulf of Mexico. Caloosahatchee means "River of the Calusa". In the early 1500s, the point of land where the resort is located was named Punta Rassa (flat point) by Spanish explorers.

The original inn built on this spot was destroyed by fire in 1906 and replaced by a structure that forms the basis for the current Marriott Resort, a majestic structure with two wings and a rounded Victorian pavilion crowned with a cupola.

Well-known as one of the best spots in the world for tarpon fishing, the resort has been visited by many famous visitors. During 2011, we hope your name will be added to the list that includes such notoriety as Henry Ford and Thomas Edison.

Watch upcoming issues of The Leaf for information about the program and activities.



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