Heavy Duty Aftermarket Week At The MIRAGE
January 28-31 2019
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LETTER FROM THE PRESIDENT

ANDY ROBBLEE
President of Six Robblees’ Inc
CVSN President

We’ve made it to the end of 2018 and what a year it has been! A great time for reflection on all that we’ve accomplished (and there has been a lot this year with the addition of GenNext) as well as a time to prepare for next year. Now is the time to start figuring out how to repeat successes as well as make necessary changes to face potential challenges. Looking into 2019, CVSN has got a great menu of options that fit both of those categories.

January will bring us HDAW. We will be once again at the Mirage hotel in Las Vegas. So between the pull of the casino with all its cool lights and sounds, be sure to make time to build on past relationships and create new ones. HDAW can be a great kickstart to the year as you think through programs, vendors and projects that you want to launch in 2019.

Before you know it, it’ll be April and you’ll be hearing about all the great training your team is getting at the DTE (Distributor Training Exp) in Atlanta. If you haven’t signed up yet, better get on it as it is getting close to selling out - there is no better deal in town. While the event continues to grow and receive high marks from attendees, it has proven it’s muster with both suppliers and customers. Suppliers can pass their message along and get focused attention from the people on the front lines. Customers have benefited from improved education and experience their warehouse distributors are sending downstream. Win-win!

If you are able to take a breath between events, I highly encourage you to sign up for GenNext. Better yet, get your upcoming superstars signed up for GenNext. Really, sign up anybody who you value and want to invest in. The training that GenNext puts together can help anybody and everybody. Product knowledge, selling knowledge, managing tips, financial advice, mentoring experiences and networking opportunities are just the tip of the iceberg.
So, I hope that as you reflect this holiday season (we’ve certainly been blessed), you’ll be able to both enjoy the end of 2018 as well as take advantage of all that 2019 has to offer. Being a member of CVSN does indeed have its perks!

ANDY ROBBLEE
President of Six Robblees’ Inc
CVSN President

All CVSN members have full access to GenNext with no additional cost. We highly encourage you and your staff to sign up for GenNext.
Nick Seidel  
Vice President  
Action Truck Parts  
President of GenNext

It’s hard to believe that 2018 is almost over and that HDAW19 is right around the corner. GenNext will be very busy in Las Vegas, and we hope that you and others on your team will have an opportunity to stop by our GenNext Booth during trade show hours. We’d love for you to hear more about GenNext, find ways to get more involved and even pick up some fun GenNext-branded swag!

What else are we doing at HDAW? GenNext is again a sponsor of the Leaders of Tomorrow (L.O.T) reception which will be held from 4:30-5:30 on Monday, Jan. 28 in the Mirage’s St. Croix A&B. GenNext will also be hosting the annual No-Limit Hold’em Poker Tournament on Wednesday, Jan. 30 around 8:00pm at Mirage Poker Room. Instead of heading to another customer/vendor dinner, save that night to try to outwit your industry colleagues in a real poker tournament. For more information and to buy in visit https://gennexthd.com/poker/.

This past October, GenNext hosted a successful In the Hot Seat Panel discussion at VIPAR. We will be hosting a similar panel at the HDA Truck Pride Annual Meeting in April.

April is also going to be a busy month for both CVSN and GenNext as we once again team up to host the fourth annual Distributor Training Expo (DTE) in Atlanta on April 26-28. With three successful years behind us, we will continue with the same format for 2019, enabling 25 different vendors to train 200 distributor managers, counter personnel and outside salespeople over the course of the weekend. As an added benefit, Dr. Albert Bates will keynote the opening session. We have always sold out this event, and last I checked, we only have one supplier spot open while the individual distributor slots were being reserved at a very rapid pace! Learn more and sign up at https://miregistration.net/gncvsndist/
We are also in middle of our first ever GenNext Membership Drive. Please make sure you register all of the individuals in your company that hope to be part of the industry’s next generation, regardless of their current age. Don’t forget that all individuals at CVSN member companies have full membership access to GenNext with no additional cost. But they have to sign up at https://gennexthd.com/join/.

We have a ton of other projects we’re working on right now – all focused on educating, mentoring and recruiting. And we always need industry volunteers to further our cause. This includes:

- Our 2019 Q1 Education Webinar on Branding
- A CVSN/GenNext industry recruiting video
- Our “Next10” audio podcast series
- A job posting board on our GenNext web site
- And much more!

Finally, and perhaps most importantly – have a happy and save holiday season! We hope you can take a few moments to reflect on the successes of the past year and the challenges that you face in the future. And know that we at CVSN and GenNext are here to help you navigate your company into a more profitable and successful market position.

Nick Seidel
Vice President
Action Truck Parts
President of GenNext
SUPPLIERS & DISTRIBUTORS!

BOOK YOUR SPACE NOW FOR THE FOURTH ANNUAL CVSN/GENNEXT TRAINING EXPO!

This program is designed for suppliers interested in training 200 distributor outside sales, parts managers, and branch managers coast-to-coast from the U.S. and Canada from all industry affiliations and groups. This saves each supplier a considerable amount of time and money in travel, housing and other expenses!

This is a great opportunity to train your distributor customers at one place at one time at a significant cost savings for your company. The cost of this event is comparable to other industry events but gives suppliers more face to face time with the people who actually sell their products everyday. This is your opportunity to give them the tools to sell your product more effectively.

HYATT REGENCY

APRIL 26TH-28TH, 2019

ATLANTA, GEORGIA
HOW IS THIS EVENT DIFFERENT FROM HDAW OR A BUYING GROUP SHOW?
The GenNext/CVSN Distributor Training Expo is not comparable to a buying group show or HDAW. It’s a completely different show. Buying Group shows and HDAW are sales and networking based shows that cater to the principle. This is a training event that caters to the salesperson. Any supplier company that has a focus on training heavy duty aftermarket inside/outside salespeople and counter people will benefit from this show.

HOW MUCH TRAINING TIME WILL I GET WITH THE ATTENDEES?
All of the distributors will be motivated to stop at all of the booths to give them time to ask product questions and get to know the supplier trainers. They will have 4-6 hours on the show floor with 20-30 individual training areas to visit. Additionally, Gold level sponsors will have four-40 minute classroom training sessions. The Silver level sponsors will have two 40 minute classroom sessions. Each of those meetings will have approximately 30 people per session.

HOW MANY DISTRIBUTOR COMPANIES WILL BE THERE?
The distributors can send up to 8 people per company and we estimate that 55-60 companies and 200 salespeople will represent the distributor attendees.

WHAT IS THE DEPOSIT AMOUNT NEEDED TO HOLD A SPACE?
Full payment is due at the time of registration by either company check or credit card. Invoices can be sent directly after registration has be submitted.

IS THIS EVENT MEANT FOR YOUNGER EMPLOYEES AND OTHER YOUNG LEADERS IN THE INDUSTRY?
The expo is for all age groups and experience levels. While this certainly fits the mold for training new and young sales talent......we also anticipate having experienced sales professionals from outside sales, parts manager and branch manager roles.

SUPPLIER COST:
$20,000 FOR A GOLD LEVEL SPONSORSHIP
$12,000 FOR A SILVER LEVEL SPONSORSHIP
* Must be a company or individual member of CVSN or GenNext to attend DTE
* 2018 Suppliers have first right of refusal on sponsorship until October 1st, 2018. After October 1st, sponsorship will be awarded on a “first to sign up” basis. Supplier companies are encouraged to register asap and new supplier spots will be confirmed after the October 1st deadline.

SPONSORSHIP INCLUDES
• Classroom and booth training area space so you can network, discuss and train 200 of the front line sellers of your product in the aftermarket
• All meals and networking receptions
• 10x10 or 10x20 individual training area booths

If suppliers want to bring extra manpower above the 4 attendees included in the GOLD level sponsorship and 2 attendees in the SILVER level sponsorship the cost is $495 per person to cover F&B. With this event, the training is completed in one weekend at a desirable cost of less than $70.00 per person. Without this event, a supplier might grind out training for months at a cost-per-person much higher. Even more, we feel the distributor salespeople will be more receptive to training in this out-of-office face-to-face environment.

DISTRIBUTOR COST:
• $549 per person includes flight, hotel, meals, keynote speaker, classroom time, trade show and hotel transfers
• Maximum 8 distributor guests per company
• Recommended attendees: Outside sales, Parts Counter Sales, Sales Managers, Branch Managers, Purchasing
* This deeply discounted cost is offset by the supplier sponsorship
* Must be a company or individual member of CVSN or GenNext to attend DTE

BOOK TODAY!!
Angelo Volpe from CVSN and Steve Hansen from GenNext/Minimizer are the event co-chairs. Contact Steve at steve@minimizer.com or Angelo at avolpe@cvsn.org if you have any questions.

Nothing happens until somebody sells something. This has always been true and always will be. The problem is that some of the things that happen when somebody sells something are bad rather than good.

This session will focus on how to ensure that every sales is profitable. It will highlight two key issues—order economics and gross margin maintenance.

Order economics means ensuring that every order has enough gross margin built in to cover the costs of servicing the order. This is accomplished by ensuring that every order involves a “would you like fries with that?” approach and making sure that pricing of individual items is correct.

Gross margin will examine where there are opportunities within the firm to generate additional margin dollars. Most frequently this involves slower moving items, especially when “I have been looking all over town for this.”

If these concepts and ideas are applied correctly, firms can increase their profitability—not just a little but a lot. It should be a session that changes your ideas about sales.

About Dr. Albert D. Bates – Dr. Bates is a Principal in the Distribution Performance Project, a research group devoted to distribution issues.

Al makes approximately 50 presentations each year on topics such as Improving the Bottom Line, Getting Serious About Profit, Doing More with Less, and Pricing for Profit. He is also a featured speaker at the University of Innovative Distribution. He has written extensively in both the professional and trade press, including the Harvard Business Review, the California Management Review and Business Horizons. Al received his undergraduate degree from the University of Texas at Arlington and his MBA and doctorate from Indiana University. While at Indiana he was one of the first recipients of the Ford Foundation Fellowships in Business Education.

He is married and has three grown daughters. When he is not traveling giving seminars he enjoys tennis and skiing. He is not particularly good at either one.

Not Just Sales, Profitable Sales

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Only 10% of All Companies Produce a Great Profit- What’s the Problem?

- Companies don’t know what really drives profit (Hint: It isn’t sales.)
- They think they can cut price and make it up with volume (They can’t.)
- They think that improved productivity will lead to higher profit (It never has in the past, it won’t now.)

Focus on profit not sales. Don’t cut prices - ever. Have a plan, not a meaningless budget.

Angelo Volpe from CVSN and Steve Hansen from GenNext/Minimizer are the event co-chairs. Contact Steve at steve@minimizer.com or Angelo at avolpe@cvsn.org if you have any questions.

Limited suppliers spots are on a first-come first-serve basis. We have 8 Gold Level Sponsor slots at $20,000 and 23 Silver Level Sponsor slots at $12,000.

Suppliers, BOOK NOW AT www.miregistration.net/gncvsnsupl
Distributors, BOOK NOW AT www.miregistration.net/gncvsndist

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Announcing the All-Industry Reception & CVSN Pinewood Challenge

HDAW’s Final Night All-Industry Reception and Pinewood Challenge will again be a night to remember! The festivities will kick-off, starting at 5:30 PM Wednesday night, January 30th, 2019 in the Mirage Grand Ballroom. This year’s Pinewood will again feature large screens to view the racing action from anywhere in the Grand Ballroom.

There will be gift cards to give away to the audience plus some surprise items, cash and keeper trophies for 1st, 2nd and 3rd place winners in both the Pinewood Challenge Race and the Concours D’Elegance portion (the best looking truck).

Click on the link below and fill out the form. Return it to Jeff Volpe at jvolpe@cvsn.org or fax it to (904) 636-9881

Click Here for the entry form
Distributor of the year Finalists:
1. CRW Parts
2. First Call Truck Parts
3. DeCarolis
4. Royal Truck and Trailer
5. Wofford Truck Parts

CVSN is proud that 2 of 5 finalists for the 2018 Distributor of the year award are CVSN Member Companies. Good luck to all these great organizations. You are all winners just by being nominated for this prestigious award. It is said that "You are known by the company you keep"
Your company can also be part of the "Best of the Best"
Join CVSN today at www.cvsn.org or call us at 904-737-2900
CRW Parts goes where its customers are. From market areas to new product lines, the Mid-Atlantic distributor is aggressive in pursuing new opportunities to solve customer problems. And with a company history that dates to Millard Fillmore’s presidency, it’s clear the method works.

Though technically founded by Bo Willis in 1962, the business known today as CRW Parts was formed immediately following the closure of RW Norris and Sons in the early 1960s. RW Norris and Sons had been a successful wheel, rim and component distributor in Baltimore for more than a century before losing two of its three leaders (Willis’ uncles) in less than a year. The third would exit soon after, leaving Willis, only 32 at the time, to decide if he wanted to pursue another career or continue serving a customer base that had relied on his family for decades.

He chose the latter and Chesapeake Rim and Wheel was born.

“It was kind of a unique opportunity,” says Dave Willis, Bo’s son and president at CRW Parts, “in that he was able to keep his supplier and customer contacts and still start the business fresh.”

In its history RW Norris and Sons had sold everything from wagon wheels to shotgun shells, but by the 1960s most of its business had transitioned to the transportation sector. CRW Parts (the name was shortened in 1996) would do the same, as Bo Willis worked with his customer base to ensure the new business opened with all the lines necessary to keep customer vehicles on the road. That same attention to customer detail remains in the operation today. CRW Parts’ employees aren’t countermen, warehouse workers or even delivery drivers — “we’re problem solvers,” Dave Willis says.

“There are not enough [distributors] out there who are focused on being able to solve every customer’s problem,” he says. “For us, we want all of our people to know that when a customer says they need help, they should drop what they’re doing and solve their problem.”

That dedication to customer satisfaction also can be found in the company’s inventory. CRW Parts remains an automotive and heavy-duty distributor, and Willis notes the expansive inventory gives the company a leg up in serving mixed and medium-duty fleets.
Meeting the 2018 Distributor of the Year finalists: CRW Parts

But CRW Parts’ biggest differentiator is its workplace culture. Employees at CRW Parts never stop learning about how to better serve their customers. Training opportunities are abundant, and employees are encouraged to work together and share skills and best practices to keep the business humming.

Willis supports autonomy in the workplace and allows the company’s eight branch managers to run their locations “like an individual business owner,” with a crew of talented, engaged and motivated employees on hand. He credits those employees for the company’s continued longevity and its second Truck Parts & Service Distributor of the Year finalist nomination (2009).

“I think people see we treat customers the right way — that we have their back and they can be confident doing business with us,” he says, adding, “If you stay around for six generations, it’s clear you’re doing something right.”

Lucas Deal
Editor
Randall-Reilly Publishing

https://www.truckpartsandservice.com
Joe Ward still remembers the days leading up to he and wife Margie’s decision to open First Call Truck Parts. Ward had been working for Transcom as manager at one of the company’s key facilities in Orlando, Fla.

The company was struggling and would collapse into bankruptcy within months; but despite the unfavorable working conditions, Ward was gaining a reputation as one of the best parts men in the area. Customers were becoming increasingly reliant on his store and expertise, and suppliers had singled him out as a man who knew how to sell product and keep trucks on the road.

When Transcom eventually closed, Ward says his initial reactions were concern and anxiety. But it also was during that period that Ward realized the opportunity placed in front of him, he says. He had gained a reputation as his customers’ first call for truck parts. Maybe he could use that. Maybe that reputation could be parlayed into something greater.

“We decided we wanted to open our own business,” Ward says. “We made a business plan and went to our banker, and 90 days later we had opened First Call Truck Parts. To be honest, it was kind of a whirlwind.”

It was a small operation at first. The Wards opened the business in 2001 in their native Tallahassee instead of Orlando and while suppliers and customers followed, most of Ward’s old colleagues did not. Excluding Joe and Margie, First Call Truck Parts opened with one employee.

It now has 19, and for the first time ever has been nominated as a Truck Parts & Service Distributor of the Year finalist in 2018.

“I’m proud of how we’ve grown,” Ward says. “We’ve been a bit conservative, but I think when growing any business, you have to first build structure. We’ve done that.”

He adds, “Our slogan is ‘quality parts, fast service and good people,’ and I think that’s true.”
Meeting the 2018 Distributor of the Year finalists: First Call Truck Parts

Ward describes First Call’s customer base as diverse. The Tallahassee location on I-10 provides access to occasional over the road fleets, but Ward says most First Call customers are smaller regional fleets, utility companies, municipalities and repair garages. They are companies that own trucks but aren’t truckers, he says, which has enabled First Call to position itself as a reliable parts and solutions provider.

Ward says that’s a responsibility his team takes seriously. First Call is incredibly committed to training — for employees and customers alike — and tries to be an early adopter of any technology that may improve its efficiency or enhance its customer experience.

“We changed our operating systems last year and one of the driving factors was so customers could order their own parts,” Ward says. He admits it was a challenge, but now that it’s done he says customer response has been incredibly positive. Online ordering makes life easier for his customers and his employees.

As for the customers who aren’t going online? Ward says his team remains on hand to take their First Call.

“We are going to continue doing what we can for our customers and the industry,” he says.

Lucas Deal
Editor
Randall-Reilly Publishing

https://www.truckpartsandservice.com
HD Industry Meeting Schedule

HDAW 2019
January 28-31, 2019
The Mirage
Las Vegas, Nevada

HDA Truck Pride Annual Meeting April
10-14, 2019
Marriott World Center
Orlando, Florida

Distributor Training Expo
April 26-28, 2019
Hyatt Regency
Atlanta, Georgia

CVSN Aftermarket Distribution Summit
September 14-18, 2019
The RimRock Resort
Banff Alberta Canada

VIPAR Annual Business Conference
October 20-25, 2019
JW Marriott San Antonio Hill Country
San Antonio, Texas
AFTERMARKET DISTRIBUTION SUMMIT

The RimRock Resort Hotel Banff
Alberta Canada

September 14-18 2019

More Information Coming Soon!
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