Happy Holidays
From the CVSN Staff & Board of Directors
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2016 has flown by quickly. I wanted to recap the events of CVSN 2016 and let you know what we are working on for 2017.

I feel like we were just at HDAW16 battling the elements and travel delays. None of which deterred us from a great opening reception, strong one-on-one meetings, product expo and another exceptional all-industry HDAW. CVSN is proud to be one of the three owners of this event and we value our partnership with HDDA/Auto Care and HDMA.

Now we are just a few short weeks from HDAW17. If you haven’t registered for this event now would be the perfect time. Visit HDAW17, via the CVSN website (www.CVSN.org), for your online registration and to book your rooms. Using this link guarantees your room will be available when you arrive. Take advantage of the cyber deals on air travel and we will see you there!

In the spring CVSN and GenNext hosted our first Distributor Training Expo event in Atlanta. The distributor base sent managers, counter personnel and outside sales people. The suppliers in attendance were overwhelmed by the attendees seeking knowledge of their products. One supplier told me “I have never seen that many people in my booth asking that many questions about my products. I was blown away”. This event will be held in Atlanta on April 21st – 23rd, 2017.

The cost for distributors to attend is $395.00 per person inclusive of all costs. Having your key people attend this event is a no brainer. Please visit the CVSN website to reserve your spots for this GREAT training opportunity. Be aware that spaces are limited and time does seem to fly.

This year The CVSN Summit was held in Vancouver, British Columbia. I want to thank Kevin Hopton of CBS Parts for being our host in this beautiful city. The event was kicked off with an opening reception Sunday evening.

Monday morning featured Donald Cooper, International Management Speaker and Business Coach, as our keynote speaker. He was followed by Sam Geist of the Geist Group, and Rick Barrera, Vice President of Strategy for AutoCrib. Monday afternoon and all day
Tuesday offered PSP meetings with suppliers and a great closing dinner event. We are looking forward to seeing you in Amelia Island, Florida for the 2017 CVSN Summit from September 9-13, 2017.

The annual board meeting was held in November. Your board voted to support several initiatives including sponsoring five (5) interns to attend HDAW’17 in Vegas. CVSN strongly supports recruiting more young people into our industry. More initiatives will be outlined during the member’s meeting on Monday afternoon at HDAW17. I am looking forward to seeing y’all there. It’s a Southern thang!!!

WOW, what a busy year we have had with another one on the horizon.

I would like to wish everyone a Merry Christmas and a Happy New Year!

Edward Neeley  
President, CVSN  
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eneeley@trucksupplysc.com
It’s hard to believe that just over a year ago, we signed the Right to Repair Memorandum with the Engine Manufacturers Association, representing all the major engine and truck manufacturers. We knew, when we signed this agreement, that this was only the first step in a long process to provide the parity in vehicle repair capability that the aftermarket channel was seeking. Signing an agreement and getting the right software requires bridging a big divide. Some manufacturer’s software was integrated into their dealer packages so they had to create new software for independent service shops. Other manufacturers did not have a sales interface to sell the software and one had to be created. Still others were reluctant to follow the MOU and chose to be selective in what software they offered.

Even after receiving the software, an even bigger task awaited us. We had to test each manufacturer’s software to make sure it met the requirements of the MOU. Once we received software (which often took many months because of the issues mentioned above), the testing began. Inland Truck Parts was very generous in assuming this role. They procured all the software for all engines and vehicles and brought in vehicles to test. The industry owes Inland Truck Parts a huge thank you for taking on this role and expense. In the meantime, NASTF was alerted to the available software so they could represent it on their website and service shops could link to the OE’s to order the software. To find a link to the OE software, go to www.nastf.org and go to the tab for OEM Service Websites.

We collected a lot of information and prepared a report of the software deficiencies relative to the requirements specified in the MOU. A letter was written to the Engine Manufacturers Association notifying them of the non-conformance issues, and requesting a plan to bring all the OE software into compliance. We requested a response by January 1, 2017. We are hopeful that the remaining issues will be resolved by the first quarter of 2017. If we are not successful negotiating acceptable changes to what is being offered, we have multiple ways of proceeding. The MOU does provide for an independent arbitrator to resolve any disputes. In addition, everything we asked for is incorporated in the Massachusetts Right to Repair legislation. Failure to comply with that law could result in economic sanctions against a non-complying OE’s. At this time, I do not believe that either of these remedies will be necessary. The EMA and the OE’s involved in the negotiations were committed to resolving the right to repair disparity and will most likely work...
to get us the compliance we need.

One of the areas we could not get built into the Right to Repair MOU was training. Independent service shops need to get training for their technicians, specifically in the use of this new software and upgrading their skills in order to compete with the OE dealer. CVSN began working with several heavy duty service training providers. We found that we need to provide several options for our industry because the needs were different for each service shop. These training providers offer a full range of technician training for differing vehicle systems. It is modular, so it can be used for all training from beginners to top technicians. You can pick the specific training you need. In addition, it helps with ASE certifications and assessment testing. They also have both on-site, regional, and internet based training available. CVSN also worked with these providers to make sure costs were low and CVSN members do receive a discount.

As part of our mission to help grow the independent aftermarket channel, CVSN will remain engaged in this effort. It is vital that independent service shops have parity in capabilities and training with OE dealers. As vehicles become more complicated, we have to have access and capabilities so we do not lose connection to the fleet customer. New technologies like telematics have to be considered. In addition, we have to remain engaged with other entities who are working on additional legislation for off-road and agricultural vehicles. Please send me any questions and I will try to answer them expeditiously.

Marc Karon
Chairman of the Right to Repair Coalition
mkaron@totaltruckparts.net
Donald Cooper spoke at our 2016 CVSN Summit in Vancouver this past September. Below is a summary of his insights on creating clarity, commitment and accountability in your business:

Managing any business today is tough... and getting tougher. We’re all faced with more demanding customers, more and stronger competition, increased complexity and shrinking margins. On top of that, great staff is hard to find and keep...and that problem won’t go away any time soon.

Our industry is over-served and under-differentiated. To thrive we must create, deliver and communicate extraordinary customer value and experiences that clearly differentiate us from our competitors, make us ‘famous’... and grow our bottom line. Mediocrity is no longer an option.

Our 1st job is ‘clarity’:
As business owners, leaders or managers our 1st and most important job is ‘clarity’. If we at the top are not clear about where we’re going, how we’ll get there, our values and standards, and how the business must grow and improve to make all that happen, off, who else in the business can possibly be? And yet, most businesses lack that kind of clarity...and it’s hurting them badly.

Specifically, we must be clear about 7 things:

1. Who our target customers are and what life’s really like for them.

2. The compelling customer value and experience that we commit to deliver. Value and experiences that will ‘grab’ our target customers, clearly differentiate us from our competitors, make us ‘famous’... and grow our bottom line.

3. How we will communicate our compelling value story in a crowded and cynical market. There’s no point being the best if we’re also the best kept secret.

4. What we commit to become to be a profitable and responsible market leader in 3 to 5 years (our Vision). How will our business be different from what and who we are today?

5. The specific decisions and actions that we must take to get us to that 3 to 5 year Vision (our Mission). The talent that we need to help us get there and how we must grow as leaders to make this happen.

6. The extraordinary bottom line that we commit to generate. Without a healthy bottom line, there is no business.

7. How we commit to behave along the way (our values, ethics, culture and standards). One of the most important roles of our leaders is to guard the integ-
rity of the business.

**Forget ‘goals, targets, aims and objectives’. Let’s talk about ‘commitments’:**

Every business in the world talks about ‘goals, targets, aims and objectives’. They have efficiency goals, sales targets, profit objectives and they aim to satisfy customers. One of my new Biz Coaching clients proudly states on their website, “We strive to be ethical.” What the heck is that?

All of these words, ‘goals, targets, aims and objectives’ leave way too much wiggle room to not perform. We need to replace all of them with one word, ‘commitments’.

There’s a big difference between a goal and a commitment. A target is something we hit sometimes and miss other times ...and it’s ‘OK’, it’s just a target. Nobody cares what we aim to do...they want to know what we commit to do. When we change our language, we change our culture. We become what we speak. Talking about ‘commitments’ helps create the culture of clarity, commitment, urgency and accountability that every business needs to survive.

So, what will you, starting right now, to improve clarity and commitment in your business?

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Donald Cooper speaks and coaches internationally on management, marketing, and business innovation. He can be reached by email at donald@donaldcooper.com in Toronto, Canada.

**THE DONALD COOPER CORPORATION**

Speaking and coaching internationally on management, marketing, and business innovation
In today’s fast moving, competitive environment everyone wants to be successful - top of mind with their customers, with their suppliers, with their associates. When I interviewed many of those who were going to attend the CVSN 2016 Summit in Vancouver I asked them what was their #1 obstacle to achieving that success. Their responses were familiar:

“How do we move from talk...talk...talking about our issues to solving them?”

“What do we need to do to be successful, to be better than our competition?”

“How do we find committed staff, how do we retain them?”

“How do we become more profitable, increase our margins?”

In the 24 years that I have consulted with business groups across the country, I find the obstacles remain the same. The answer also remains the same.

Talking around the issues may at first seem helpful but when push comes to shove it’s only how well you execute on those issues, move those ideas and plans forward that really count. Execution is not part of the strategy. Execution IS the strategy.

Effective execution requires taking a look at your entire business and finding ways to improve each part of it— your leadership, your people, your business process, your partners, your technological skill. It requires implementing the improvements you see necessary, addressing the issues, getting your employees to fully participate, measuring your progress, adjusting, correcting, applauding, and then doing it all again ... and again. That’s business reality.

The power of execution is not new. For years, “business gurus” have touted the importance of real execution. Yet despite all their rhetoric, the majority of organizations continue to do as they have always done. Execute too little, too late.

Why is Wal-Mart so dominant? Why is Southwest Airlines so successful? Why is Amazon.com doing so well?

They execute! The winners always out-execute the laggards.

Those who execute, triumph.

During our session together, I distributed cards (as I have done many times before) and asked participants to rate their company’s level of execution from poor to excellent on a scale from one to 10. The average score was 6.2 (a similar score to other sessions). In today’s marketplace, 6.2 doesn’t cut it.
EXECUTE...OR BE EXECUTED - SAM GEIST

I have found that those organizations that can find their way to raising the 6.2 average have much to gain. What can you do — your organization do — to improve your rating by one point?

Studies have shown that the reason 95% of businesses are not successful is that they are not willing to do what the 5% who are successful are willing to do. Membership in the 5% club requires you to check off the following list of achievements:

• Operate the business with a sense of purpose. Don’t park issues.

• Engage in open and clear communication. No tall silos. No excluded employees.


• Encourage flexibility and adaptability. Be willing to collaborate.

• Take a circular approach. Change is continuous. Execution must be continuous as well. No beginning, no end.

• Maintain “a company of leaders” perspective. Learn from everyone in the company. Teach everyone in the company — from top to bottom.


For over 25 years Sam Geist has been an internationally recognized authority in business management and strategy, leadership and the changing marketplace. He is a consultant, a facilitator and a thought-provoker. Sam questions. He challenges. He informs. He refocuses participants. He provides actionable strategies to address the obstacles faced by so many of today’s organizations.

He is the author of three best-selling business books, Why Should Someone Do Business With You... Rather Than Someone Else?, Would You Work for You? and Execute... or Be Executed.

Email Sam at: samgeist@geistgroup.com

Follow Sam on Twitter at https://twitter.com/samgeist

or visit his website at http://www.samgeist.com.
Distributor of the Year Finalists:
1. Action Truck Parts
2. Blaine Brothers
3. Harman Heavy Vehicle Systems
4. Long Island Truck Parts
5. Weldon Parts

CVSN is very proud that 4 of the 5 finalists for the 2016 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 a part of the “Best of the Best.”

Join CVSN today at www.cvsn.org or call us at 904-737-2900.
Meeting Details:
**When:** April 21st - April 23rd, 2017  
**Where:** Hyatt Regency-downtown Atlanta GA

BOOK YOUR SPACE NOW FOR THE SECOND ANNUAL CVSN/GENNEXT TRAINING EXPO!  
OVER 50% OF SPACES SOLD!

Distributors!  
Sign up now to reserve your spot for this unique training opportunity with 20-28 top supplier companies from the heavy duty industry. The training is open to all CVSN, GenNext, HDAC, HDATruckPride and VIPAR distributor member companies.

Distributor Cost Structure:  
$395 per person - All inclusive:  
*Flights  
*Airport transfer to and from hotel and airport  
*Meals  
*Receptions  

THIS IS A FANTASTIC VALUE!!

NOTE: Book Early as spots will go fast - only 175 spots are available with a maximum of 8 attendees per company.

This is your opportunity to get the tools and training you need to sell the participating supplier products more effectively.

All distributors are encouraged to stop at all of the booths to ask product questions and get to know the supplier trainers. You will also be trained at the booths. You will have 4-6 hours on the show floor with 20-28 individual training areas to visit. Additionally, Gold level sponsors will have 1 hour of training time with all 175 distributor salespeople. The Silver level sponsors will have two 30 minute classroom timeslots for training. Each of those meetings will have 25-50 people.

The expo is for all age groups and experience levels.

While the expo format fits the mold for training new and young sales talent...we also anticipate having experienced sales professionals from outside/inside sales, parts managers and branch managers.

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.

DISTRIBUTORS, BOOK YOUR SPACE NOW AT  
www.miregistration.net/gncvsndist  

SPACES ARE LIMITED!!
SUPPLIERS!
Sign up now to reserve your spot for this unique training opportunity with distributor companies from all affiliations in the heavy duty aftermarket from the US, Canada and Puerto Rico.

Why Should Suppliers Attend?
This program is designed for suppliers interested in training 175 distributor outside sales, parts managers, and branch managers coast-to-coast from the U.S., Canada and Puerto Rico and from all industry affiliations and groups. This format saves each supplier a considerable amount of time and money in both 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.

The supplier cost is $20,000 for a Gold Level Sponsorship and $10,000 for a Silver Level Sponsorship.

The supplier fee to participate includes:

- Classroom and booth training area space so you can network, discuss and train 175 of the front line sellers of your product in the aftermarket.

- All meals and networking receptions.

- 10x10 or 10x20 individual training area booths based on sponsor level (see registration form for more information).

- 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 $495.00 per extra 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.

FAQ's:
1. 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 new 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.

2. 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 20-28 individual training areas to visit. Additionally, Gold level sponsors will have 1 hour of training time with all...
175 distributor salespeople. The Silver level sponsors will have two 30 minute timeslots for training. Each of those meetings will have 25-50 people.

3. How many distributor companies will be there?

The distributors can send up to 8 people per company and we estimate that 45-55 companies and 175 salespeople will represent the distributor attendees.

See last year’s attendees here: 2016 Training Expo Distributor Attendees

4. What is the deposit amount needed to hold a space?

A deposit, of at least half ($10,000 or $5,000 depending on the level of sponsorship) of the full amount, is required at registration and the balance can be paid in two installments as follows

25% on Friday, January 27, 2017
25% on Friday, February 24, 2017

5. 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 managers and branch managers.

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.

Supplier spots are limited and are on a first-come first-serve basis. We have 8 Gold Level Sponsor slots at $20,000 and 20 Silver Level Sponsor slots at $10,000.

BOOK TODAY!!

Suppliers, BOOK YOUR SPACE NOW AT www.miregistration.net/gncvsnsupl

SPACES ARE LIMITED!!
Heavy Duty Aftermarket Week (HDAW)
January 23 – 26, 2017
Mirage Hotel & Casino
Las Vegas, Nevada

HDA Truck Pride Annual Meeting
May 3-7, 2017
JW Marriott Grande Lakes
Orlando, Florida

CVSN/GenNext Training Expo
April 21-23, 2017
Hyatt Regency
Atlanta, Georgia

Heavy Duty Aftermarket Canada (HDAC)
June 4 -6, 2017
Hilton Suites
Markham, Ontario

CVSN Aftermarket Distribution Summit
September 9-13, 2017
Omni Hotel Resort & Spa
Amelia Island, Florida

VIPAR Annual Business Conference
October 16-20, 2017
JW Marriott Marco Island
Marco Island, Florida
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- ACCURIDE
- ALCOA
- Bendix

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- FEDERAL-MOGUL MOTORPARTS
- MERITOR
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- HDDA
- TENNECO

GOLD
- Automann
- Dayton Parts
- KIC
- SKF
- HD A Truck Pride
- Wilson
- Hyatt
- Stemco
- Truck-Lite
- Webb
- Viper

SILVER
- Autopower
- Baldwin Filters
- Champion Lab./Luber Finer/FRAM
- Continental Conti Tech
- CRC Industries
- East Coast Brake Rebuilders
- Firestone Industrial
- Grote Industries
- Haldex
- Haltec
- Horton
- Kenedyne LLC
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- Marathon Brake
- Premier Manufacturing
- RSC Chemicals
- Timken
- Triangle Suspension
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- CRC Industries
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- Karmak
- Keene Export Brake
- MGM Brakes
- Neapco
- NTN Bearing Corp.
- Phillips Industries
- Refrac Div.
- The Universal Group
- Trico Products
- Tramec-Sloan

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- Mid-America Clutch Co.
- Midwest Truck Parts, Inc.
- Mobile InnerSpace
- Old World Industries
- TMD Friction
- Velvac