Aftermarket Distribution Summit
Amelia Island, Florida
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As I look back at HDAW’17 this past January at the Mirage in Las Vegas, two words come to mind, strength and unity.

Strength in the fact that this year’s version of HDAW was so strong in so many significant and record breaking ways

- The best overall attended show ever
- The most distributor representatives ever
- The most booths sold ever
- The most one on one meetings booked ever
- First time Show Specials by 54 supplier companies with strong sales numbers

And unity in that the event has over the last 12 years, fulfilled its mission of bringing the whole heavy duty aftermarket industry together in one place at one time. This part of the equation though still has room to grow. Amazingly, there are still many aftermarket distributor companies that have not attended and or experienced HDAW and we as industry leaders need to make an effort to bring those companies to the event. Once there they will see the value of being there and participating.

One advantage HDAW has over other distributor industry events is that it brings more suppliers to the table and gives the independent distributor a chance to see suppliers they do not do business with now and potentially add a new and more profitable product line to the their company offering.

As HDAW moves forward, it will continue to provide the best in education, world class product expo offerings, show specials that will save you money on product and a truly all-industry networking opportunity.

If your company has never been to HDAW you owe it to yourself and your company to try it at least once and judge for yourself.
The three owners of HDAW, Auto Care Association, the Commercial Vehicle Solutions Network (CVSN) and the Heavy Duty Manufacturers Association (HDMA) have already started planning HDAW 2018 with the hopes of making it even bigger, better and more valuable for all attendees.

We hope to see you there.
RIGHT TO REPAIR UPDATE

MARC KARON
CVSN Right to Repair Chairman

You probably already know that we have made a lot of progress in the right to repair area, but the fight is not done. We have secured a law in Massachusetts that mandates that the independent aftermarket has the same access as dealers on computer codes and the ability to reset ECU’s after repairs. We also have a Memorandum of Understanding with the Engine Manufacturers Association (whose members are all the major OEM’s and engine manufacturers) that states that their members will provide equal access as mandated in the Massachusetts legislation to all North America independent service shops and vehicle owners through a licensing program.

One might think that with the law and the MOU, we now have everything we needed, but they would be wrong. There is a large difference between getting an agreement and getting full compliance with that agreement. While all the OE’s and engine manufacturers have offered some access, only a few have lived up to the complete requirements of the MOU. Determining which OE’s are not complying completely and what still needs to be done has been a big job, and thanks to Inland Truck Parts, much of the work has already been done, but there is much more to do. As a result of the work already done, we are going back to the Engine Manufacturers Association with a list of the areas of non-compliance. Our goal is to secure a commitment from the non-complying OE’s on when the deficiency will be corrected.

As the engines evolve and additional software is made available, that new software will need to be vetted to make sure it allows for complete access to information and the ability to reflash the ECU’s as prescribed in the law and the MOU. Regardless of our vetting, we will still need input from the market to identify new deficiencies in the software. To accomplish this, we are reaching out to everyone in the service repair business to ask them to join an advisory group to help us continue to vet current and future software. We have already received some major commitments and hope that others, regardless of size, will help us. The advisory group will report issues with purchased software and share information that will be helpful to them and the industry. If you are willing to join our group and give a little of your time, please email me at mkaron@totaltruckparts.net. Our future depends upon our willingness to work together to make sure we are not limited to access to information.

Another of the CVSN initiatives is off to a slow start. The training programs for technicians has not received the support
I had hoped. Perhaps we are all too busy to ask our people to get training. If that is the case, we are making a mistake. Surveys have shown that technicians value training and consider it a benefit in their employment. Training shows a commitment to the technician and a commitment to making the company better for its customers. We designed it to be inexpensive and some of it can be done over the internet. I have sent some of our technicians to the training and they found it beneficial.

The most important take-away from this article is that CVSN continues to fight for our members and the industry. The goal of parity in the marketplace for repairs is one of the major initiatives for our association. As new challenges come, and they will come, CVSN will be there to fight back.
The CVSN GenNext Distributor Training Expo is gearing up for their 2nd annual event scheduled for April 21st – 23rd in Atlanta, GA. There is a lot of excitement coming from both suppliers and distributors as the inaugural event held in 2016 was a major success. 2017 is slotted for substantial growth as the distributors are now capped at 175 attendees and have been SOLD OUT with a waiting list for weeks. Supplier numbers have grown substantially from 2016 as well moving from 14 suppliers in 2016 to 21 suppliers signed up so far in 2017.

Because this is a new format.....most distributors and suppliers don’t know what to expect. It’s important that we layout that format and provide that expectation. We’ve done that online at cvsn.org and gennexthd.com websites where attendees, agendas, and even video footage from 2016 helps describe this event.

I think the biggest misconception is that it’s the same group of people we see at the buying group shows and/or HDAW. It’s not. The distributor audience at the DTE isn’t principals and purchasing agents....it’s the salespeople that physically sell product every single day. We rarely see them at HDAW or Buying Group events. Even on the supplier side, it’s not always the same people you see at those shows. In most cases, it’s the product trainers.....the people that are hands-on helping salespeople sell more product by educating them. The Distributor Training Expo really is a new event with a new audience.

There’s no doubt about it.....the aftermarket parts business is getting more competitive as the OE’s and the Super Groups continually bring on new products and educate their sales force. How can we compete? Is our perceived level of service enough to hold market share? Is this business model sustainable? Do we sit back and hope something magical happens or do we work for those sales?

Without a doubt.....an educated sales team will hands down outsell an uneducated sales team. For the investment, I’m not aware of a better venue to train salespeople to sell the top industry brands. Vendors see the value and I’ve personally spoken with most of them about their ROI on this event. Distributors also see the value and raved about the event in 2016. As a result of this event, distributors are selling more product and suppliers are supplying more product to sell. It’s an absolute win-win for all of those involved. If you’re interested in learning more, I highly encourage you to watch the video and read about the event at cvsn.org or gennexthd.com. You can also reach out to me or Angelo Volpe at CVSN for more specific information.

I hope to see your team in Atlanta in April!

Steve Hansen, DTE Chairman
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Having the opportunity to co-chair HDAW17 was a great opportunity for me. I found it to be exciting, provided a wealth of knowledge, and insight into the industry. It allowed me to have direct interaction with the joint owners of HDAW, industry peers, as well as group discussions with industry guest speakers. Discussing my insight on the heavy duty aftermarket present and future made me sit back and rethink the direction of my company. More importantly the comments I received from attendees at HDAW17 on the guest speaker and training sessions were 5 star. I feel it certainly was worth all the effort and time developing the programs for the industry.

The interaction with the manufacturer co-chair, Carl Mesker from SAF Holland, which again delivered a different perspective to the heavy duty aftermarket was also fantastic. He also was a great partner to work with in planning this event!

More importantly I clearly understand the directive and efforts put forth by CVSN, for its members, and the heavy duty aftermarket. I strongly encourage the members and this great organization to continue their involvement with HDAW and continue to deliver industry knowledge, planning and directives!

As John Minor once said we need more people to get involved within our industry and help guide, plan and direct industry associations. More importantly I’m glad “I did”! I simply cannot thank Angelo Volpe, the CVSN organization and its board enough for allowing me this great opportunity.

Don Purcell – Stone Truck Parts
HDAW17 Distributor Co-Chair
It was an honor and privilege to serve as Co-chair for HDAW17. The experience was one I was not expecting. The quality of the ideas and vision amazed me. I was impressed by the intelligence and work ethic of the group. The work that would get done every week between the calls was amazing to me.

After the first hour in Chicago, in May of 2016, I was wondering what I had gotten myself into. There were so many directions and ideas flying around the room and each was as valid as the other. What help sort it all out was the responses from the distributors, who told us what they wanted after the HDAW16 was over. Then the real fun began. People became focused and stayed on tasks, absorbing fresh ideas and weighing them carefully with what the distributors said they wanted. This direction led us to the education sessions and making them as fruitful and with as many take-aways for the distributors as we could put together. The momentum that built around the education sessions spilled over into the excitement of offering new sessions like the “Aftermarket Briefings” and new programs like the “Show Specials”.

Personally I was motivated by the high quality people involved in the HDAW17 ownership group and volunteers. I felt thrilled to work with them and to see their dedication to producing an extraordinary HDAW show. The knowledge I gained of the amount of work it takes to put that show on alone was worth the experience. Thenetworking, friendships and comradery was the icing on the cake. I have made connections and relationships that will last for years from co-chairing HDAW17. The kind of relationships that have me looking forward to HDAW18. It has certainly been a highlight of my career and I thank the ownership of the show for asking me to do it.

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Carl Mesker
GARY SMALLLEY
President & CEO Dayton Parts
(Retired)

CVSN would like to Congratulate our friend, Gary Smalley, for his induction into the Heavy Duty Aftermarket Industry Hall of Fame in 2017!

During his 20-year career with Dayton Parts, LLC, Gary Smalley’s strong leadership and vision were the driving forces in the growth of both the company and the independent HD aftermarket. A seasoned executive with over 40 years’ experience, Gary led major business initiatives including acquisitions, accelerated growth and the refinement of operational strategies and policies. He led the company to create a results-driven firm, while always caring about the employees, industry and customers.

With a history going back to 1922, and the original Stanley Spring Works, Dayton Parts grew as an important player in the commercial vehicle OEM and aftermarket industry. Starting with the merger of TRW-HD Parts, Dayton Walther Aftermarket and BATCO, and continuing with the recent acquisitions of S&G Enterprises/Merion Spring Company and Dallas Spring/Eagle Suspension, today’s Dayton Parts LLC was formed. Much of this was accomplished under Gary’s leadership.

Always a believer in the HD Aftermarket industry, during the early 2000s, Gary was in the founding group of industry leaders that helped to form Heavy Duty Aftermarket Week (HDAW). In 2008, HD distributors and suppliers recruited Gary to serve on a special assignment team of HD aftermarket industry leaders. This team was responsible for bringing the independent aftermarket industry together in forming the current agreement between CVSN, HDDA and HDMA on HDAW ownership. Gary also served as an HDAW ’10 co-chair, in a highly successful year for the event. Gary was also one of the first supplier directors on the CVSN Board of Directors when CVSN was formed, from the merger of NWRA and CFS, back in 2006.

Smalley retired in 2016, after 20 years of leading Dayton Parts, an industry-leading supplier to the aftermarket parts and service industry and OEMs. The Dayton Parts family and the entire independent heavy duty aftermarket industry thanks Gary for his many contributions, leadership and passion.

CVSN wishes Gary and his family all the best in their next chapter in life. This industry honor is well deserved.
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