TABLE OF CONTENTS

Page 3 - Letter from the President

Page 5 - GenNext/DTE Update

Page 7 - Keynote by Rocky Romanella 3Sirty - Balanced Leadership

Page 10 - Todd Buchholz - Price of Prosperity: Why Rich Nations Fall and How to Renew Them

Page 12 - Tomas Nester - How Leaders Make Decisions

Page 16 - Richard Hadden - Struggling to Find and Keep Top Talent?

Six Things to STOP Doing Now

Page 18 - Industry Meeting Schedule

Page 19 - GenNext 4 under 40

Page 20 - Aftermarket Distribution Summit

Page 21 - Sponsors
LETTER FROM THE PRESIDENT

ANDY ROBBLEE
President of Six Robblees’ Inc
CVSN President

What’s so great about the strategic partnership between CVSN and GenNext you ask? Well, if you sent anybody to the most recent Distributor Training Expo (DTE) in Atlanta in April you know. Your people came back enthused, educated and exhausted! They came back ready to look for new and creative ways to sell more products, with more confidence to help those experiencing equipment down-time issues. They came away with a great experience that has them seeing a bright future in the heavy duty parts business.

CVSN and GenNext are all about training and equipping the next generation of leaders in this industry. Some of us already do this well in our businesses; others like myself can use all the help we can get. Maybe we didn’t get labeled as a “Millennial”, but we did get the titles of “Rookie”, “Grunt” and/or “Kid” at some point. We all received some form of mentorship and training on our way up in the industry.

CVSN and GenNext have found innovative, informative and interesting ways to encourage, train and coach those in your business who haven’t yet made the leap to “experienced, savvy veteran”.

They’ve mastered webinars with speakers focused around selling tips and techniques, profit generators, management do’s and don’ts and motivational themes. They’ve provided ample opportunities for networking and getting one’s name out in the industry. Regardless of how much technology has changed and continues to change our industry, this is still a people business. And CVSN and GenNext get it. Educating people and connecting them are core strengths.
So, as I step down from my soapbox, I throw out one last comment about why I am so excited that CVSN and GenNext are working together. The industry needs their voice. As business owners, we can get diverted quickly with all the arrows flying around. As managers, we can get sidetracked by all the fires that pop up and need dousing. As inside and outside salespeople, we can get distracted by all the pressures of an “I need it now” society. Fortunately, through the support of both vendors and distributors, CVSN and GenNext are in position to fund these projects that we all agree are necessary but none of us has the time or resources to do ourselves. They can be a representative voice for us and get it done!

You and I won’t be around forever and the next generation is our legacy, let’s pay it forward.

ANDY ROBBLEE
President of Six Robblees’ Inc
CVSN President
Rey, Finn and Poe. I have to admit that if asked, I would have relied on Google to tell me who these people are. Luke, Han Solo and Chewy, however, are well known to everyone. Let’s take a step back and think about your business from a Star Wars perspective.

You probably are the wise Yoda, constantly teaching others the ways of the force. Maybe your local dealer conglomerate could be likened to the Empire controlling the Death Star, while your three-branch parts operation is more like the Rebellion hiding out on some remote planet. We all hope the little guys - through sheer determination, hard work, perseverance and good luck - prevail over the big guys who are trying to bully their way to world dominance.

You know your people make the difference between winning and losing. You probably already have the right people by your side when it matters the most - experienced industry veterans who have helped you guide your company through thick and thin. But what about the next generation? When your current leadership team moves on, are they prepared to be your company’s next leaders?

This is why GenNext was created. GenNext does three things - educate, mentor and recruit the future leaders in the aftermarket. And this is why the recently announced MOU between CVSN and GenNext is so exciting! CVSN provides the best stage for GenNext to reach deep into the aftermarket and make a difference. Through the new arrangement, CVSN members - specifically their younger, future stars - will have full access to the services of GenNext.
It's your job to get them involved and here are some ways that are available right now:

- Increase their knowledge by having them attend next year’s Distributor Training Expo (DTE), where 200 front-line employees convene for a weekend full of product and sales training by the top industry vendors.

- Nominate them to be a recipient of the new “Four Under Forty” award presented by GenNext at the upcoming CVSN Summit – encouraging them to continue seeking excellence.

- Get them mentored by an industry veteran outside your organization through GenNext’s Mentorship Matching Program.

- Have them learn best practices, specific office skills and new perspectives by participating in one of GenNext’s quarterly education webinars.

- Challenge their perspectives by collaborating with other GenNext members at organized meet ups during key industry events.

As GenNext continues to grow, so do our intentions. Soon, we hope to develop new, more interactive education programs where our own members do the teaching. We look to enhance our web site to be a leading source of information for the newer industry employee. And we want to find more ways to bring our members closer together and share the ideas that make each of us successful. Through the new relationship, CVSN will be a great resource for GenNext to grow its services and GenNext will bring new, exciting value propositions to all of CVSN’s members.

At the end of "The Last Jedi," Leia tells the surviving rebels that they have all they need to rise to greatness, even without the great Luke Skywalker. GenNext wants you to be able to say the same thing to your team of Reys, Finns and Poes. Have them join GenNext today!

Watch for the new rates and fees for combined GenNext/CVSN Membership, coming soon!

EDWARD KUO
Kuo Consulting
GenNext
I’m excited to be part of the rescheduled CVSN Summit at the beautiful Chateau Elan. As your keynote speaker, my goal will be to challenge you to think of your business and your relationships with your key constituents in new ways.

As lifelong learners and business leaders, we are compelled to see important things in a new light and our quest should be to go to where the puck is going not to where it has been. This has been a prevailing theme in my career. From part-time trailer unloader at UPS to President of The UPS Store and UPS Supply Chain Solutions and CEO at UniTek Global Services. This approach has helped me shape simple yet thought-provoking lessons into tangible results that I look forward to sharing with you. I constantly challenge myself and others to not stop at the first right answer, to look past that first “right answer” as you manage your operations. It also is what led me to write my book TIGHTEN THE LUG NUTS: The Principles of Balanced Leadership.

Great Leaders Have Great Character

Your character is your legacy; it is what you leave behind. It can be seen in the people and places you have touched. As you grow and develop, take on new challenges or simply move into a new phase of your life, you will be faced with complications and adversity that may set you back. Honesty, perseverance, and trustworthiness will become major factors in overcoming these obstacles and creating your personal brand and your legacy. My hope is that my keynote and this book will help you both in your personal and professional lives to understand your legacy and help you to create the best team possible. Because great coaches have inspired me along my journey, for every purchase of Tighten the Lug Nuts this year, 3SIXTY will donate $1 to the V Foundation for Cancer Research founded by ESPN and legendary basketball coach Jim Valvano. If you purchase a copy, I thank you in advance for your generosity.
As you read the signs in your dynamic market and try to envision where the puck is going, I encourage you to holistically look at your business through the lens of what I call, Balanced Leadership™. These are principles to manage by that, I believe, help optimize business performance while satisfying the needs of your customers, your people and your stakeholders. After 40 years, I continue to use this philosophy. For me, it has become invaluable, because I see so many leaders who focus only on one area of their business – usually the bottom line. By using such a myopic approach, these leaders are neglecting two very important business components that drive true success: their people and their processes.

**Balanced Leadership**

It doesn’t matter who you are or what your job and level, as a leader you are responsible for balancing the needs of your three constituent groups: your people, your customers and your stakeholders.

But where do you start? Which is the most important? How do you keep them equally in balance?

While I’ll discuss each in detail during the summit, the pinnacle of the Balanced Leadership pyramid is your customer. For without them, your business wouldn’t exist.

**Think Like Who?**

Think like a customer. It a simple statement – pretty straight forward. But how do you breathe life into this concept for your customers to experience it and your people to understand it? The answer is fairly simple: It’s essential to create a brand identity from a customer perspective and then get your team to execute the organization’s brand strategy. There are many examples of this we will discuss together, but this is a fundamental question that must be answered to ensure everyone is in sync.

**Constantly Question Your Status Quo**

For you to think like a customer, you have to think and be a solutions provider. Ask yourself, how do I help my customer by providing them the best possible solution? It starts with asking your customer, “What keeps you awake at night?”, that begins the solution process. You’ll need to think about new opportunities to participate in the aftermarket industry or create new solutions … new ways of doing business that don’t currently exist.
Someone is going to be the best, so why not you and your team? Make sure you are tightening lug nuts in your control as you lead by example.

Rocky Romanella speaks, consults, trains and advises on leadership development, customer service and business optimization. The author of TIGHTEN THE LUG NUTS: The Principles of Balanced Leadership can be reached by email at rromanella@3sixtymanagementservices.com. The book can be purchased as well on the website www.3sixtymanagementservices.com. 3SIXTY Management Services, LLC are business leaders who help companies enhance their growth momentum through our Balanced Leadership™ Model using an assertive approach to execution and accountability. Contact the team at: www.3SIXTYManagementServices.com.
I’m delighted to present to CVSN at a critical time for the U.S. economy and for the transportation sector. I’m especially pleased because my father made his career in transportation. He joined the U.S. Navy at age 17 and after serving in World War II on a destroyer tender, joined the Wabash Railway, and went on to positions with Norfolk & Western, Delaware & Hudson, and Sealand. When I was a kid, it seemed that the containerization revolution was taking place in our living room. It was not unusual for dinner to be interrupted by calls from shippers looking for their freight, sometimes Ford Motor Company wondering who misplaced their cars!

Efficient transport is crucial to the U.S. economy, and every economist in the world is wondering whether the U.S. can return to the robust growth rate of the 1980s and 1990s. I’ve been lucky – or not so lucky – to have a front-row seat at some of the key economic and financial crises in recent years, at the White House, on Wall Street, in corporate boardrooms, and in the halls of academia. In these positions, I’ve traveled the world trying to understand the forces that shape nations and their economies. I’ve lectured on the beaches of Abu Dhabi, only to be interrupted by fireworks and the arrival of the emir. In Anchorage, Alaska a spooky hotelier interrogated me about UFOs in Area 51 (since I worked in the White House, he figured I was in on the conspiracy). I’ve been screamed at by a White House chief of staff, and the governor of Idaho thanked me by handing me a 30-pound box of raw potatoes. I look forward to sharing with you some of what I’ve learned but also to share with you my best judgment on where the economy is headed next and what it means for the hard-working people behind the wheels of trucks, trains, and barges.
President Trump arrived in Washington in an era filled with intrigue, distrust, and big ideas. In my work, I’ve tried to bring people together over ideas. I was pleased that my latest book The Price of Prosperity received strong endorsements from advisors to both Donald Trump and Hillary Clinton, and was the subject of a PBS Special Report. President Trump finished his first year in office by signing a massive tax cut, slicing corporate and individual taxes, while limiting some deductions. At the moment, the economy is humming along nicely. But there are more challenges ahead: Can President Trump create an infrastructure revolution, without driving up the deficit? Can the Federal Reserve Board prod the economy to recover, while nudging interest rates higher? Will a “get-tough” attitude with China, Canada, and Mexico derail trade, or open up new opportunities? Will the U.S. build up bigger and bigger debts without tackling entitlements? By “connecting the dots” of the world economy, I will try to help you develop a timely vision for the economy, the financial markets, and the transportation sector. I look forward to meeting you!

Todd G. Buchholz served as White House director of economic policy, managing director of the legendary Tiger hedge fund, and was awarded Harvard’s annual teaching prize in economics. The Wall Street Journal named his latest book, The Price of Prosperity, a “must read.”

The Price of Prosperity: Why Rich Nations Fail and How to Renew Them

@EconTodd
HOW LEADERS MAKE DECISIONS

THOMAS NESTER
Executive Director
Washington International
Diplomatic Academy

On Monday, May 24th, 2010 I was driving on my way to work as the Director of an Early Childhood Education Center. Before I headed down the road I inserted a personal development series on CD called Born to Win by Zig Ziglar for my fifteen minute commute. He started the series by asking the audience five questions, and these questions made such an impact on my life that I will ask you the same questions.

Here they are:

• Do you absolutely believe that there is something you can do within the next two weeks that will make your life in every area completely worse?
• Do you believe there’s something you can do that will make it better?
• Do you believe that decision is yours?
• Do you believe that every decision has an end result?
• Do you believe that making right decisions is your responsibility?

As I listened to those questions I couldn’t help but answer ‘yes’ to all of the questions.

And then he said the following: “If you just answered yes to all of those questions then this is what you just told yourself: No matter how good or bad your past has been. No matter how good or bad your present currently is. There is something that you can specifically do right now that will make your life either better or worse and the decision is yours.”

Now, if you were like me and you answered yes to all of those questions then it means something very powerful. With your decision making ability you have the power to determine how far and how fast you want to go in life, and your business to go in life.

BUT THERE’S A PROBLEM.

We as human beings are notorious for making poor decisions. Let’s look at some different areas of life.

As I was reading the Washington Post I came across some interesting new data from Jaison Abel and Richard Dietz of the Federal Reserve Bank of New York. The vast majority of U.S. college grads work in jobs that aren’t strictly related to their degrees:
The authors estimated that just 27 percent of college grads had a job that was closely related to their major. That means that 73 percent of college grads DID NOT have a job that was closely related to their major.

Here's some examples:

According to analysis from the Wall Street Journal, only 55% of class law school grads were employed full-time as lawyers nine months after graduation. The other 45% may be unemployed, working at Starbucks or starting their own blogs about how they hate law school.

Another study estimates that approximately 1,500 pastors leave their assignments each month, due to moral failure, spiritual burnout or contention within their local congregations.

When it comes to teachers, Researchers estimate that over 1 million teachers move in and out of schools annually, and between 40 and 50 percent quit within five years.

So we have a few examples of poor career decisions when it comes to which careers to choose.

It's not just lawyers, pastors, or teachers. It's every industry.

Let’s talk about personal decisions because this gets really interesting.

- The average American retires at age 63.
- The average retirement lasts 18 years, but many last much longer.
- You’ll need $1,060,751 in savings if you expect to draw $5,000 per month for 30 years.
- The average 50 year old has $42,797 saved.
- The average net worth of a 55-64 year old is $45,447.
- 45% of Americans have saved nothing for retirement, including 40% of Baby Boomers.
- 38% don’t actively save for retirement at all.
- 20% of Americans tap into their 401(k) assets early, either through a loan or withdrawal.
- 80% of Americans between the ages of 30 and 54 believe they will not have enough saved for retirement.
Americans know they won’t have enough money, but still won’t save.

The vast majority of those in the prime of their careers are aware they have a problem with their retirement savings.
Relationship decisions aren’t much better.

A study shows about 6 in 10 people have stayed in relationships they didn’t find fulfilling, according to The Daily Mail. The reason? They’re used to compromising — even when their partner cheated, disrespected them, or lied.
That’s 60%!

As you can see, MOST people just decide WRONG about what to do in their career, what to do with their money, and who to get involved with in relationships, and so on.

So what does this have to do with business, and more importantly YOUR BUSINESS. Everything.
You can go back to every bad thing that has happened in your company and boil it down to poor decision making.

So why do we have such a difficult time making right, good, sound decisions?

That’s my aim in the presentation How Leaders Make Decisions.

To help you understand the different types of decisions that are out there.

To help you understand that there are decision making pitfalls that will attempt to put you in harms way, make the wrong choice, and, in some cases, take years to recover.

After identifying different types of decisions, and understanding the pitfalls that sabotage making quality decisions, I will give you a Decision Making Process proven to help you make better decisions in all areas of life.

By the end of the presentation, you will have a good understanding of how to make better decisions as an organization.

You may not make the right decision 100% of the time, but you can be at peace knowing that you followed a process that will put you in the best position possible to make a decision that is the best for you, your staff, and your company.
THOMAS NESTER
Executive Director
Washington International Diplomatic Academy

About Thomas Nestor
Thomas Nestor is a best-selling author, professional speaker, and the Founder of Leadership Today, a company specializing in creating learning and development for leaders and organizations. Thomas’ purpose is to teach people how to lead in a world that seems to crave leadership.
Thomas worked alongside Tony Robbins and Robbins Research International for two years delivering keynotes to 300+ organizations, including Google, Disney, and the NFL. Thomas has authored three books, including How Leaders Make Decisions.
As a critically acclaimed keynote speaker and best-selling author, he doesn’t tell people what to do, but guides them in the direction of where they need to go.
Thomas’ favorite leadership quote is “you cannot talk yourself out of something you behaved yourself into.”
Struggling to Find and Keep Top Talent?
Six Things to STOP Doing Now

How’s the talent market looking for you these days? If you’re like lots of business leaders I’m talking to, the answer is probably “pretty lean”.

One business owner said to me recently, "The people who are applying...aren't qualified. And the ones we want...they already have jobs. It's not easy."

Of course it's not easy! And with unemployment running at historically low levels, and with many of the most talented people opting out of the traditional workforce to do (quite successfully, thank you), their own thing, it’s not going to get any easier.

If you’re finding it harder and harder to attract, retain, and engage the best, take a close look inward. There may be some things you need to STOP doing. Such as...

- STOP…longing for the good old days when your applicants were born between 1946 and 1964. This just in: They’re not making any more Baby Boomers! Production on that model has shut down. While more experienced workers are a tremendous (and too often overlooked) resource, the truth is you’re going to need to stop whining about Millennials (and the generations yet to come) and figure out how to create an organization that gets the most productivity from the available resources. Some of your competitors have. So get with it.

One way to do that is to worry more about performance than attendance, in some situations.

I hear business owners and managers carping all the time about the reality that that some younger workers have a radically different view of the term “at work” than some in the previous generation do. Stop and take a critical look and ask the question, “What’s more important – WHEN and WHERE they do the work? Or THAT they do it?” you may conclude, if you’re completely honest, that the latter beats the former a lot of the time.

“But that’s just not how we’ve done it around here!” is another common refrain aimed at trying to get younger workers to conform to more traditional norms. And I agree – it would be a lot easier if they would. But here’s my advice: If you can find an ample supply of talented people who are willing and eager to work under your rules...go for it! If not, you might want to consider changing some of the rules.

RICHARD HADDEN, CSP
Certified Speaking Professional
Author

16 CVSN INSIDER Summer 2018
If you’re going to ask people to account for every minute they’re “in the office” (wherever that is anymore), rather than prioritizing getting the job done, they’re going to ask you to pay them for answering that text you sent them at 10pm. Just use your head. You can’t have it both ways.

• STOP…running a boys’ club. Over the last 30 years, companies have spent billions on diversity and inclusion training, and we’re still having to talk about this. It’s not just about whom you’re hiring and promoting. Face it. If your culture doesn’t work as well for women as it does for men, you’re cutting off about 50% of your air supply. You’ll never be able to compete effectively against companies who listen to input from everyone, not just the guys in the room.

• STOP… hiring exclusively on specific experience and narrowly defined skills, and start asking the question, "Is this person a good match for our organization and this team?" Be honest. How many times have you hired someone for skills and experience, but then they left (voluntarily or otherwise) because they simply weren’t a good fit?

• STOP… tolerating a pathetic “careers” section on your website. Most talent-starved companies’ websites do little more than list job openings, rather than doing what they should do - help to create your employer brand, and give potential stars a look inside your workplace. Oh, and if your website tells people not to submit unsolicited resumes, and you’re still complaining that you can’t find good people, you might be beyond help.

• STOP… living in denial about your Glassdoor ratings and reviews. Maybe you’ve bought into the myth that because some of your reviews are unjustified, nobody puts any credence in these reviews. In which case, you would be wrong.

• And finally, STOP… being a jerk. You MIGHT be struggling to find and keep good people because people just don’t want to work for you. You’ve confused high standards with being obnoxious. If that’s you, seek the counsel and advice of someone you trust - someone who has the courage and character to tell you what you need to know, but may not want to hear – and try being a little easier to be around.

RICHARD HADDEN, CSP
Richard will be speaking on Tuesday September 11th from 1:30 - 2:30.
CVSN Aftermarket Distribution Summit
September 8-12, 2018
Château Élan Winery & Resort
Braselton, Georgia

VIPAR Annual Business Conference
October 14-19, 2018
JW Marriott Marco Island
Marco Island, Florida

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
GenNext introduces the 4 Under 40 Awards, a new awards program for the heavy-duty aftermarket geared around recognizing younger individuals for their outstanding commitment to the aftermarket industry.

GenNext says all industry professionals are welcome to nominate someone for the 4 Under 40 award – men and women who are demonstrating involvement, innovation and commitment within the aftermarket. The four young professionals chosen from the list of nominees will represent the best of the industry, and will be honored at the Commercial Vehicle Solutions Network (CVSN) Aftermarket Distribution Summit in September in Braselton, Ga.

GenNext says the awards are free to enter and self-nominations are encouraged as well. Distributor, supplier, marketing group, media and association management employees are eligible for the award.

“In the heavy-duty industry we have some of the most inspirational, brightest and best leaders to have left their impressions before us. The next generation of leaders has some very big shoes, to fill to say the least,” says GenNext President Nick Seidel of Action Truck Parts. “The 4 Under 40 Award is way to recognize those individuals who are young and passionate about our industry. Those individuals already leaving an imprint and beginning to fill the shoes of our predecessors.”

GenNext says award criteria includes:

- Under the age of 40 (as of Sept. 1, 2018).
- Currently employed within the heavy-duty aftermarket industry.
- Demonstrates leadership qualities.
- Strives to propel the industry forward through involvement and innovation.

For more information, and to nominate someone for this year’s award, please visit https://gennexthd.com/4-under-40/
For more information and to book your room, visit
http://www.chateauelan.com/cvsn

Registration is now open!
http://www.eiseverywhere.com/329132