2019 DTE April 26th-28th
Hyatt Regency Atlanta Georgia
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What a winter! It only takes a snowflake to shut down Seattle for a week, I can’t imagine how the rest of you are surviving in subzero temps. But spring is on its way, and with it, new opportunities for growth.

I heard a sermon recently that compared the seasons of a botanical calendar with the seasons of our lives. A green thumb I am not. However, I found the description of fall and winter particularly interesting. Winter is a time when plants can look depressed, dead even. But this isn’t so, they are actually lying dormant and oftentimes solidifying the root growth that occurs during autumn (ferns in particular are this way). As spring arrives, new buds appear and all the hard work that took place just prior becomes visible as flowers and new growth sprout.

When we apply this analogy to our businesses, we can use a season of dormancy to prepare us for the upcoming surge of daily transactional volume and new growth. Winter isn’t just about surviving, it’s about thriving.

Most of us have just come off a great winter gathering at HDAW - using the dormancy period in our businesses to get away and invest in our companies, our employees and ourselves. Daniel Burrus, our keynote, challenged us to start anticipating the future and start capitalizing on these trends. We heard and saw how technology in the heavy-duty industry can and will impact us. Quadriplegic Indy car racer Sam Schmitt was an inspiration to us all in overcoming challenges with technological assistance. The product expo and networking opportunities enabled us to take the theories learned in the education forums and tailor them to our markets and businesses. One-on-one meetings continue to be a core strength of HDAW.
So, if you are feeling like spring is coming way too quickly and you haven’t invested as much during this dormancy as you had wished, worry no longer. The Distributor Training Expo is just around the corner. This investment in your people and business will comeback ten-fold. Great suppliers, great training, great takeaways – your people will thank you for the opportunity and your spring sales will bud and blossom in response!

**ANDY ROBBLEE**
President of Six Robblees’ Inc
**CVSN President**
As I approach my 50th year in this industry, (forty of those as a distributor) I am amazed at the fact that I see the same things happen as did in the past. There is always someone who forecasts that we are living on borrowed time or that the future for distribution challenging. It would have been easy for me to predict the end of our channel if we did not defend ourselves with respect to access to information. But the truth was that survival was not in question. However, survival would likely be less profitable if it wasn’t for CVSN.

Our fight for survival actually started in the 1980’s when Caterpillar tried to get legislation passed that would make it illegal for trucks to use non-OE parts in repairs. Our industry banded together and successfully fought this challenge. But the OE’s never forget and they hate the fact that they do not own the aftermarket, even though they manufacture the trucks.

Our next fight was right to repair. Several of us got together at a meeting in 2005 to discuss what would happen as the use of technology increased on trucks as they had on automobiles. Some of our group thought that we should just let the automotive channel do the fighting and we would be protected by what they were able to accomplish. Fortunately, that was not the prevailing opinion and we formed the Commercial Right to Repair Task Force. Initial efforts to work with the OE’s were unsuccessful. However, we fought hard and eventually were successful getting added to legislation passed in Massachusetts. This led to a Memorandum of Understanding with the Engine Manufacturers Association that gave us better access to repair codes from vehicle manufacturers. It is not perfect, but it is better than before. The success of this effort was the result of an active Board of Directors at CVSN that appropriated money to hire a lobbyist to make sure heavy-duty vehicles were included in the bill.

But the fight does not end here. The OE’s will continue to try and find ways to block our access to the aftermarket. There is the Magnussen Moss Act which protects non-commercial denials of warranties just because the parts used on the vehicle were not from the original manufacturer.
For example, if an engine fails on a car, the dealer cannot deny a warranty just because the customer used an aftermarket filter. Commercial vehicles are excluded from this law. This means OE’s can deny warranties on engines if the filters the fleet uses are not from the dealer. Or they can deny warranty on any part that could be argued that it was impacted by the non-OE part even if the non-OE part had nothing to do with the failure. CVSN is fighting for the inclusion of commercial vehicles into Magnussen Moss and will be meeting with the FTC in Washington in July.

Anyone who drives a car knows that the operational performance data is being collected by the OE. When a part is failing, you get a warning so you can have the part fixed. In some cases, the local dealer will call you with a scheduled appointment. This is called telematics. Right now, commercial vehicle repair shops and parts distributors do not have access to this information from OE systems. Massachusetts is considering legislation to change this and CVSN is engaged again in the fight. The Board has approved funding for a lobbyist to make sure any legislation approved includes commercial vehicles.

I know my fellow distributors are focused on their businesses and their marketing groups that are doing a great job making sure our pricing is competitive with dealers. But they need to keep an eye open for the advance of technology on the trucks being built today. Take a moment and think about what the future might be like if there was no CVSN to fight for equal access. What if the OE’s implement systems that will prevent your parts from being accepted on the newer trucks? What if the vehicle manufacturers are allowed to state that use of a non-OE part on a commercial truck will void the entire vehicle warranty?

My message in this essay is not meant to scare you. It is meant to engage you in the fight. We need everyone working together to support CVSN and its efforts for our industry.

Marc Karon
President of Total Truck Parts
CVSN Right to Repair Chairman
The schedule is set and the fourth annual CVSN (Commercial Vehicle Solutions Network) and GenNext Distributor Training Expo has officially SOLD OUT. Scheduled for April 26-28, 2019, at the Hyatt Regency in Atlanta this year’s DTE will feature 200 Distributor attendees and 25 industry suppliers. The event will begin with an all attendee reception, and will be followed by two days of one-on-one booth and classroom training.

This event is geared toward all parts managers, branch managers, purchasing, outside sales, inside sales and counter personnel.

The DTE also is an invaluable resource for independent operations to keep pace with their dealer and national chain competitors, both of which offer similar programs for their own locations.

The event’s Gold Sponsors — who will provide four 40-minute classroom sessions and feature an expanded booth presence at the event — are Automann, Bendix, Eaton, Federal-Mogul Motorparts, Kit Masters, Meritor, Minimizer and Tectran. Silver-level sponsors will host two 40-minute training courses and also will be present during the event’s booth training periods. Silver sponsors are BBB Industries, BettsHD, BorgWarner-DelcoRemy, Dayton Parts, Dorman HD Solutions, Hendrickson, Illinois Auto Truck Co. Inc., PAI Industries, Phillips Industries, SKF, STEMCO, Timken, Triangle Suspension, Truck-Lite, Trux Accessories and WABCO.

This year’s DTE also will feature a keynote speaker for the second consecutive year. Dr. Albert Bates, known throughout the aftermarket for his engaging presentations at other industry programs, will present “Not Just Sales, Profitable Sales,” a pointed presentation designed to educate distributor attendees on how to ensure every sale is a profitable sale.

Thank you to our supplier sponsors, our participating distributors, and marketing group partners for making this event possible again this year.
GenNext announces new board of directors-In addition to its preparations for the upcoming Distributor Training Expo, GenNext also has made a number of changes to its board of directors in 2019.

The organization says new members to the board are Lucas Deal, Truck Parts & Service; Jenna McGrath, VIPAR Heavy Duty; Adam Pigeon, Royal Truck & Trailer; Nick Tosie, BorgWarner; Amber Warden, Tectran; CVSN Representative Sean Ryan, Point Spring & Driveshaft; and senior advisor Rob Phillips, Phillips Industries.

In making these changes, the organization says its outgoing board members are Cory Beeler, Wilson/BBB Industries; Steve Hansen Minimizer; Justin Miller, Heavy Duty Trucking; Jeff Paul, VIPAR Heavy Duty; and senior advisor David Willis, CRW Parts.

We thank our outgoing members for their support of GenNext and the independent aftermarket industry.

What comes after the DTE?

That’s a good question, because GenNext has even more big plans for the remainder of the year.

The biggest non-DTE initiative for GenNext in 2019 is its joint effort with CVSN to introduce an industry job board and release video designed to help recruit talent into the independent aftermarket. CVSN has been in production on the latter for nearly a year. When complete, CVSN and GenNext plan to nationally market their recruitment video in an effort to entice talented young professionals to consider a career in our industry.

GenNext also will host an industry reception at the 2019 HDA Truck Pride Annual Meeting next month in Orlando and is working to schedule more quarterly educational webinars for its members and introduce an aftermarket podcast series called “Next10.” The organization says it will notify its members of these latter projects as they are released.

Nick Seidel

Vice President
Action Truck Parts
President of GenNext

All CVSN members have full access to GenNext with no additional cost
We highly encourage you and your staff to sign up for GenNext
We are excited to announce that on January 27-30, 2020, HDAW is moving to Grapevine, Texas - where the learning is bigger than ever, the products are bolder than ever, and the opportunities to make business-boosting connections are broader than ever. Mark your calendar now for the biggest event of the year for professionals in the heavy duty aftermarket industry.
Well it’s now been almost two months since we closed out HDAW’19, and as our industry rolls into another busy spring ‘brake’ season, for many of us it’s been back to work, ‘nose-to-the-grindstone’, cranking out business as usual. I however have had the ‘luxury’ of being somewhat reflective of late, that tends to happen whenever you have a birth in your family, as my wife and I welcomed in our third child at the beginning of March, our son Simon. I have also taken time recently to be reflective of my business, of our industry and the major changes and challenges it faces, but also reflective of great success that HDAW’19 was.

One phrase I keep coming back to in these moments of reflection is one from our keynote speaker Daniel Burrus, the one about focusing on a “life of significance, rather than a life focused on success,” and how often the two, significance and success, are truly intertwined. There really was no better real-life example of this than that of Sam Schmidt. Sam shared with us his journey from successful businessman, to Indycar driver, to team owner, to charity founder, through to being a transportation technology driver and all while facing immense personal challenges. This story of both significance and success in the face of adversity makes me hopeful and positive about the new emerging opportunities that are coming out of the immense changes our industry is currently facing. Like Daniel said, it is about being an anticipatory organization that creates positive disruption, rather than being constantly disrupted by change.

If you attended any of our 4 education sessions, you hopefully had some take-away ideas as I did, that you were able to take back and apply to your business on some level. Whether it was a take away from Gerry Mead about emerging fleet trends, or one about service technician retention that was laid out by Homer Hogg, or you got some take away ideas or concepts from the emerging digital trends and ecommerce fronts that Chandra Ram and Sandeep Kar presented, it was clear at HDAW’19 that major change is happening on all fronts.
With change being a constant topic throughout the week at HDAW’19, it was also clear by the record breaking turn out from both the Distributors, Suppliers and business executives that the heavy-duty aftermarket industry is engaged and eager for more knowledge, more ideas and more product solutions as we all try to grow our businesses during this period of change. And speaking of change, a new chapter of HDAW will roll out next year with our move to the Gaylord Texan, in Grapevine Texas, for HDAW’20. Despite the change in venue, I am confident that next year’s co-chairs, Sean Ryan of Point Spring and Tim Bauer of Eaton, with the help of the entire J.O.C. will deliver another stellar event that will be yet another record setting year as Heavy-Duty Aftermarket Week continues to grow and expand its offerings. The Gaylord Texan offers us an enormous tradeshow space, expanded room for meetings and an amazing venue on the water in Grapevine, Texas, just north of Dallas.

I wish you all success this year as we harness the winds of change in our businesses and look forward to seeing you all next year in Texas for HDAW’20.

Ian Johnston
Vice President – Owner
Harman Heavy Vehicle Specialists Ltd.
HDAW 2019 Distributor Co-Chair
CVSN is proud to congratulate CRW Parts for being awarded Truck Parts & Service Magazine’s 2018 Distributor of the year. We would also like to recognize First Call Truck Parts for 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

2018 Sponsors are:
The schedule is set and the fourth annual CVSN (Commercial Vehicle Solutions Network) and GenNext Distributor Training Expo has officially SOLD OUT. If you are still interested in having you or your employees attend the DTE we encourage you to still sign up and be put on the wait list at: https://miregistration.net/gncvsndist/#registration

Scheduled for the week of April 26-28th, 2019, in Atlanta, this year’s DTE will feature 200 Distributor attendees and 25 industry suppliers. The event will begin with an all attendee reception, and will be followed by two days of one-on-one booth and classroom training.

This event is geared toward all parts managers, branch managers, purchasing, outside sales, inside sales and counter personnel.

Featured Gold-level Trainers/Sponsors are:

- Automann USA
- Bendix CVS LLC
- Eaton
- Federal Mogul Motorparts
- Kit Masters
- Meritor
- Minimizer
- Tectran

This year’s Silver-level Trainers/Sponsors are:

- BBB/Wilson Industries
- BettsHD
- BorgWarner/DelcoRemy
- ConMet
- Dayton Parts
- Dorman Products
- Hendrickson
- Illinois Auto Truck Co, Inc.
- PAI Industries
- Phillips
- SKF USA Inc.
- STEMCO Products, Inc.
- Timken
- Triangle Suspension Systems, Inc.
- Truck-Lite
- Trux Accessories
- Wabco

THANK YOU TO OUR SUPPLIER SPONSORS, OUR PARTICIPATING DISTRIBUTORS AND MARKETING GROUP PARTNERS

SEE YOU IN ATLANTA!!!
All businesses evolve. But, in the independent aftermarket, few are more accustomed to evolution than CRW Parts. Much of that evolution, though, comes from the fact the company was founded before trucking existed.

The business the independent aftermarket now knows as CRW Parts first opened as RW Norris and Sons in 1850 before trucks, parts, service and distribution ever found their way into a sentence together.

Back then, the Norris family sold almost everything. Wagon wheels were the transportation good of choice and were stocked in great supply, but the company also stocked housewares, outdoor goods and anything else a customer might buy. By the turn of the century, current CRW Parts President and RW Norris’ great great great grandson Dave Willis says, “It was almost like a department store; you wouldn’t believe the stuff they had.”

Willis says he has copies of the company’s catalogs from the turn of the century filled with transportation products as well as seemingly random goods like shotgun shells and vintage Hollywood posters. He says perusing the old catalogs today can be a humorous experience — he can’t imagine stocking half the stuff his relatives once sold — but it’s also somewhat enlightening. As the company’s sales in the transportation sector grew, so too did its focus.

Movie posters might have been great for nostalgia, but it was wheels that drove RW Norris and Sons’ bottom line.

By the second decade of the 20th century, with the automotive and trucking aftermarkets still in their infancy, RW Norris and Sons started to specialize in wheels and wheel end components. Company leaders would help found the National Wheel and Rim Association in 1917, furthering the company’s commitment to the transportation industry.

“As you go through life you pick and choose where you want to stay and I think they realized they wanted to be in transportation,” Willis says of his predecessors.

Other product lines and categories were added over the decades as RW Norris and Sons grew into one of Maryland’s most recognized automotive and heavy-duty distributors.
Then tragedy struck.

Within a few months in 1962, two of Willis’ three uncles who were leading the business died. The third decided he no longer wanted to run the company alone and, after more than a century in operation, RW Norris and Sons approached its end.

Willis’ father Ralph (later known throughout the aftermarket as Bo) was employed with the company at the time. Only 32, Bo Willis wasn’t ready to turn his back on a career in the aftermarket just yet; but in the wake of his family’s misfortunes and the state of the company being what it was, he also knew he couldn’t continue the operation as it stood.

So, a deal was struck. Willis took the customer contacts, employees and suppliers from what remained of RW Norris and Sons and founded Chesapeake Rim and Wheel Distributors Inc.

Another 50-plus years later, the “new” company Bo Willis established out of his family’s tragedy has expanded to an eight-location distribution business serving the light-, medium- and heavy-duty aftermarket throughout the Mid-Atlantic region.

Renamed CRW Parts Inc. in 1996 — the prior name was a bit cumbersome for customers when buying parts, Dave Willis jokes — the company employs more than 100 associates, is an active member in VIPAR Heavy Duty, the Commercial Vehicle Solutions Network (CVSN) and National Pronto Association (an automotive aftermarket organization), and now for the first time has been recognized as the Truck Parts & Service Distributor of the Year.

“I think one of our strengths is we’ve always recognized where we need to be in our marketplace,” says Willis. “We’ve morphed a lot over the years as we’ve followed our customers and their needs.”

In doing so, CRW Parts has cultivated one of the most diverse product offerings in the independent aftermarket, carrying a full line of light-duty truck and passenger car parts as well as its comprehensive commercial truck and trailer product lines. Willis says CRW stocks more automotive components because the larger market size demands it, but notes a majority of the company’s sales come from its medium- and heavy-duty business.
Meeting the 2018 Distributor of the Year  CRW Parts

The company enjoys serving that market as well. The automotive aftermarket is a high-margin industry but it’s also very cutthroat, Willis says. It’s not a market built on cooperative partnerships like the commercial trucking industry.

“I think heavy-duty customers are much more grateful,” he says. “If you show you can solve their problems they are much more likely to rely on you and trust you.”

Yet Willis admits that earning and maintaining the trust of customers is a full-time job. CRW Parts’ inside and outside sales associates attend supplier training courses throughout the year to ensure they understand the components they are selling. The company’s leadership team also urges its employees to study and hone their craft, not just to help the company but also themselves.

“Learning how to sell is so important because not everyone is a natural salesperson,” says Willis. “We want our people to have that desire to learn and grow.”

And they do. Many of CRW Parts’ managers and department heads have climbed the company’s corporate ladder into their current roles, and Willis says when he hires someone, he’s often looking not only to fill a role but also to bring in an associate who one day may be called upon to lead. This forward-thinking hiring process ensures the business remains attentive to customer needs and is able to respond quickly when those needs change.

Willis adds CRW’s participation in the automotive aftermarket has proven useful as the company navigates the multitude of changes occurring in the medium- and heavy-duty space. He says much of the trucking aftermarket’s new priorities — focusing on data, leveraging online tools, etc. — aren’t actually new to CRW Parts. The company has been researching, evaluating and acting on those changes for several years.

The CRW Parts team also has been active throughout its history in sharing those experiences with the trucking aftermarket at large. Dave Willis says his father’s openness and cooperation with his fellow distributors has influenced how he’s participated in the industry, first in VIPAR Heavy Duty and then in CVSN, where he served as a board member and then president, and at Heavy Duty Aftermarket Week, where he was co-chair in 2011.
Willis also encourages his store managers to be active in the industry and their markets, adding anything CRW Parts can provide to the industry is more than repaid by its contemporaries.

In an industry that is unquestionably changing, Willis says CRW Parts needs to look for solutions to solve its customers' problems anywhere they can be found.

“Being able to solve [customers’] problems are what has kept them loyal to us for all these years. They know when they come to us, we will drop what we’re doing to solve their problem and get them running again,” he says. “If we ever stop doing that, that loyalty will be gone.”

The 2018 Truck Parts & Service Distributor of the Year program was sponsored by Minimizer, Meritor, Interstate Billing and Karmak. Other finalists for the award was DeCarolis Heavy Duty Parts, First Call Truck Parts, Royal Truck and Trailer, and Wofford Truck Parts.

Lucas Deal
Editor
Randall-Reilly Publishing

https://www.truckpartsandservice.com
As expected, there was significant attendance and energy at HDAW 2019. A record-breaking 2,500+ aftermarket industry leaders attended the three-day conference, including over 1,800 supplier and 680 distributor executives. In addition, over 1,500 private one-on-one meetings were held during the four-day conference.

For the Tuesday opening general session, around 1,200 people attended the keynote address featuring futurist Daniel Burrus who presented “The Anticipatory Organization: A Proven Model to Predict Change & Create Extraordinary Results.” Afterwards, Burrus was joined on stage by Sam Schmitt, Indy car team owner and driver, to bring to life examples regarding the importance of identifying trends, embracing change, and taking action on opportunities. It was a really meaningful presentation.

To assist everyone in responding to rapidly changing technologies and customer expectations, we also held four education workshops focused on technology, products, customers, and people which many of you attended:

- Technology: Megatrends Driving Digitalization in the North American Independent Aftermarket – Sandeep Kar, chief strategy officer, Fleet Complete
- Products: Impact of Better Products and Changing Industries – Gerry Mead, executive director of innovation, Phillips Industries
- Customers: Defining the Heavy Duty Aftermarket Digital Experience – Ram ChandraSekar (Chandra), founder & chief executive officer, Phase Zero
- People: Growing and Keeping Your Best Assets from an Industry Insider – Homer Hogg, director, technical service, TA Petro

I hope you all feel, as I do, that HDAW 2019 helped you in the development of ideas and strategies to grow the future of your businesses. I want to thank all of the speakers and HDAW Joint Operating Committee members and staff, as well as my Distributor Co-Chair Ian Johnston, vice president of sales & marketing at Harmon HVS, for a job well done.

I believe our industry is strong and prepared to drive incremental value for our end customers, the truck and trailer owners. It was a great pleasure to serve you as Supplier Co-Chair for HDAW 2019 and I look forward to a very successful HDAW 2020 at the Gaylord Texan Resort & Convention Center in Grapevine, TX from January 27-30, 2020.

Much success until I see you all next!!
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

HDAW 2020
January 27-30, 2019
The Gaylord Texan Resort
Grapevine, Texas
AFTERMARKET DISTRIBUTION SUMMIT

The RimRock Resort Hotel
Banff Alberta Canada
September 14-18 2019
More Information Coming Soon!
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