Heavy Duty Aftermarket Week At The Gaylord Texan
January 27-30 2020
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LETTER FROM THE PRESIDENT

Troy Zurbuchen
Midwest heavy duty
CVSN President

As we close out our second decade of this millennium and enter the next, we sit at a time of great importance. We sit at a time of greatest transition - transition towards transformation - locally, regionally, nationally, and globally; all facets, spaces, places, sectors and industries are engaged, consciously or not.

In short order, we are receiving a crash course in globalization, importance of leadership, importance of relationships, as well as the impact of things we previously deemed distant, un impactful, irrelevant, or “never going to happen;” denial is no longer only a river in Egypt.

Where are we today? Pundits speculate near daily, distributing ideas that propel their ratings, mass influence and revenue. In a state of inquiry, strangely, I had an opportunity to have lunch with Todd Buckholz, nationally renowned economist and speaker at the 2018 Summit in Braselton, GA. In my conversation with Todd, I asked what source he looks at to find the indicators regarding the economic markets, both nationally and globally. Mr. Buchholz shared two indicators he checks daily and what he felt best reflected what is occurring, macro and micro; they are Bloomberg and The Wall Street Journal. Todd emphasized everything (information) we need is right in front of us every day. Pay attention to the subtle details; dollars being in the details, not the devil.

From that conversation with Mr. Buckholz, I began my investigation, utilizing his recommendation. My findings, once applying my thirty-one years in the commercial vehicle parts business, was there is great unity, not separation, in all things that compose the North American commercial vehicle aftermarket. An industry that I have seen historically static now becoming fluid, fluid in a way and rate that is different from what we have experienced before. Our customer is changing, our communications (forward and reward facing) are changing, and definitely, our way of doing business is changing. Many new startup companies that touch or have vehicles in the commercial vehicle sector are not only from the country south of us, they are now from places like Bosnia, Georgia, Austria, Ukraine, Poland, India, Vietnam, Thailand, and Africa; they are also more gender diverse. The owner of the commercial vehicle from year five to year eight has transformed, this is our new customer.

Being an old/young person in this industry (my chronological age against my age within the industry) places me near median +. I question how we support this new customer. How do we? My conclusion; leadership and relationship. Relationship; relation (noun) connection, correspondence, act of communing, establishment of report; ship (verb) to create, shape, form, state.
As we stand today, no matter how success is measured, objectively or subjectively, success has a critical nature/nurture. It comes down to relationship. Relationship to all; our past, our present, our future.

In my six years at CVSN, from Board of Director, to Executive team member, to now President, I cannot fully express my appreciation for the three individuals that I have had the privilege to serve under and with, Andy Robblee (Six Robblees’), Edward Neeley (Truck Supply of South Carolina), and David Willis (CRW Parts). Gentlemen, I thank each of you for your service, support, leadership, mentorship, and friendship. Looking forward, I could not be more pleased with the industry dignitaries and entrepreneurs serving the board of CVSN.

Moving forward, CVSN is positioned with strong comprehensive leadership. With one of the youngest boards to date by age, as well as one of the most experienced. CVSN is open for business - the business of North America’s Commercial Vehicle Aftermarket. Our board is ready, and our people prime, to serve the distributors and manufacturers of this industry - the industry that supports commercial vehicles of North America. Please, if you are a member or not, I suggest you take time to visit or revisit what CVSN has to offer your industry, your business - CVSN respectful heritage, forward future.

Very respectfully,

Troy Zurbuchen
President, CVSN
President, MHD – Midwest Heavy Duty
President, MTS – Midwest Trailer Sales Inc.
In the past few years, we have been successful with the Right to Repair law in Massachusetts. That led to a National agreement with the Original Equipment Manufacturers granting right to repair in every state and Canada. Currently, we are working on an additional law to require the OE’s to release telematic data to independent service shops. This is another critical issue. New technology is giving dealers an advantage because information on pending component failures on owner’s vehicles is going to the local dealer. Independents also need to get access to this information.

The RTR success has not been perfect. The law and agreement define a process for fixing shortfalls in repair software. The process to fix these software issues is cumbersome, and I believe that has had a negative effect on getting necessary updates. If you find that the OE software does not offer the necessary software you need, we have to work to get it added. The service shop has to fill out a Service Information Request (SIR) and submit it to NASTF on the NASTF site (NASTF.org).

I run three service shops and I fully understand that you cannot wait for this process to yield a result. You have to find some other way to complete the repair. This can even require going to the OE and pay them to reflash the ECU. But we still need to file the SIR or it will never get fixed for the next time the software is needed.

Maybe shop managers do not feel comfortable writing an SIR. I understand that. So, send whatever you write to me at mkaron@totaltruckparts.net. I will work with you to write the SIR for you. You will be doing a great service for the industry and maybe the next time you get the same truck in, that software will be available or some other software you need will be available because someone sent in an SIR. Eventually, my hope is that the OE’s will recognize that it is less expensive to limit what is made available and just roll out the same software they give to dealers.
Another effort we are working on is to make sure that warranties that are offered by the truck manufacturers are not violated just because the owner purchase a replacement part from an independent service provider. This will be a challenging project and will require passing legislation in each state. If you have a relationship with any of your local state legislators, please email me. I will want to meet them and present the proposed law.

In conclusion, we need to work together to fight the dealers effort to put us out of business.

MARC KARON
President of Total Truck Parts
CVSN Right to Repair Chairman
Ahhh, my last CVSN Insider column. How did the time go so quickly? It seems just yesterday I was bemoaning the cancellation of the CVSN Summit in Amelia Island due to Hurricane Irma. Today I look back and see how much we have accomplished since. What an incredible journey with an incredible group of people!

The addition of GenNext was certainly a highlight. What other industry is putting as much effort and focus on encouraging the next class of leaders as the heavy-duty commercial aftermarket? We may not pepper every street corner with flyers announcing jobs, but when someone gets hired, we do go all out in welcoming them and exposing them to all the industry has to offer. And GenNext has continued to do a great job of educating us through webinars and support of the distributor training expo (DTE).

CVSN remains the premier association when it comes to putting on high class events, like the DTE and the Summit. Responsive as always to the various constituents, both events will move time frames next year to enable those who haven’t been able to participate in the past due to timing, a new opportunity. CVSN continues to honor industry veterans with the Presidents Award and up-and-comers with the GenNext/Truck Parts and Service 4 Under 40 Award. All the while providing top rated experts focused on leadership, sales & marketing and technology training. Tremendous value for midsize businesses like mine.

But the highlight of my time on the CVSN board has been getting to know and work with other industry leaders. The care and passion they exhibit is remarkable. The ideas and suggestions for improvement are endless. The expertise and connections they provide prove invaluable. What a blessing to have served alongside and know such great people. So, I leave thinking the best accomplishment of my tenure is to have such a solid group of leaders stepping up and ready to take the torch - leading us into a bright future!
September’s Commercial Vehicle Solutions Network (CVSN) Aftermarket Distribution Summit in Banff, Alberta, was the site of the second-annual presentation of the GenNext 4 Under 40 Awards.

Sponsored by Trucks, Parts, Service, the 4 Under 40 Awards were created to honor young aftermarket professionals for their enthusiasm, personal growth, corporate achievements and contributions to the independent heavy-duty aftermarket prior to age 40.

This year’s winners were Kate Diecks, eastern regional sales manager, Kit Masters; Sean Ryan, president and treasurer, Point Spring & Driveshaft; Megan Vincent, marketing manager, Phillips Industries; and Jerry Conroy, North American regional vice president, aftermarket sales, Bendix CVS.

The awards were presented by GenNext President Nick Seidel of Action Truck Parts and TPS Editor Lucas Deal.

“Trucks, Parts, Service is thrilled to recognize these four professionals for their enthusiasm and commitment to the independent aftermarket industry,” says Deal. “All are incredibly deserving and serve as wonderful examples to motivate other GenNext members to get involved in our industry.”

For a complete conversation with each 2019 winner and their career in the independent aftermarket, please see https://www.truckpartsandservice.com/aftermarket-truck-parts-service-news/a-conversation-with-gennexts-2019-4-under-40-award-winners/
The extremely popular and consistently growing Distributor Training Expo has been moved from its April date on the schedule to Aug. 21-23, 2020. GenNext chose to move the date from its prior spring setting to reduce weather-related travel issues for distributors and, hopefully, expand the event’s overall size. GenNext had 200 distributor attendees and 25 supplier at the fourth annual event in April and earned a 94 percent approval rating among all attendees.

GenNext says next year’s event will again be held at the Hyatt Regency in Atlanta and registration information is scheduled to be released later this year.

Finally, GenNext and CVSN are excited to announce their new heavy-duty job board is now live, http://www.heavydutycareers.com and http://www.hdjobboard.com are the links for it. The organizations developed the board to create a single repository in which all open positions within the independent aftermarket can be cataloged and searched.

The job board enables suppliers, distributors, service providers and industry partners to post any open position they have within their businesses. Listings are searchable by state/province, job title, job title and industry category. More information regarding the heavy-duty job board will be announced by CVSN and GenNext in the immediate future. For more information on GenNext please visit our website and sign up for membership through our online form at http://www.gennexthd.com/join

For more information on the 2019DTE or to sign up go to www.cvsn.org or www.gennexthd.com or follow the links below:

Distributors: www.miregistration.net/gncvsndist

Suppliers: www.miregistration.net/gncvsnsupl
SUPPLIERS & DISTRIBUTORS!

BOOK YOUR SPACE NOW FOR THE FIFTH 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
AUGUST 21ST-23RD, 2020
ATLANTA, GEORGIA
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.
* Previous Year Suppliers have first right of refusal on sponsorship until December 31st. After December 31st, 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 December 31st 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 $455 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 spend training for months at a cost-per-person much higher. Even more, we feel the distributor salespeople will be more receptive in 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
• Open to all HD distributors but first preference will be given to CVSN/GenNext Members.

1 HOW IS THIS EVENT DIFFERENT FROM HDAY OR A BUYING GROUP SHOW?
The GenNext/2019 Distributor Training Expo is not comparable to a buying group show or HDAY. It’s a completely different show. Buying Group shows and HDAY 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 20-30 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.

3 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.

4 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 been submitted.

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 manager and branch manager roles.

2020 UPDATE

BOOK TODAY!!

Angelo Volpe from CVSN and Adam Clark from Midwest Wheel Companies are the event co-chairs. Contact Adam at adamclark@midwestwheel.com or Angelo at avolpe@cvsn.org if you have any questions.

Limited supplier 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/gncvsnslupl
Distributors, BOOK NOW AT www.miregistration.net/gncvsndist
Hello CVSN friends. It was great to see many of you in Banff. For those who missed it, we had a blast. I touched on the three qualities necessary to thrive in The Age of Speed. Alignment, Agility and Aerodynamics:

- **By ALIGNING** with an emotional buzz with the products and services you provide, you attract and retain good employees alongside customer loyalty.
- **You will be AGILE** when everyone from the counter, to the drivers to the administration backbone follows the mantra, “Do what the competition is not willing to do.”
- **AERODYNAMICS** is all about eliminating drag. Interruptions, multitasking and holding any kind of FEAR with what the future may hold are all a drag on our productivity.

Also, I’d like to leave you with something to think about regarding the change we are all experiencing in our industry. But, simple “change” is sooooo last century. Today it’s FREAKING CHANGE!!

By the 80’s and 90’s downsizing was something that affected families up and down the neighborhood. Change was forced on organizations with a boom in innovation and technology. Wall Street never seemed to be satisfied.

People like you, your parents and the rest of us in the Boomer age category realized that we needed to change by design instead of reacting to change. I can remember in University in the 80’s consistent articles in the Edmonton Journal how lay-offs had happened again. Friends talked about how their dad had lost his job and it was “the only thing he knew how to do.”

As a result, the Baby Boomer bubble got used to getting ahead of the change. “Change is inevitable,” was a cliché that drove a boom in Community Colleges meeting a demand for workforce demands. This demand was created by innovations in transportation, supply chain management, computers, communication and other service industries.

Today these same community colleges, traditionally nimble with workforce demands, are facing another wave of enrollment. Retirees and an older workforce are looking for the next phase of work in their 60’s and 70’s. In Dallas’ Richland College, about 10% of their students are between 40 to 60 years old. Administrators feel that enrollment in the Boomer category will continue to rise.
Not only is change inevitable, the speed of this change is too.

According to labor analysts, we have had 16 straight months of a labor shortage. The US economy had 7.4 million job opening in June, but only 6 million people were looking for work. This is abnormal. With two decades of tracking labor statistics, there have always been more people looking for work than there were jobs available. That change in January of 2018. It will swell to a staggering 35 million by 2030. The greatest scarcity will be in public service, education, and healthcare.

Downsized engineers are getting retrained as Math teachers. Empty nesters, right sized employees and people looking for careers with more flexibility or meaning are gravitating toward training in the health profession thanks to a likelihood of a job placement. The service industry will increasingly look to the aging population to meet specific demands.

With the speed of change today, the commercial vehicle industry is wise to anticipate the impact of this continuing job trend. Coupled with this anticipation is an urgency to meet these demands as they happen as opposed to being blindsided by change and reacting to it.

In 2019 and beyond, the speed of change is inevitable. Here’s to thriving in the Age of Speed.
We are excited to announce that on January 27-30, 2020, HDAW has moved 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. Registration is Now open for the biggest event of the year for professionals in the heavy duty Aftermarket industry.

Visit HDAW.ORG now for details
Buckle-up! Expect a Bumpy Ride for the US Economy Next Year --- But No Recession!

Since my talk at the 2019 CVSN Aftermarket event in Banff, there has been a growing undercurrent of concern and fear across the nation that a recession in 2020 is not only possible, but probable. One survey released in September by Duke University reported that optimism among business leaders dropped to the lowest level in three years. Nearly 7 out of every 10 CFOs polled by the university believed a recession will happen before the end of next year. And if that was not sobering enough, a recent spate of key economic indicators, such as retail sales, housing and industrial production, appear to show an economy losing steam.

So is an economic downturn in the cards next year? Not at all!

It’s true all three indicators mentioned above came in well below expectations. But it is vitally important to dig a little deeper and see why those metrics were so depressed. Once you do, a different picture emerges on health of the economy.

Let us start with retail sales, which fell 0.3% in September. This was the biggest drop in consumer spending in seven months and it unnerved business leaders and investors. After all, shoppers alone have managed to keep this economic expansion alive and well into its record 11th year. If they begin to pull back on spending, then a recession is a virtual certainty. But if you look underneath the hood of that data point, it becomes apparent Americans did not reel in their shopping.

What hammered sales in September was that drivers spent less on gasoline and autos. However, paying less for gasoline and on motor vehicles does not mean they purchased less! Retail sales simply reports what Americans spent in nominal dollars. What few realized is that the actual unit price for gas and autos has been dropping. We know that because in a separate report on inflation (CPI), the price tag for both gasoline and new vehicles (as well as for used cars and trucks) declined that month. In fact, Americans purchased more gasoline, not less --- and motor vehicle sales increased to a 17.2 million unit annual rate in September, above the 17 million rate in August.
Buckle-up! Expect a Bumpy Ride for the US Economy Next Year --- But No Recession!

Here’s another example. Existing home sales fell 2.2% in September. But housing stats can be especially choppy on a month-to-month basis. What’s preferable is to look at a 3-month moving average to detect a trend. In doing so, we see the pace of such sales has gradually picked up.

What about new home construction that month? It plummeted more than 9%! But that was attributed to a massive and rare (28%) decline in the building of large apartment buildings. New starts on single-family homes, however, rose in September for the fourth consecutive month and they deliver a much greater GDP punch per unit than large multi-unit buildings.

Finally, let’s take a look at the latest figures on US industrial output. They were indeed dismal in September and it’s not a mystery why. Certainly the strike at GM, which shut down automobile production, made matters worse. But what has truly sucked the air out of US factories is the protracted trade war with China and the disruption it has caused to global supply chains. New orders to US manufacturers have shriveled up in recent months and that does pose a drag on economic growth.

Here’s the good news. I do expect that China and the US will reach an interim (so-called “phase one”) trade deal in the coming weeks. Beijing will ramp up purchases of US farm products and both sides may roll back certain tariffs. There’s talk President Trump will even postpone or cancel his decision to place tariffs on consumer goods in December. Such an agreement, even if it is limited in scope, should help lift consumer and business confidence.

Now if you add to that continued low unemployment, wages rising faster than inflation, historically low interest rates and modest energy prices, the doom and gloom scenario so many CFOs see for next year appear unjustified. Make no mistake, 2020 will be a turbulent year given the upcoming presidential election and ongoing impeachment hearings. But we continue to see the economy growing a little over 2% next year. This economic expansion still has legs, even if those legs are tiring a bit given its marathon run.

Bernard Baumohl
Chief Global Economist
The Economic Outlook Group, LLC
Can we talk about the elephant in the room? In case you haven’t heard yet, and if you haven’t then can you please let me know what rock you’ve been living under, the Heavy Duty aftermarket’s most significant event of the year is getting some new digs. HDAW 2020 will be hosted at the Gaylord Texan Resort in Dallas from January 27-30, 2020. I may be biased (pro-tip: I am), but I am genuinely excited for the new location. Everyone has great memories of the many years of HDAW at the Mirage, including myself (remember the year the elevators broke during the one-on-one meetings). However, our goal is to live up to the motto of our new home state... Everything is bigger in Texas.

The new location has given me, Tim Bauer, my Supplier Co-Chair from Eaton, and the rest of the joint operating committee the ability to think outside the box and work to really take HDAW to the next level. I want each of you to do me a favor. I want you to be mindful of the first moment you walk into the new trade show floor at the Gaylord Texan and look around. I want you to remember your initial thoughts in that moment and let me know what they were after you experience it for the first time. It wouldn’t surprise me in the least if all of you tell me your jaw dropped at how enormous the space is. Gone are the days of multiple spill-over rooms that many never bothered to see anyway.

I am beyond excited for the keynote speaker that we were able to secure for HDAW 2020. Daymond John, CEO and founder of the multi-billion dollar clothing company FUBU and world-renowned for his fame on ABC’s hit show Shark Tank, will be our headliner this year. His scrappy brand of entrepreneurial spirit and story of overcoming adversity will resonate with our audience and give us all insights into what has made him so successful.
The best parts of the program remain intact with countless opportunities to interact with your industry peers. One-on-one meetings between suppliers and distributors remain a critical component of the show and because of that the scheduling software to facilitate them has been upgraded this year. Show specials will be returning as well. Tim and I are very happy with how the education program is shaping up and think each of you will take something back with you to your business wherever you call home. You won’t have to look or travel far to socialize over a cocktail or a meal at one of the many on location facilities at the Gaylord Texan or the very close-by neighborhood of Grapevine.

I would like to personally invite you to join us and to Command the Road Ahead! Make the 15th annual HDAW the best it’s ever been and register now at www.hdaw.org. Please don’t be a stranger and reach out to me with any questions or just to introduce yourself.

Sean Ryan
President / Treasurer
Point Spring & Driveshaft
HDAW 2020 Distributor Co-Chair
We are in a great time of change in our industry, in our businesses and with HDAW. As you are all aware, after a lengthy run in Las Vegas we are moving HDAW 2020 to the Gaylord Texan Resort & Conference center near Dallas, Texas. As they say, everything is bigger in Texas and HDAW 2020 will be no exception. With 80% more space than previous years, we look forward to hosting more heavy-duty aftermarket professionals than ever before with a focus on education, product training and one-on-one business meetings. There will be no shortage of networking opportunities and social activities to ensure we collaborate, connect, and get business done.

The HDAW 2020 event theme, Command the Road Ahead!, serves as a powerful mantra and a rally-cry behind the selection of education topics and speakers. The joint operating and education committees are committed to providing the heavy-duty aftermarket industry with the solutions, tools, and knowledge needed to stay ahead of the curve and succeed in this growing and evolving market. We are honored to host Daymond John as our headlining keynote speaker. We cannot think of anyone more suited to speak to the importance of adapting your skills and planning for future success through growth-focused tactical marketing and creative branding strategies.

It is an honor to be partnered with Sean Ryan from Point Spring & Driveshaft Co., and the HDAW Joint Operating Committee, to develop an education session program that will be both beneficial and informative. As we developed these programs, we worked to achieve a balance between topics that distributors can immediately apply to their businesses, and issues that look to the future of technology and innovation which need to be planned for as our businesses evolve. Our education topics for 2020 will help every attendee Command the Road Ahead! by focusing on the underlying trends that will impact your business in the next one to three years. The education sessions focus on developing a better understanding of your customers and profitability using data you already have, the evolving complexity of products requiring service today, and the impact of predictive maintenance on your businesses and customers.
As with all changes, it is a time of great stress, confusion, and certainly anticipation. The joint operating committee understands the concerns of everyone who has attended HDAW in the past and has committed itself to providing a program that you’ve come to expect from HDAW. While the familiarity of the Mirage and its facilities will be gone, our commitment to the future of the heavy-duty aftermarket remains unchanged and unwavering, and there will be new adventures awaiting each of us in Dallas. What will not change is the world-class product expo, the popular one-on-one meetings, and the opportunities to reconnect with friends, partners, and suppliers, which is the hallmark of the week.

The 15th annual HDAW will be held Jan. 27-30, 2020. Register now at www.hdaw.org and don’t miss out on the early bird registration which ends November 1. I look forward to re-connecting with each of you in Dallas.

Tim Bauer
Vice President Aftermarket
Eaton Vehicle group
HDAW 2020 Supplier Co-Chair
Check out our new Job Board

JOB BOARD WEBSITE ANNOUNCEMENT

A NEW WAY TO FIND AN EMPLOYEE WHO MEETS YOUR NEEDS.

A NEW WAY TO FIND THE JOB OF YOUR DREAMS.

www.hdjobboard.com

- Easily add your job description and find employees that are specialized in your industry.

- Easily search for jobs that fit your experience in the HD industry.

- A great way for employers and job seekers to connect!

- Go to www.hdjobboard.com and enter:
  Username: hdjobboard
  Password: CVSN1234
Remember, “It’s Not What You Know… It’s How Well You Execute!”

Ford Saeks
President and CEO of Prime Concepts Group, Inc

It was exciting contributing at the recent CVSN event in Banff. What an eclectic group of talented professionals from such diverse backgrounds, roles and responsibilities. The real accolades from an event are when members are inspired to pick a couple of key areas of focus or top priority action steps to implement. Now’s a great time to review your notes from the event.

Here is quick recap of a few key points from my presentation on Business Growth Acceleration

With 2020 just around the corner it’s a great time to revisit your GOALS, both for your company and your career. Did you set your MTO’s (Minimum, Target, Optimal) for each position so you know what success looks like? I know that many speakers mention the importance of having written goals and that’s because it’s important for you to have clarity of focus. Make it a point to ask yourself, on a daily basis, “is what I’m doing right now moving me (or department, or company) closer or further away from my goals.” Aim to avoid complacency. It takes critical thinking and a willingness to ask better questions so you can get better results. B.S., stands for “Belief System”, so if you have beliefs that aren’t serving you, maybe it’s time to get some new beliefs. A new mindset will lead to new results and greater business success.

Being Open-minded Leads to Next Level Performance

This leads us into breaking through limited beliefs, thinking small, or being close-minded. Those behaviors hold you back and may keep you stuck in a bit of delusion where you justify low performance through blame or excuses. I’m not trying to be harsh here, I’ve certainly experienced my phases of delusion related to business growth, leadership excellence, and taking massive action. I’ve found it helpful to remember that if my reasons why aren’t great enough, my excuses will be. What’s something you left the conference with on your notes that you planned on implementing, yet life took over and you may have slipped back into your old routines? Keep in mind that if you change nothing… then nothing changes.

Third-party Endorsements

Let’s move on from mindset to a few tactical refreshers. Do you recall the demonstration I did on stage using my cellphone and iRig mic to capture a video testimonial? The key to capturing testimonials, especially video testimonials, is to look for the happiness moments when your customer is expressing joy, positive
feedback or compliments. Then just ask… Hey, can I capture your feedback to share with our team? Then grab your phone and take the short video. Take action and make it a best practice for those team members that are customer facing to pay attention to those opportunities to capture testimonials.

**Business.Google.com**

Companies that have claimed and enhanced their business listing on google at business.google.com get higher search rankings, more traffic, and a competitive edge. Once you’ve claimed your listing for each location, you can update and enhance the listings making them more findable, especially with on mobile devices. I get it, maybe you’re an executive and most likely not the person responsible for your online marketing, then please pass these tips on to the appropriate party in your organization. It’s that important.

**The Power of Video Marketing**

One of the comments I received after my Keynote was that many of you mentioned you were going to leverage the power of video more effectively. Video content engages the more senses than just print. Videos are powerful tools for supporting your sales and marketing efforts at many stages of the buying process. Short, authentic videos that are of value work best. Sure, depending on the purpose of the video, you may need a more formal video production, budget, and resources. However, no excuses, everyone in your organization is carrying a video camera app on their cell phone with them everywhere they go.

**Here are Several Ideas for Videos:**

- Capture video testimonial or case stories to share on your website and social media
- Short sizzle reel of testimonials for social proof
- Use videos at different phases of the marketing & sales process
- Product or service video demos reduce reparative interruptions answering the same questions over and over. You may want to include a series of them publicly on YouTube and create playlists too for easy distribution
- How-to instructional or educational videos for staff, onboarding, position training, and other videos for customers
- Training videos – for your staff, onboarding, or for your customers related to your business
- Video Promos or specials deals to capture attention and engage the viewer
• Video emails. Send an email with a thumbnail graphic of a video linked back to your website

• Video sales letters. Use video to make or support a sales message when you can’t be present in person. Great for those times when your buyer says they need to meet with their boss, board, team or committee to make a decision. Sending a short video so they can share it, ensures you’re getting the right message across, as opposed to leaving it in the hands of the person you met with to share your solution or opportunity

• Repurpose your videos for YouTube, LinkedIn, Facebook, and your website

I know that many of you, as executives, reading this keynote recap aren’t necessarily the person that is going to take, produce or promote videos, but you do have a role to play in identifying areas where video can shorten the sales cycle, improve the customer journey, and reduce interruptions by having video resources that answer commonly asked questions. Ask your team to brainstorm a list of questions they get asked most frequently. That list will give you several ideas how producing video content will help save you time and be a valuable benefit.

Here’s an added bonus if you’re posting videos on YouTube. Share this video with your marketing team on How to Optimize Your YouTube Video Content. It’s free online at: http://bit.ly/fordsyoutubetips

**Improving Your Marketing Results with Ford’s 3M Formula.**

Message, Market, Method. This simple 3-part formula will help you improve engagement and conversions, making all your revenue generating activities more successful. The three elements are simple to understand individually, but the power comes from creating effective combinations. The MESSAGE element is the benefit or the compelling reason, the WHY. The MARKET element represents the target market, the WHO. The METHOD element represents the method you’re using (traditional or digital) that you’re using to deliver your benefit MESSAGE to your target MARKET.

The magic is in the combinations of the 3Ms. If your marketing & sales efforts are already producing amazing results, it’s because you’ve matched the right combination of the benefit message (value proposition), to the perfect demographic influencer or decision maker, using an effective method. If you’re not getting the response you expect or want to raise the bar, the 3M formula will help you. If you’re not measuring your marketing efforts and feel you’ve got it all figured out because you’re wildly profitable, I’d just caution you that profit can hide lots of mistakes and you may be investing in marketing promotions that aren’t serving you.
Through the Eyes of Your Target Avatar

Your action step is to gather all of your marketing materials, brochures, sales materials, and review your digital footprint assets to evaluate if you’re really sending the most effective message to the proper target market, using the most profitable method. There are thousands of combinations and when you track the 3Ms, and test different combinations you’ll be able to identify gaps and opportunities to improve your results. Put yourself in the mind of the prospect and see if what you’re reading, watching or listening to, is the on target for the purpose in the customer journey.

Your Digital Footprint May Need New Shoes

Manage your online reputation or someone else will! Grab your cell phone and search Google for your company, products/services, your competitors, key executives, sales professional’s names and see if what shows up is on brand and represents you and your organization in a positive light. Then repeat the process on a desktop or laptop. Start with the google search listings, then check business.google.com for your reviews, scan through your company’s social media profiles and see what kind of impression you’re making.

Bonus Tip: If you want to check to see if your company has claimed local profile business listings on over 50 websites you can use this free tool for a report  https://scan.primeconcepts.com

Your Website Impression

Once you’ve checked those, then it’s time to review your company website, starting with the home page. Think of your home page as prime real estate, like beach front property. You don’t want to waste it. Lead with benefits and substantiate your claims with features and social proof. Is it cluttered with too many choices? Is it intuitive with clear and compelling value propositions? I know that the CVSN members are Business-to-Business (B2B) so make sure your messaging is targeted to your main site visitors. Are your calls-to-action specific and intuitive? Can you read the text, checking the font size and contrast. Is the flow of the messaging and graphics effectively leading to a specific and measurable action step?
Again, make sure you check on mobile, digital pads, laptops, and desktops? Why, because every screen size is different and many unskilled website developers design a website on a large monitor and may not have done proper cross-browser and cross-device visual syntax testing.

Take Action

No doubt you’re a seasoned pro with many years of experience in your role. I was honored to spend time and meet so many of you in Banff. I’m confident that these action items, along with many other priorities, insights and your many demands, keep your plate full on your journey to improve and grow your business. Remember, it’s not what you know… it’s how well you execute!

You know what to do. For some that starts with a desire to make things different, to get unstuck and to breathe new life into your career, with a fresh perspective in alignment with your goals. If you’re happy with your current results… congratulations, and I’m sure there are several others that can benefit from your mentorship.

After my keynote several of you asked if I offered a digital & marketing critique and the answer is yes. It’s no charge or obligation, just visit www.PrimeConcepts.com and fill out the form at the top of the home page. You can’t miss it.

About the Author

Ford Saeks, Business Growth Innovator, International Keynote Speaker, Successful Entrepreneur, and author. His efforts have helped companies generate a total of over a billion dollars in sales worldwide. From start-ups to Fortune 500’s, Saeks is widely recognized as a Business Growth Innovator. As President and CEO of Prime Concepts Group, Inc., an integrated marketing services firm, Ford specializes in helping businesses attract loyal and repeat customers, monetize social media, and ignite innovation. Discover more at www.ProfitRichResults.com and watch his Business Growth TV Show at Fordify.tv
HD Industry Meeting Schedule

HDAW 2020
January 27-30, 2020
Gaylord Texan
Grapevine Texas

HDA Truck Pride Annual Meeting
April 29-May 3 2020
Gaylord Rockies Resort Aurora
Colorado

CVSN Aftermarket Distribution Summit June 13-17 2020
Renaissance Boston Waterfront Hotel
Boston Mass.

Distributor Training Expo
AUGUST 21ST-23RD, 2020
Hyatt Regency
Atlanta, Georgia

VIPAR Annual Business Conference
October 18-23, 2020
JW Marriott Orlando Grand Lakes
Orlando Florida
Renaissance Boston Waterfront Hotel

June 13-17 2020

More Information Coming Soon!
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