WINTER 19/20

Heavy Duty Aftermarket Week At The Gaylord Texan
January 27-30 2020
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Andy Robblee Six
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The fourth quarter has been another busy period for GenNext HD. In October our marketing committee rolled out a new GenNext HD LinkedIn group — designed both to attract potential new members and connect existing members. The committee’s first effort to connect with the aftermarket through the page has been its Meet the Board Mondays! program, which features a brief Q&A with a GenNext board member and active industry professional.

October also marked the return of GenNext’s popular industry panel discussion at the VIPAR Heavy Duty IMPACT Conference in San Antonio.

Featuring two VIPAR Heavy Duty distributors (Robyn Spitzke, Fort Garry Industries; Allan Parrott, Tidewater Fleet Supply), two suppliers (Ed Powderly, BettsHD; Rob Myers, Phillips Industries) and VIPAR Heavy Duty’s Jim Pennig, the panel discussion touched on employee recruitment and retention tips, industry fluctuations and technology. A recap of the discussion can be found HERE.

As for our recruitment committee, GenNext recently worked with HD Group to launch our industry job board during the 2019 Commercial Vehicle Solutions Network Summit (CVSN) in September. The job board is available to suppliers and distributors alike to post job opportunities throughout the industry and will hopefully raise awareness to young professionals of the spectrum of jobs available in the aftermarket. Interested parties can check out the current listings and submit a listing of their own at https://hdjobboard.com/

Our educational committee also recently completed its fourth webinar of the year, an informative discussion regarding Heavy Duty Aftermarket Week (HDAW) 2020 with event co-chairs Sean Ryan (Point Spring & Driveshaft) and Tim Bauer (Eaton). Moderated by TPS Editor Lucas Deal, the December 10 webinar touched on the many exciting changes coming to HDAW as its transitions to a new venue next month.
GenNext members who missed the webinar can download the audio at https://register.gotowebinar.com/recording/5411826322184549387

As expected, GenNext HD will be incredibly busy at the aftermarket’s biggest event. Many of our member companies are sponsoring students from Northwood University to attend the event as part of the HDAW internship program. Our members will also be on hand during the convention’s many networking events.

GenNext’s annual no-limit Hold ‘em poker tournament also is scheduled to take place at the Gaylord Texan during the week. The event is scheduled for Wednesday, Jan. 29, 2020, and registration is open now at https://gennexthd.com/poker/

In other news, GenNext HD has finalized the new dates and keynote speaker for our 2020 Distributor Training Expo. Regarding timing, GenNext has decided to move the DTE from its previous late-April position to Aug. 21-23, 2020, to better accommodate the supplier and distributor communities.

We also are excited to announce Stu Schlackman as our keynote speaker for next year’s event. Schlackman is known for his book and assessment, “Four People You Should Know.” He provides customized training and consulting based on its principles to sales teams by focusing on the skills and strategies that lead to the goal of superior sales results. With more than three decades of experience in corporate sales, Schlackman’s sales training initiatives during his career led his sales teams to exceed sales projections by an average of more than 30 percent annually. He holds a Mechanical Engineering degree from Rensselaer Polytechnic Institute and a Master of Business Administration from Kennedy Western University.
Registration for the 2020 DTE is open now. Early-bird registration rates for aftermarket distributors are $549 per attendee and aftermarket businesses can send up to eight associates. Distributors can register at https://miregistration.net/gncvsndist/#registration

Suppliers will be able to sign up for Gold or Silver sponsorships on our website in early 2020.

Nick Seidel
Vice President
Action Truck Parts
President of GenNext
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 in, first 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 $485 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 may spend $100 per training session for a cost-per-person much higher. Even more, we feel the distributor salespeople will be more receptive in training in this on-site 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 MI 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/CVSN 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.

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/gncvsnssuppl
Distributors, BOOK NOW AT www.miregistration.net/gncvsndist
Happy New Year!

CVSN Wishes you a happy new year and a prosperous 2020
Heavy Duty Aftermarket Week (HDAW) is the largest North American gathering of the independent heavy-duty industry. More than 2,300 executives and managers from the U.S., Canada and six other countries including distributors, suppliers, service providers, educators and industry media attended the 2019 conference in Las Vegas. It was created by the industry’s leading trade associations and marketing groups with a long-term goal of consolidating the many annual events on the industry calendar and to create the most valuable event for the heavy duty aftermarket.

Visit HDAW.ORG now for details
2019 Distributor of the year Finalists

Distributor of the year Finalists:

1. Action Truck Parts
2. Kentucky Truck Parts
3. Truck Equipment Inc.
4. Vander Haag’s
5. Westrans

CVSN is proud that 4 of 5 finalists for the 2019 Distributor of the year award are CVSN Member Companies. Good luck to all these great organizations. You are all winners just by being nominated for this prestigious award. It is said that "You are known by the company you keep" Your company can also be part of the "Best of the Best"

Join CVSN today at www.cvsn.org or call us at 904-737-2900

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MERITOR
The start of a new year is always a time for reflection and resolutions, so for 2020 I ask that all heavy-duty aftermarket parts distributors resolve to join CVSN ASAP. All market sectors need strong associations championing their causes and working for the betterment of their industries, and our HD aftermarket parts sector is no different. For a nominal cost you could join an association (CVSN) dedicated to improving all facets of the marketplace you are making a living in.

Beginning with the legislative side of our industry we need an association working diligently, on our behalf, to further our interests in Washington such as “The Right to Repair” laws. Laws that favor our interests do not get miraculously passed without a lot of effort from an association working in conjunction with congress. This is time and effort individual distributors do not have, nor do they size necessary to get politicians attention. In Washington size matters, so an association needs represent at least 80% of its market constituents, both from a volume side and a location standpoint, to get the politicians attention. The bigger CVSN get the more effective it will be legislatively.

We also need an association driving education, not only from a product knowledge standpoint, but also from a best practice side. Keeping our members up to date on the latest and greatest methods in the fields of Sales, Marketing, IT, Operations, Legal, Accounting, Insurance, and Economic Trends is imperative to insuring a healthy aftermarket. CVSN does this at their Summit meeting, HDAW (Heavy Duty Aftermarket Week, and DTE (Distributors Training Expo).

A great association brings everyone together to network, learn, share ideas, and improve our companies and industry. Without CVSN I would have never had the opportunity to work with and get to know people like Marc Karon, Dave Scheer, John Minor, Andy Robblee, Sean Ryan, John Bzeta, and Mike Callison just to name a few. Sorry to those I left out but there isn’t enough room in the article to name them all. These people were independents and HDA Truck Pride members, so my chances of interacting with them was few and far between. I know I have learned more from them than I can ever repay, but I am thankful CVSN has given me the opportunity to interact with these industry icons.
A Message from the Sponsorship Chair

Associations look to the future and create avenues for growth such as Gen Next. This group is dedicated to the cultivation of youth in our industry both from an educational perspective and a recruiting standpoint. Because of the ideas created by Gen Next DTE was created to help educate the up and comers in our companies and the 40 Under 40 to honor those young people making a difference in our industry.

Finally, an associations works to bring all sides together to meet a common goal. In CVSN you have companies from HDA Truck Pride, Vipar, Truck Pro, HDDA, UAP (Traction), and Fleet Pride representing the best and brightest companies in the Heavy-duty aftermarket. Make it your 2020 New Year’s resolution to join and support the best HD aftermarket association in the industry CVSN. You will not regret it!

Dave Willis

CVSN Sponsorship Chair

President of CRW Parts Inc.
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
AFTERMARKET DISTRIBUTION SUMMIT

Renaissance Boston Waterfront Hotel

June 13-17 2020

More Information Coming Soon!
HD Industry Meeting Schedule

HD AW 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
THANKS TO OUR INDUSTRY SPONSORS!

**PRESIDENT’S CLUB**
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- Minimizer
- TPS
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- BorgWarner
- Haldex
- HD Truck Pride
- Wilson
- ND-Line
- Stemco
- Luberfiner
- ConMet
- Viper
- HDA

**SILVER**
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- CRC Industries
- Grote Industries
- Haltec
- Hendrickson
- Horton
- Kinedyne LLC
- Kit Masters
- Marathon Brake
- MGM Brakes
- Premier Manufacturing
- Timken
- Triangle Suspension
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- Keene Export Brake
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- Pai Industries
- Phillips Industries
- Tramec-Sloan
- The Universal Group

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