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Dear CVSN Membership and Friends,
Unfortunately, uncertainty for our professional and home lives remains high. I must admit that I do not venture into the current events section of the newspaper nearly as often as I used to because I’m scared of what I might see in there. It feels as though we reached a boiling point a month or two ago and someone forgot to turn down the heat. In spite of it all, I remain an optimist and I think that’s in large part because I try my best to take the long-term view. This part of the world has a rich and tremendous history with a sure and steady path of innovation and growth. Any sufficiently long time interval, say 10 years, shows a very definite trend in a very definite direction... up.

We at CVSN remain committed to supporting all of you and this Commercial Vehicle Aftermarket industry in any way we can. We have some exciting initiatives that we continue to push forward on and that we hope will bring value to each of you. Planning is underway for HDAW 2021 at the Gaylord Texan in Dallas. There is no doubt that it will be a different show next year, but if we can safely put on a show, it will be a great one and I hope to see all of you there. I wish all of you nothing but the best in these difficult times and please do not hesitate to reach out to me if I can ever be of assistance to you.

Sean Ryan
President, CVSN
President, Point Spring & Driveshaft
CVSN continues to be working hard to minimize the inherent advantage that the dealer channel has over the independent distribution channel. The OE manufacturers are continuing to try and create roadblocks to independent service shops and fleets that will result in commercial vehicle owners having to go back to dealers for parts and service. **Doing nothing is not an option.**

Since 2010, CVSN has invested heavily in promoting legislation, first at the federal level, and then at the state level on right to repair. We were successful in 2013 in getting the Massachusetts Right to Repair Law passed. This led to a Memorandum of Understanding with the vehicle manufacturers. While not perfect, the MOU did help with access to information.

Now we are fighting again. The continued development of technology on commercial vehicles is threatening our channel once more, and we are pursuing a legislative solution. In the original law and MOU, telematics, the transfer of vehicle repair codes and information over the internet, was not an issue with truck repair. But we are seeing more indications that in the near future, telematics and transfer of diagnostic codes will be the only way to determine the necessary repairs needed for a vehicle.

CVSN has successfully worked with key distributors in Massachusetts to sign petitions to get a ballot initiative on the November ballot. This will be an addon to the current Right to Repair, and I am happy to announce that we have achieved the necessary signatures. I am grateful to the help I received from Fleetpride and Camerota Truck Parts.

We are also working with NASTF to get the OE’s to live up to their commitments on the original MOU. Inland Truck Parts has been very helpful in give us information on missing software.
Finally, CVSN has introduce a new legislative effort. The Magnussen Moss Act is a Federal law that prevents vehicle manufacturers from denying a warranty just because the customer did not use the OE part. Unfortunately, this law only applies to consumer vehicles and not commercial vehicles. I went to Washington and attended a hearing at the Federal Trade Commission last summer in hopes to get commercial vehicles added to the legislation. However, getting legislation passed in Washington is impossible. So, we went to work in Massachusetts and were able to get legislation introduced.

This is only the first step in a long process, but it is necessary because vehicle manufacturers tell fleets that they will deny warranties just because the part is not purchased from the dealer. I will keep you updated on this, but nothing is probably going to happen until after the election.

MARC KARON
President of Total Truck Parts
CVSN Right to Repair Chairman
So what if business is in the dumpster right now? The good news? Today things are just as bad for your competitors. Will you be the first to take better, and faster action to gain a competitive edge by adjusting, and improving your service and support to better fit today’s new selling realities?

Five sales tips to be that competitive leader to your buyers:

#1 – Stay positive – This market disruption is temporary. Now is the time to maintain a positive attitude and to convey a proactive, helpful energy to buyers.

#2 – Focus on your customer’s pain – Stay centered on your buyers and the problems they are facing. Don’t talk product features and benefits but instead offer more complete solutions that fix their problems and improve their lives.

#3 – Don’t just be a fire-fighter…be an arsonist – In tougher times most reps shift to only being reactive order takers and supply chain problem solvers. Now is the time to be initiating ideas and discussions on how you can help your buyers react to today’s changes. What new ideas can you be offering buyers on your next sales call?

#4 – Sell “safe support” as a leading part of your value messaging – Today’s buyers are more concerned about keeping their workers safe than they are about saving a few cents on an item or buying the best quality. Your strongest selling message right now is how you can safely supply and support your buyers.

#5 – Take advantage of video conferencing – Buyers are getting comfortable with meetings by online video. How can you maximize this technology by inviting senior managers and technical experts into your video sales calls to demonstrate your entire organization’s support to their business?

We know you’re good. Are you good enough to get even better…and be one of the first to take advantage of today’s new selling realities?
For guidelines in opening up America Click Here

For information in Canada Click Here

For other up to date information for the U.S. and Canada visit www.cvsn.org and click on the covid-19 information and resources banner.
GenNext’s second quarter was defined by COVID-19.

We were forced to delay our announcement of the 4 Under 40 Award winners when the 2020 Commercial Vehicle Solutions Network’s (CVSN) Aftermarket Distribution Summit was postponed due to the coronavirus pandemic. Originally scheduled for June, CVSN has moved its next Summit to June 5-9 2021. GenNext intends to announce its 2020 and 2021 4 Under 40 Award winners at next year’s event.

GenNext also was forced to postpone our 2020 Distributor Training Expo (DTE) to 2021 due to the virus. This year’s event was moved from its normal April position to August during planning and will hopefully be held again July 23-25 2021.

Additionally, with the HDA Truck Pride Annual Meeting and VIPAR Heavy Duty IMPACT Conference being held virtually in August and October, respectively, GenNext may be unable to hold an on-site mixer or industry panel this year. Despite these setbacks, GenNext remains committed to bringing these events back in 2021 when the aftermarket is again able to hold its annual conferences and meetings.

In the meantime, GenNext hopes to schedule educational webinars for its members during the second half of the year and continue enhancing its social media presence. To suggest a topic for a future GenNext webinar, or to become more active in the organization, please contact info@gennexthd.com.
WHEN IT COMES TO SEEING VETERANS SHINE, DON'T BE AFRAID TO GET YOUR HANDS DIRTY.

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Wyakin Foundation is the nation’s most effective transition program for wounded veterans. You can feel good about giving, too, because 83% of every dollar raised goes directly to our programs.
HDA Truck Pride and VIPAR Heavy Duty Join CVSN in an All-Industry Membership Strategy to Strengthen the Heavy-Duty Aftermarket Community

The CVSN Board of Directors and President Sean Ryan are pleased to announce an agreement with HDA Truck Pride and the VIPAR Heavy Duty Family of Companies. The agreement allows the members of HDA Truck Pride, VIPAR Heavy Duty and Power Heavy Duty to become Associate Members of CVSN. The three groups represent more than 400 member companies, over 1700 parts and service locations and close to four billion dollars in parts and service at the Final Point of Sale.

This is a critical step to support the independent aftermarket, strengthen training and recruitment initiatives, and build critical mass to continue the fight in Washington, DC for legislation that benefits the independent aftermarket on technology (Data Standards, EDI) and heavy duty Right to Repair issues like Magnuson Moss and Telematics. As CVSN works to become the industry voice, the independent aftermarket community will become stronger than ever.

The membership strategy allows both Tina Hubbard, President and CEO of HDA Truck Pride, and Chris Baer, President and CEO of the VIPAR Heavy Duty Family of Companies a seat on the CVSN Board of Directors.

“By partnering with CVSN on this membership initiative, we’re reinforcing the advocacy for the independent aftermarket,” says Tina Hubbard, President and CEO of HDA Truck Pride. “Our members have much to gain from each other, and other CVSN members. CVSN’s focus on training, recruitment and legislation aligns with HDA Truck Pride’s strategic plan and long-term goals. It’s a critical step as we work together as one commercial vehicle industry.”

“The VIPAR Heavy Duty Family of Companies and our distributors within their local markets are leaders in our industry, and we need to continually step forward to serve and ensure progressive change,” notes Chris Baer, president and CEO of VIPAR Heavy Duty. “This partnership demonstrates our commitment to that belief in support of a strong independent aftermarket which is essential to the success of all stakeholders.”

Sean Ryan, President of CVSN and Point Spring and Driveshaft said, “I am beyond excited about this expanded partnership between our three organizations. The increased membership base gives CVSN the ability to continue to advocate fiercely on behalf of the commercial vehicle aftermarket distribution network in North America. With Tina and Chris joining our board, they will have direct access into shaping the future of our organization and can provide us tremendous insight and experience. I am humbled and honored to have been able to help play a small part in this.”
Check out our Job Board

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- Go to www.hdjobboard.com and enter:
  Username: hdjobboard
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HD Industry Meeting Schedule

HDA TP Virtual meeting
August 25-26, 2020
Check with HDA TP for details

VIPAR Heavy Duty 2020 IMPACT
Conference to Moved to a V!
Virtual Format this October
Check with VIPAR for details

HDAW 2021
January 25-28, 2021
Gaylord Texan
Grapevine Texas

CVSN Aftermarket Distribution
Summit June 5-9, 2021
Renaissance Boston Waterfront
Boston, MA

Distributor Training Expo
July 23-25, 2021
Hyatt Regency
Atlanta, Georgia