



THE LEAF

AUGUST 2009

2009 FALL CONVENTION IN WASHINGTON, DC

LETTER FROM THE PRESIDENT

Dear Members,

This mailing is very important. It includes all of the information on the convention: registration, hotel reservations, event details and a full schedule. There are a few deadlines that you need to write down and keep in mind. Luckily the deadlines for two different things are on the same date.

SEPTEMBER 16, 2009: This is the deadline for both registration and making reservations at the hotel. *After this date there is no guarantee that there will be a room available for you at the Hyatt Crystal City.*

Also concerning the hotel, we have rooms blocked for Wednesday, October 7 thru Saturday, October 10. We do not have any rooms blocked for the days be-

fore or after these specific dates, and the hotel is planning on selling out. If you would like to arrive earlier or stay later than Oct. 7 thru Oct. 10, then you must make your reservations ASAP. When you call to make your reservations remember to clarify with the Hyatt that you are with the Service Specialists Association.

We feel this is an amazing opportunity both for your business and your family. This is an excellent time to come to Washington, DC, and experience all that our nation's capital has to offer. We hope to see all of you there in October!

Sincerely,

Mike Holdaway

THE RETURN OF LA MOUSE 500 CHALLENGE

SO YOU THINK YOU KNOW SPRINGS?

Everyone attending the annual meeting in Washington, DC is invited to design a car powered by the spring from a Victor Mouse trap to enter in the La Mouse 500 model car race. The La Mouse will be taking place at the Thursday night reception at 6:00pm.

The Rules Are Simple

The spring must be unmodified and it must be the *only* source of power. The race track will be 50' long and flat. The contest will be held in a series of elimination races with two cars racing in each heat. The car that survives all challengers in a series of elimination races will be the winner.

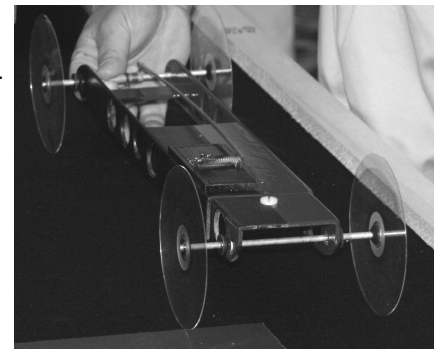
The inside width of this track (3.625 inches) is critical. If your car is too wide, you're in trouble. The inside height is 1.0625 inches. That's less critical, but we thought you might want to know just the same.

The full rules to this event will be published on the SSA website (www.truckservice.org).

Designing A Mouse Trap Car

Plans for how to build a mouse trap car are abundant on the Internet. Go to your favorite search engine and type "mouse trap car." You'll see that there is plenty of opportunity for ingenuity in the design and construction of these vehicles. Easy-to-modify kits are available everywhere.

WARNING: *Failure to enter this event will be viewed as a sign of weakness by your peers.*



CONVENTION SCHEDULE FOR FALL 2009

Wednesday, October 7, 2009

6:00	Early Arrivals – Lobby Bar
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Thursday, October 8, 2009

7:00	Breakfast in the Tidewater Room
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8:00	Opening General Session: “ <i>Heavy Duty Legislative Update</i> ” with Mike Conlon, Washington attorney and president of the Heavy Vehicle Maintenance Group (the industry’s leading political education committee), comments on legislative concerns for the heavy-duty business.
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9:00	Educational Session 1: “ <i>Secrets to Building Kick-Butt Websites</i> ” by Craig Fry of Wade&Partners, an innovative website designer for optimum small business commerce.
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10:00	Break
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10:15	Educational Session 2: “ <i>Small Business Pitfalls in Property and Casualty Insurance</i> ” by Michael Kelly, CPCU of Lamb, Little & Co.
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11:30 Departure	SSA Golf Scramble at Mount Vernon Country Club – Shotgun Start and Play Best Ball (Boxed Lunches and Transportation Provided)
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12:00 Departure	Washington Tour 1 - Guests and Members - Capital Sites Bike Tour by Bike and Roll
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6:00 – 7:00	Reception with Booths in Potomac 3456
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	Manufacturer Dinner Night
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Friday, October 9, 2009

7:00	Breakfast in the Potomac Foyer
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8:00	Speaker Jay Blake from Follow A Dream Organization (www.followadream.org)
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9:00	Educational Session 3: “ <i>5S Fighting Enemies of Shop Profitability</i> ” by Dr. Dave Kwinn a leading profitability consultant for all types and sizes of distributors. The presentation will focus on the actual margin pitfalls distributors and shops face
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10:00	Break
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10:15	Booth Sessions with Vendors. An opportunity for distributors and manufacturers to meet. Leading suppliers of both products and marketing solutions- from logistics to data systems to research data and related services will also be available.
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12:00	Lunch w/ Guests in Potomac 3456
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12:30 Departure	Washington Tour 2 - Guests - Lunch and Tour at Madame Tussauds
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1:30	Tire and Wheel Issues from the TMC Perspective. Wheel Inspection and Proper Attachment are the absolute basics for safe and accurate service. A necessary session in order to keep a company and its customers out of risky situations.
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3:00	Breakout Manufacturer Training Session 1 in Washington Room A
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4:30	Breakout Manufacturer Training Session 2 in Washington Room B
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6:00 – 7:30	Reception and LaMouse 500 in Potomac 3456
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	Dinner on Own
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Saturday October 10, 2009	
7:00	Breakfast in the Potomac Foyer
8:00	General Session 1-: <i>“Forces of Change: 4 Major Trends in Service”</i> by Bill Wade of Wade&Partners. This presentation describes the most recent NAW study findings, critical for suppliers.
9:00	General Session 2: <i>“Brake Challenges- New Brake Technology”</i> by Steve Sturgess
10:00	Educational Session 4: <i>“Brake Challenges- New Brake Technology”</i> a supplier panel led by Steve Sturgess
10:45	Break
11:00	Distributor/Repair Shop Member Meeting in Washington Room A
11:00	Supplier Member Meeting in Washington Room B
12:00	Lunch w/ Guests in Potomac 3456
1:00 Departure	Washington Tour 3 - Members and Guests - Smithsonian Institute
6:30	Closing Reception in EF Foyer
7:30	Supplier Banquet and Awards in Regency E
Sun. Oct. 11, 2009	
8:00-10:00	One on One for Suppliers and Repair Shops: Sign-Up Form
	Departures

Note: This schedule may be changed/updated at any time before the convention in October.

GUESTS/ SPOUSES AND FAMILIES

Members please remember to share the event catalog and this edition of the Leaf with your guest or spouse. We have posted both the Leaf and the event catalog on the SSA website, www.truckservice.org.

Kids are welcome to come to the convention, and there will be no charge for their attendance. Any children participating in the scheduled tours will be given a discounted price. Please contact Kelly Holliday at kholliday@wade-partners.com or 847-760-0067 for more information.

TRAINING

We will be hosting two training sessions during the convention. The focus of the first training sessions will be king pins. Proper king pin installation, how to get a king pin out when frozen and whole diagnosis for front end. The date and time for the first session is 10/9/09 at 3:00pm.

The focus of the second training session will be covering the newest technology trends in suspension. This session will be done by Hendrickson. The date and time for the second session is 10/9/09 at 4:30pm.

BOOTH SESSIONS

Sign-up for booth sessions with vendors will be available either before the convention through e-mail or all day Thursday, October 8 during the convention.

This is an excellent opportunity for all distributors to meet with the attending manufacturers and suppliers. Booth sessions provide a chance to discuss products, marketing, sales, data systems or any other topic that needs to be brought up in discussion.

Do not pass on this opportunity!

SUPPLIER ELECTION

The time has come to elect a new Supplier Liaison to the Board of Directors for SSA.

To qualify, a nominee for SSA Board of Directors must be a member in good standing for three years, have attended the last two out of three annual conventions and must be chief executive officer or chief operation officer (or, for entities organized as partnerships or proprietorships, a partner or owner as applicable.)

If you would like to nominate an SSA Supplier please send the nomination to kholliday@wade-partners.com prior to the convention. The election will take place on October 10 at 11:00am.



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About Service Specialists Association

Service Specialists Association was founded in 1981 and includes over 300 independent truck repair facilities across North America. With the help of supplier members, SSA offers technical, business and industry information and sponsors benefit programs throughout the year, including the SSA Annual Convention.

SSA's most important goal is to provide a forum for business improvement dialogue and a networking opportunity for member shops and associate supplier members. Shop members and associate supplier members are listed on our website

www.truckservice.org.

We welcome independent truck repair facilities to join our "family" of like-minded professionals to enjoy networking and solutions to business and technical problems.

NEWS AND NOTES



CARA UPDATE

Cara Giebner is now on Facebook.com. This social network has given Cara a chance to reconnect with SSA acquaintances and friends.

Since Cara's move to Florida she has admitted that the decision was one of the best things she has ever done. Every day

she is thankful for her happiness, family, good health and the beautiful sunshine!

HDAW 2010

It's the time and the place to expand your opportunities. At Heavy Duty Aftermarket Week, you'll be face-to-face with today's premiere players in the heavy-duty aftermarket. Discover new opportunities for profitable business-to-business interaction, with industry-leading suppliers and distributors that are shaping the marketplace of tomorrow. Make plans to attend meetings, educational sessions and the expo during HDAW 2010 now.

HDAW 2010 will be taking place at The Mirage Events Center in Las Vegas, Nevada, Conference Days: Monday Jan. 18—Thursday Jan. 21, 2010. Event Days: Tuesday Jan. 19—Wednesday Jan. 20, 2010.

UP TO \$105,000 IN SCHOLARSHIPS

Because of strong support in tough economic times, the Global Automotive Aftermarket Symposium (GAAS) Scholarship Program has \$80,000 available to fund new GAAS scholarships for 2009. This doesn't take into consideration grants and donations, and doesn't include second payments. An additional \$25,000 could be available if everyone submits for their scholarships and second payments. The scholarship program is funded from the net proceeds of the symposium. Since the program began, more than \$1.4 million and 1,400 scholarships have been awarded.

UPCOMING EVENTS

- August 20-22: Great American Trucking Show in Dallas, TX
- August 21-23: Annual HDA National Sales Meeting in Indianapolis, IN
- Sept. 12-16: CVSN Aftermarket Distribution Summit in Amelia Island, FL
- Sept. 14-17: TMC 2009 Fall Meeting & National Technician Skills Competition at the Raleigh Convention Center, Raleigh, NC
- September 20-26: 2009 Brake Safety Week by CVSA
- **Oct. 8-11: SSA 2009 Convention at the Hyatt Crystal City**

Reminder: Please turn-in Membership Dues if you have not already done so.

Thank you for your continued support of SSA!