



THE LEAF

SUMMER 2008

SSA ANNUAL CONVENTION OCTOBER 8-12: PEOPLE PURPOSE PRECISION

The 2008 SSA Annual Convention will be taking place at the beautiful Loews Coronado Bay Resort in San Diego, CA. For those of you who attended the convention in 2006, you should remember the wonderful attractions and setting. The theme of this year's convention is "People Purpose Precision."

This year's convention will be trimmed down a little bit. The dates for the convention are October 8 through October 12, 2008. Wednesday will be

designated for early arrivals and those members who will be participating in the golf scramble on Thursday afternoon. Sunday will be the day for departures, no events will be taking place.

Tours for this year's convention will include:

1. Coronado Shopping Tour:
Rich in history, natural beauty and a charming ocean village, Coronado is most deserving of its royal "nickname: the Crown City." This picturesque seaside city is linked to the Southern California coastline and the city of San Diego by the graceful and stately San Diego-Coronado Bridge.

2. USS Midway Tour:
Experience Midway Magic aboard the nation's newest naval aviation museum, the U.S.S. Midway. Located on San Diego Bay in downtown San Diego at Navy Pier, Midway provides a dynamic and enriching experience as guests take a look back at the history of America's longest serving Aircraft Carrier.

3. Balboa Park Tour:
Located next to the San Diego Zoo, this architecturally beautiful park houses museums and gardens. Passes will be provided to all of the museums and guests will get a bit of history about the park. Then guests will be free to go from museum to museum as they wish.

The SSA Golf Scramble will take place at Steele Canyon located 30 minutes from the Loews Resort.

As one of Southern California's finest golf clubs, Steele Canyon has been awarded Golf Digest's Four Star Rating, one of only three golf clubs so honored in San Diego County. The 27-hole championship course was personally designed by Gary Player with respect and appreciation for the natural beauty of the terrain.

FEBRUARY, 2009

Heavy Duty Aftermarket Week (HDAW) Moves to Orlando.

SSA WEBSITE GETS A FACELIFT

The SSA website, www.truckservice.org, has been given new life with a recent update of style and content.

The new updates include:

Home Page

- Announcement section
- You can also view the new SSA ad that is currently running in Newport Communications' publications, *Heavy Duty Trucking* and *Heavy Duty*

Aftermarket Journal. It is also currently running in the Randall Reilly publication, *Truck Parts and Service*.

Members Page

- Fully updated with a complete list of 2008 Members and Suppliers.

Links Page

- Additional links have been added and organized into easy to find categories such as Association Links, Tech Solutions, Logistics,

Education, State Maintenance Councils, Press, Members Links, Supplier Links and Other Industry Links.

Contact Page

- SSA management: Wade&Partners
- 2008 Board of Directors

News Page

- Updates from SSA members, Industry News and Articles.

Check out the site today!

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A MESSAGE FROM SSA PRESIDENT, MARK RUBINI

Elements of the SSA Professional...

Dependability:

- You **keep your promises** and are honest and truthful in all your dealings.
- You are the kind of person upon whom a **customer can rely on** for being on time or for **following through** on even small assignments.
- You are **loyal to our company**, your other accounts and your business friends.

Sincere Interest:

- You are **interested** in your account's success with our products.
- You constantly **demonstrate** this interest.
- You know and **understand the customer's problems**.
- You make him feel that **his success is a critical concern** of yours.

Job Knowledge:

- Your accounts **think of you as an authority** on our product category.
- You must **know our products**, policies and programs better than anyone else.
- You **know the competition** and how to merchandise our products.
- You are **not afraid to admit** you don't have the answer, but will always make sure you do your best to get it.
- You stay up to **date on market information** and keep your accounts informed on the latest changes... but do not gossip.

Good Attitude:

- You are **enthusiastic** and positive in your thinking.

- You are courteous and **professional**, never winning an argument and losing a customer.
- You are never **publicly critical** of your company (when you believe changes need to be made, take it up as an internal matter.)
- You understand that no matter how angry a customer may be at our company,
- **You show only disloyalty** when you agree.

Your job is to find solutions, not to assign blame.

RIGHT TO REPAIR: A DEVELOPING FUTURE HEAVY DUTY ISSUE

There is a rising concern in both the passenger car and heavy duty businesses about the possibility of limited access to key technical data required to service new vehicles.

Modern trucks contain advanced technology that monitors or controls virtually every function of the vehicle including: brakes, steering, air bags, fuel delivery, ignition, lubrication, theft prevention, emission controls and soon, tire pressure.

Fleet owners and independent shops need full access to the information, parts and tools necessary to accurately diagnose, repair or re-program these systems.

Vehicle manufacturers are making access to such vital information increasingly difficult to obtain for the independent aftermarket and its customers. Without access to critical information, parts and tools, truckers are forced to patronize dealerships, which may not be convenient or easily accessible.

A nationwide survey of a 1,000 independent repair shops conducted by Opinion Research, Inc. found that either much or some of the data needed to repair vehicles was not provided by the vehicle manufacturers.

Further, the survey found that the manufac-

turers never or only sometimes provide capabilities in their tools needed to complete repairs. For the automotive business alone, this adds up to a whopping \$5.8 billion loss of revenue per year for the industry.

The difficulty in accessing the needed tools and information has caused a 5.6% loss in productivity per month for independent repair shops.

The Motor Vehicle Owners' Right to Repair Act (H.R. 2694) is critical to ensuring that the independent vehicle aftermarket have access to the service information and tools necessary to repair today's computer controlled vehicles.

Most heavy duty associations are urging lawmakers to support "The Motor Vehicle Right to Repair Act" for the following key reasons:

- Requires vehicle manufacturers to provide the same service information and tools capabilities to independent shops that they offer to their franchised dealer network to maintain late model computer controlled vehicle systems;
- Restores the right of consumers to have their vehicle serviced and maintained at the repair facility of their choice; and,

- Authorizes the Federal Trade Commission (FTC) to enforce requirements in order to protect consumers and to promote competition in auto maintenance and repair.

Right to repair would *not*:

- Affect the dealer's warranty agreement with the vehicle manufacturers; and,
- Require manufacturers to disclose manufacturing processes or trade secrets unless that information is made available to the new vehicle dealer.
- **Action Needed:** The Motor Vehicle
- Owners Right to Repair Act prevents vehicle manufacturers and others from unfairly restricting access to the information and tools necessary to accurately diagnose, repair, re-program or install replacement parts.

The Act would require the Federal Trade Commission to promulgate and enforce regulations that ensure competition in the vehicle repair business. In addition, the bill would permit the FTC, vehicle owners and independent repair facilities to take legal action to ensure information and tools are available .



Afternoon at Coronado Bay.



The San Diego Skyline.

SSA CONVENTION SCHEDULE

Wednesday, October 8, 2008 (Early Arrivals):

6:00 pm: Hot Tub Club – drinks by the pool.

Dinner will be on your own.

Thursday, October 9, 2008:

7:00 am – 9:30 am:

Continental Breakfast – available for members and spouses.

8:30am: 3 Business Expansion Educational Sessions

11:30 am: Golf “Scramble” at Steele Canyon Golf Course

10:00 am: FOR SPOUSES – Coronado Shopping Tour

6:00 pm: Opening Reception

Dinner will be on your own.

Manufacturers Set Up = All Day

Friday, October 10, 2008:

7:00 am – 9:30 am:

Continental Breakfast – available for members and spouses.

8:30 am – 10:00 am:

Manufacturer Executive Panel

10:00 am – 12:00 pm: Big Al Bates

10:00 am: FOR SPOUSES – Spa Day

12:00 pm – 1:30 pm: Luncheon for members and spouses with Speaker

1:30 pm: 10 Technical Theaters

3:30 pm: Roundtable Discussion

6:00 pm: SSA LaMouse 500

Dinner will be on your own.

Saturday, October 11, 2008:

7:00 am – 9:30 am: Continental Breakfast – available for members and spouses.

8:30 am: Northwood University Marketing Professor Session

10:00 am: Newsmakers

11:30 am: Member/Manufacturer Meetings

12:30 pm: Luncheon for members and spouses with Right to Repair Update

1:30 pm: FOR MEMBERS AND SPOUSES– The choice of either the USS Midway Tour or the Balboa Park Tour

6:00 pm: Reception

7:00 pm: SSA Dinner with Awards

Sunday, October 12, 2008: (Departures)

FOR PLANNING PURPOSES

- The Loews Coronado Bay Resort is \$199.00 a night, this price extends to 3 days prior and 3 days after the convention dates.
- Call Loews Coronado Bay Resort directly to set up your reservations at 1-800-815-6397.
- We would like to continue updating you on SSA news, events and the annual convention electronically, **please send us your email addresses today** so you will always be in the loop.



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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. As an associate member of TMC (Technology & Maintenance Council), SSA sends a delegate to periodic TMC educational meeting and offers a discount to members who would like to participate. TMC is also a great resource for industry educational material for both management and technicians. To contact TMC call 800-672-4377 or visit their website www.truckfleetdivision.com.

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.

LETTER FROM CARA

Dear SSA Board and Members -

So much has transpired over these past few months that it all has gone by so quickly. I've hardly had time to catch my breath and settle in to this new life.

First of all, though, I want to thank you all sincerely and from the bottom of my heart for the beautiful card Mark Rubini sent to me along with a lovely message signed by Mark, the board and membership of SSA.

I want you to know what a labor of love it has been these past 27 years watching SSA grow and making life-long friends who are the salt of the earth.

Perhaps in a small way I have helped bring people together to share and help each other through the association. I have always received far more than I have

contributed, and I'm so proud of the group and the imprint we've made on the industry.

My health continues to improve. My daughter-in-law Tracey (Chris's wife) has been relentless in finding some good physicians and specialists down here.

My kids have helped me find a place to live. It's a manufactured home in a pretty community with oak trees and Spanish moss. My condo in Medina is for sale, and I am hoping the market improves so I don't have that liability.

My email address is the same and I've spoken with Bill Wade and Kelly Holliday in his office.

She sounds like a great person, and I wish them good luck in carrying on the work of SSA. Here is my new address, etc., and I hope you'll keep me in the loop. I care about all of you.

With sincere appreciation,

Love, Cara

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**COMING IN
FEBRUARY, 2009**

**Heavy Duty Aftermarket
Week Moves to Orlando.**