

THE LEAF

Winter 20?? Issue

A NEWSLETTER PUBLISHED FOR THE MEMBERS OF THE SERVICE SPECIALISTS ASSOCIATION



2017 SSA Convention - October 5-7

The 2017 SSA Convention is scheduled for October 5-7, 2017 at the Hyatt Regency Tamaya resort in Santa Ana Pueblo, New Mexico just over 20 miles north from the heart of Albuquerque. SSA members who have been part of the organization for many years may remember the last time a convention was held at this facility. For many, it ranks as one of the best venues in SSA memory.

The Resort

Winding through the sacred lands of the Tamayame (people of Tamaya) and 20 ancient cultural sites, Twin Warriors Golf Club at Hyatt Regency Tamaya boasts 18 holes of high desert, championship golf. Designed by Gary Panks to preserve the land and its cultural spirit, this Santa Fe area golf course features beautiful grassy mounds and ridges dotted with juniper and piñon pines along with the sacred mesa known as Tuyuna. One of the Southwest's most celebrated golf courses, Twin Warriors is framed by the banks of the Rio Grande and spectacular views of the Sandia Mountains.

From authentic cultural experiences to indulgent spa treatments using local native in-

gredients, Hyatt Regency Tamaya Resort & Spa offers exciting New Mexico activities near Santa Fe unlike anything you have experienced. To take in the beautiful countryside, you can ride a rescue horse through stunning mesas. For the slightly less adventurous, there are carriage rides. For the slightly more adventurous, you can soar through the turquoise skies in a hot air balloon. You'll never run out of fun things to do at the resort with our three sparkling pools, hiking and biking trails, geocaching, tennis and more ... really ... much more.

The resort is located on the Tamaya Indian Reservation. There are about 500 residents on the 76,000 acre reservation. Most are bi-lingual speaking both English and one of seven dialects of the Keresan language. The Spanish called the Pueblo tribe Santa Ana after one of their saints. But in Keresan, they refer to themselves as Tamaya. According to a recent census, there are only 229 individuals left who speak this dialect and keep it alive.

The resort is 2.7 miles from the Santa Ana Star Casino and 10.2 miles from music and events at the Santa Ana Star Center. And there's always the dining, cultural and shop-

ping experience that awaits you in the historic Old Town District of nearby Albuquerque.

SAVE THE DATES



Arrive on the 3rd if you want to join us for golf on the 4th.

The Program

This year, a high-calibre program of executive business seminars is being prepared which will include information on new technologies, where to find new technicians, shop management, down-to-earth tips on cyber security and the most valuable of all, networking with SSA shop owners.

More details on the program will be made available in the near future. To keep up-to-date, regularly check the SSA website at:

www.truckservice.org





A MEMORABLE PERFORMANCE

If you didn't get out the HDAW and SOLD!17 in Las Vegas this year, then you missed the SSA reception Sunday evening. It was a great time to visit with professional colleagues in the relaxed atmosphere of a cocktail reception and be entertained by performing members of the Circ du Soleil, one of the most exciting shows in Vegas.

Once the surprise entertainment began, the cell phone cameras came out in abundance as the SSA members and our guests tried to capture the fun.



Next October, Craig Fry, Executive Director of SSA will talk about how to get involved in a program to develop, hire and keep the next generation of heavy duty truck technicians.

Finding Tomorrow's Technicians

There's not much debate about it. One of the biggest challenges facing our industry is the lack of new qualified technicians.

The SSA director, Craig Fry has been intrigued with this problem for decades. Back in the nineties, he was the executive director of a national organization called "Technicians Unlimited." Since then, many efforts have been tried to address the problem, most with little effect. But things may be changing.

Communities throughout North America are beginning to recognize the value of STEM jobs. STEM stands for "Science, Technology, Engineering and Math." For many years, heavy duty truck technicians have not been recognized a STEM career, but organizations like SSA can help to change that.

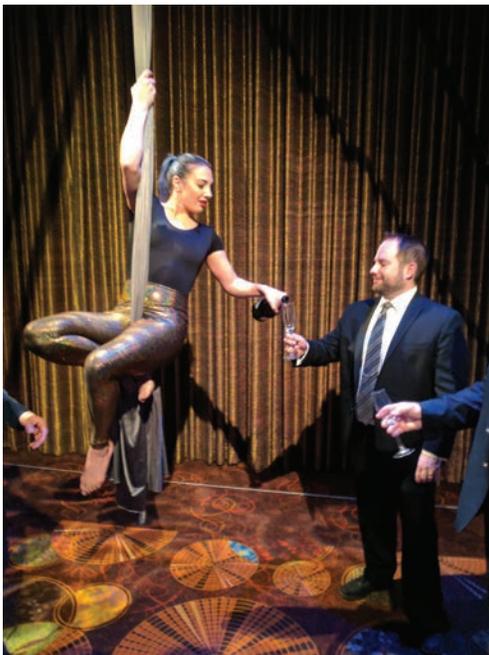
It starts at the local level. And you can make a difference.

High schools, trade schools, community colleges and even four-year universities are beginning to pay attention to this growing need. But they need assistance, your assistance.

You can offer your expertise in the industry be advising schools in your area on what skills they need to teach and how to develop courses to teach them. And they'll welcome your help.

Pilot programs have already begun on the west coast and they've met with tremendous success. A whole generation of new technicians is coming along and the shops involved in developing the programs are first in line to hire them.

At the SSA Convention in October, Craig is going to talk about what has been accomplished so far and how you can get involved in your neighborhood. In his seminar, he'll show you how to step out of your comfort zone and make a difference in the future of our industry.



As always, we owe our appreciation to the SSA sponsors who generously help to make events like this possible.

How Safe Are Your Computers?



CYBERSECURITY AT SSA 2017

How can you protect your business?

We're all aware of the risk, but what can you do to protect your business?

At the SSA convention in October, we'll be joined by Jim Idle of Celeretech, a Chicago-area IT firm. He's a certified "ethical" hacker which means he can hack into your computer, but he has pledged not to. He's going to present a seminar on how to protect your computer system against infection from malware.

Perhaps one of the most important things you can do is have a meeting with all of your employees to instruct them on some very simple common-sense dos and don'ts. Jim will explain what those are and how to conduct that meeting.

So you've installed one of the popular anti-virus programs, have you? Is that sufficient? Jim will talk about some of the most recent threats and what you need to do to protect against them. It may require an investment in both hardware and software for your shop, but Jim will explain what you need, how much it will likely cost and why it's worth it.

This is one executive seminar you can't afford to miss.

At HDAW this year, there was a fascinating presentation given on the subject of cybersecurity. Among other things, Brian Hill and Mark Lanterman of Computer Forensic Services took the audience on a live tour of parts



Brian Hill
HDAW17 Presenter

of the dark web, an encrypted area of the internet where a lot of criminal activity takes place. It takes special software to access the servers on the dark web, called "onion" servers, and it's very difficult for law enforcement agencies to track activities there.

They opened a website operated by the notorious Ukrainian hacker codenamed "Rescator" who sells malware to other hackers who want to steal credit card information. Rescator will sell hackers the malware for \$2,500. The hacker finds ways to plant it on other people's computers. The credit card data collected goes back to Rescator who sells it in the criminal market place and keeps 40% of each sale. Then he sends the balance to the independent hacker who purchased and distributed the malware.

Next, as if shopping for stolen credit cards,

the audience was taken through the entire purchase process, live on the web, stopping just short of clicking the "purchase" button in Rescator's shopping cart. It's possible to select credit cards issued by over 16,000 banks



Mark Lanterman
HDAW17 Presenter

world wide, available from every country except one: Russia. Once you select the type of credit card, the bank, the county and the city, the purchase is made with untraceable Bitcoin currency.

As if that weren't scary enough, he demonstrated how easy it is to break into everything from automobiles to private web cams to a city water works.

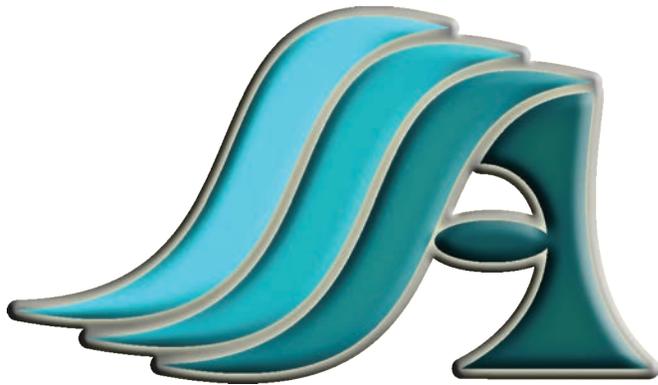
Nobody left the auditorium with any doubt that cybersecurity is a serious issue threatening everyone in business today. And since this dramatic presentation at HDAW17, there have been revelations in the news media indicating that computer hacking is even more prevalent than we previously imagined.

So how can you protect yourself and your business? Glad you asked. Please read the next article.



Jim Idle
SSA 2017 Presenter

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From the Desk of Ken Mard



Ken Mard, SSA President

It was great seeing everyone out at HDAW this year. The SSA reception at the Mirage was quite an event. We were treated to world class Vegas style entertainment featuring some of Cirque Du Soleil's best performers! More importantly it was nice to catch up with everyone in a relaxed environment before things really got underway with the events at HDAW. My thanks go out to all those who

helped put the reception together and also to everyone who made the event a part of their week's busy schedule.

Things are coming together for the convention this October in beautiful Santa Ana Pueblo, New Mexico. I'm looking forward to some warmer weather! It seems like every time I put the snow blower away, another major snow storm hits New England. We have a great line up of presenters this year. Jim Idle will be expanding on the potential cyber threats we learned about at HDAW. Just yesterday I spent the morning on the phone with Superior Spring's IT team discussing all the potential ways a hacker can attack a small business. So I'm looking forward to what these gentlemen can teach us about keeping our data secure and our businesses protected from these types of threats. After all these sessions it will be nice to kick back and relax outside by one of the three pools with fellow SSA members. I look forward to updating you all as the program continues to come together, and can't wait to see everybody in October.

Roads Are Crumbling America's roads scored a D.



Every four years, the American Society of Civil Engineers provides a comprehensive assessment of the state of America's infrastructure across 16 categories.

This year's report card has just been released and the overall grade is a dismal D+. In the category of roads, the grade was only a D. One out of every five miles of highway pavement is in poor condition.

Sure, more potholes mean more business if you're in the suspension repair business. But crumbling roads are bad for everyone.

Highway fatalities, which had been declining for many years, are now starting to increase again. In 2015 there were 35,092 people killed in motor vehicle crashes.

Visit the SSA Website at:

WWW.TRUCKSERVICE.ORG