

COACH

It's time to start teaching the schools

As George Arrants explained at the 2017 SSA convention, schools at every level from high school to college need our help. They want to train your future employees. They want to give them the skills you expect them to have. The problem is, they don't know what your needs are. It's time for you to tell them.

That's why Craig fry put together the SSA COACH program. As he explained and our recent convention in Albuquerque, it's an action plan for us to help develop future talent for our industry. It's a way for you to find the technicians you'll need to hire tomorrow. It's also a way for you to promote your business in the local community. And not incidentally, it's a way to increase the value of SSA.

How to get involved

To get involved, all you must do is contact a local high school, community college, four-year college, or trade school and tell them you want to join their advisory committee.

Getting involved with the advisory committee doesn't have to take up much time on your part. Mostly they just want to know what you expect from a future employee. They also want to hear what the career opportunities are at your place of business. This requires no more than a few hours of your time each year. But the rewards for your business can be huge.

If all you do is sit in on a couple of advisory committee meetings each year, you've already made a much-appreciated contribution to the school, one which will help them to improve their educational offering and likely benefit your business when those students enter the job market.

Benefits

We'll write a positive article about your activity and post it on the SSA website (truckservice.org). We'll include a link to your company website which will help to optimize your search engine placement. You'll be able to add that story to your own website, send it to the local news media and proudly display our "COACH" logo on your website

and in your shop. Those activities can enhance your name and reputation in the local community. Not bad for a few hours of your time this year.

But that's only the beginning.

Get Involved

If you want to do more, and benefit more, you take on any of the following roles.

- Develop a job-shadowing program for the students.
- Come to the class and lecture the students.
- Send one of your technicians to the class to lecture the students.
- Develop a student mentoring program.
- Speak to parents' groups.
- Help the school to perform a self-evaluation program.
- Encourage the school to become NATEF accredited.

Results

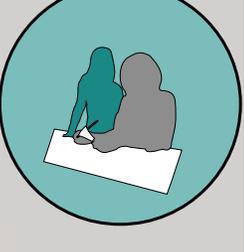
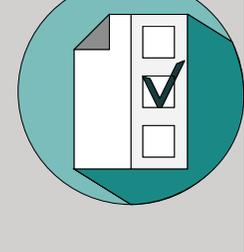
Schools who get involved will find that government funds and scholarships suddenly open to them. It's a win-win for everyone. So, pick up the phone and call a school. Then contact us to let us know how it's going and we'll start promoting your efforts.

For More Information Contact

Service.Specialists@Outlook.com.



Craig Fry - SSA Executive Direc

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SSA 2018 Convention

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The Ransomware Threat

By Jim Idle - www.celeretech.com

Take the necessary steps now. If you get infected by ransomware, you will be able to clean the infection, but the damage cannot be undone. If your files are encrypted and you have no backup, you're in deep trouble. And we now see that even if you have a backup, you may still have to pay.

No solution is 100 percent effective. But by adopting a multi-layered approach you can usually beat the bad guys at their own game.

But remember, if your business is the victim of a cybercrime attack where client or patient data is compromised, or you'll have days or even weeks of down time, you will be instantly questioned as to what steps you took to prevent it from happening. Depending on local laws, you could be facing serious liability, fines and lawsuits. Claiming ignorance is not an acceptable defense, and this nightmare will

State laws may require you to tell your clients that they have been exposed to cybercriminals. Your competition will have a heyday with this. Clients will be irate. Morale will tank and employees will blame you. Your bank is NOT required to replace funds stolen due to cybercrime (go ask them) and unless you have a very specific insurance policy, any financial losses will not be covered.

If you have an in-house IT person or an outsourced IT company, make sure they are on top of this. Don't just ask, ask for proof. Your IT guy may be brilliantly ahead of all this for you, doing all the right things but it's very possible they are out of their depth when it comes to cyber protection.

As a business owner myself, I understand that you have to delegate and trust, at some level, that your employees and vendors are doing the right thing – but it never hurts to validate that they are. Remember, it's YOUR reputation, YOUR money, YOUR business.



Jim Idle, President and CEO of Celeretech spoke on the topic of Cyber Security at the 2017 SSA Convention.

2017 SSA Convention

(SEE PHOTOS ON PREVIOUS PAGE)

The 2017 SSA convention held in Albuquerque, New Mexico featured keynote speaker Katie Dilse. Katie is a farmer, trucker and keynote speaker who talks about how important it is to focus on your mission in life. She has an energy level that is irrepresible.

Jim Idle, president and CEO of an IT company in the greater Chicago area, talked about cybersecurity and what everyone should do to protect themselves in the Internet. This is rapidly becoming one of the biggest threats to businesses and individuals everywhere.

Following a break on the first day, Craig Fry presented "We've all got to be crazy" talking about the hidden influences that are often behind our decision making process. In this discussion, he focussed on how it affects the way we hire employees. For years, the hiring process in North America has been broken and it's time to reevaluate our practices. It's time to make some changes.

On Friday, Craig Fry talked about the dawn of artificial intelligence in the heavy duty aftermarket. The science of AI is already influencing many aspects of our business whether we realize it or not. Thanks to an innovative silicon valley company called Predii (predii.com), we got to see a short video describing how Mitchell1 has been using AI to develop software designed to make technicians smart-

er and more productive. Following that, Jacob Findlay of Full Bay (fullbay.com) talked about the rapid progress being made in creating a whole new generation of software FOR to assist repair shops. The world has gone digital. Has your shop?

On Saturday, George Arrants held everyones attention for nearly two hours as he presented the case for the notion that there is no technician shortage. According to George, who may be one of the most knowledgeable people in our industry on this subject, the shortage exists merely in technicians who are well qualified. What's needed is not more technicians, but more training. After clearly describing the problem, he and Craig Fry presented the new SSA COACH program. (See cover story.)

Finally, Jim Silverman from the Automotive Training Institute (www.autotraining.net) talked about succession planning. It's a subject that many shop owners don't like to think about, but with careful planning that starts early in the game, it can make all the difference in your retirement.

On Saturday night, everyone who attended our banquet was pleasantly surprised by the entertainment group known as "The Three Waiters". If you've never seen them perform, check out their videos available on YouTube.

NTN Proudly Announces that NTN-Bower Corporation has been Honored with a 2017 ISTC Illinois Sustainability Award



NTN is proud to announce that NTN-Bower Corporation, in Macomb, IL was recently presented with a 2017 Illinois Sustainability Award by the Illinois Sustainable Technology Center. The Illinois Sustainability Award is the nation's longest-running state award for excellence in environmental performance. Illinois Sustainability Award winners are an elite group of committed leaders reducing environmental impact and contributing to the growth of a more sustainable Illinois economy.

NTN-Bower manufactures bearing and bearing related sub-assemblies servicing the industrial, agricultural and automotive markets. Their campus in Macomb consists of two manufacturing facilities with a combined square footage of 959,667 ft². Through the implementation of twelve separate initiatives in 2016, NTN-Bower made significant efforts to reduce energy and water consumption in its goal towards sustainability.

THE LEAF



A NEWSLETTER PUBLISHED FOR THE MEMBERS
OF THE SERVICE SPECIALISTS ASSOCIATION

VISIT OUR WEBSITE AT WWW.TRUCKSERVICE.ORG

A Message from the President



Happy holidays!

It was great to see everyone in New Mexico. Since then, the location for the next SSA meeting has been secured. The meeting will be held at the Crowne Plaza Resort Asheville in Asheville, NC. Located in the city center, the resort offers something for everyone! Amenities include spa services, swimming pools, and an array of fitness activities. Guests can take advantage of complimentary access to the Crowne Plaza Resort's Asheville Racquet Club, visit one of the national parks, or partic-

ipate in recreational activities include hiking, horseback riding, tennis, or zip lining. Also nearby are the Flat Rock Playhouse Theatre, Harrah's Casino, and the NC Arboretum.

Looking forward to seeing everyone at Heavy Duty Aftermarket Week 2018! The meeting takes place from January 22nd to January 25th in Las Vegas, NV. This is a great opportunity to network, see the latest technology, and recruit new members to the association.

For those of you that utilize Facebook, board member Jodie Phaneuf created a group called SSO (Spring Shop Owners). This is a great forum to catch up on what's going on in the industry and stay in contact. Visitors can find information pertaining to upcoming meetings and events. Please check out the SSO group, participation is welcome!

In closing, I am honored to be SSA President and excited for a productive 2018! With a great board of directors in place, we are well positioned for future success. Happy holidays and wishing you all a prosperous 2018!

Jim Parsons

More Meetings, More Training, More Reasons To Attend

This year's Heavy Duty Aftermarket Week (January 22-25, 2018) in Las Vegas is going to feature more of everything that attendees are looking for with more supplier one-on-one meetings, more hands-on training including 6 pre-scheduled private training sessions on the morning of Wednesday, January 24th. And of course, there will be exhibits from all the major suppliers in our industry. If you haven't signed up yet, don't wait another day. For full details, go to

WWW.HDAW.ORG



HDAW 18
Heavy Duty Aftermarket Week '18

Visit the SSA Website at:
WWW.TRUCKSERVICE.ORG