

It's All About LEADERSHIP

"The definition of a successful leader can be summarized as a person who adds immediate value as a trusted adviser, mentor, and visionary."

With those words, Rocky Romanella opened his book, "Tighten The Lug Nuts - The Principles of Balanced Leadership". And leadership is something that Rocky knows about. After serving as the CEO for UniTek Global Services, a telecommunications company, he went to work for UPS, eventually becoming the President of Residential and Retail operations.

Whether you're managing a single heavy duty vehicle repair shop or trying to revolutionize the \$9 billion retail shipping and business service market, it really is all about leadership and there are principles that will contribute to the success of your venture regardless of the scope.

In his book, Rocky talks about down-to-earth human nature, simple acts of kindness that will earn a leader the trust and confidence of those who are followers. He talks about the importance of recognizing significant events, moments that will propel people to change. And all the way through his book, he stresses values. As Rocky says, "Leaders set the tone from the top."

Nothing could be more true.

You can write down your company "value statements" all day long. You can hang posters in the lunch room touting clever variations on the golden rule. You can talk about it until you run out of air. But it's your actions that really matter.

If your employees see you double-dealing with your customers or treating your employees with a lack of respect, they will



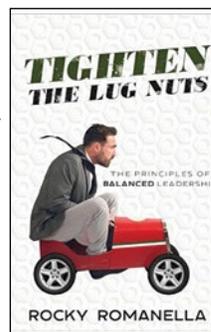
Rocky Romanella is the founder and CEO of 3SIXTY management Services and former president of Residential and Retail operations for UPS. He will be the keynote speaker at this year's SSA Convention.

know what your values are and most likely, they will imitate them. And to be sure, your employees and customers will know what your values are. As Mr. Romanella says, "It is what you do when no one is watching that counts most because it's the true measure of your character.

As you might guess, Rocky Romanella is not only a polished writer and seasoned leader, he's an engaging public speaker.

He will be the keynote speaker at the 2018 SSA convention being held in Asheville, North Carolina at the Crowne Plaza Resort. Rocky will open our event on the morning of October 3rd.

You'll want to pay careful attention to his informative and inspirational discussion of leadership principles and look for actionable items that you can take back and apply to your business. You may even want to pick up a copy of his book.



2018 SSA Convention

The 2018 SSA Convention will take place this year at the Crowne Plaza Resort in Asheville, North Carolina on October 3rd and 4th.

With two days of management seminars, supplier presentations and the opportunity to visit trade-show-style exhibits, the SSA convention will once again be an excellent opportunity for heavy duty vehicle repair shop owners and managers to learn and sharpen their skills.

Friday is check-out day, but before you leave you'll want to join the group for a tour of the Biltmore Estate, Asheville's most popular tourist attraction.



The Crowne Plaza sits on 125 acres that are adjacent to downtown Asheville and offers on-site dining, fitness, golf, pool, spa, tennis and even zip line canopy tours for our more adventurous attendees.

Fitness and wellness center offerings include a saltwater lap pool, a heated outdoor pool and 20 tennis courts.

Many of the fitness activities are located in the Asheville Racquet Club which includes the Adelaide Spa and Salon where you can enjoy therapeutic massages, body therapies, facials and peels.



2018 SSA Convention Schedule

(Always Subject to Change)

Time	Monday October 1	Tuesday October 2	Wednesday October 3	Thursday October 4	Friday October 5	Time
7:00 am	Early Arrivals for those who want to play golf or just spend an extra day in Asheville	Golf Outing Arrivals for the non- golfers	Breakfast	Breakfast	Guest checkout Biltmore Estate Group Tour Guests who take the Biltmore tour may opt to stay Friday night	7:00 am
7:30 am			Keynote Address Rocky Romanella	John White		7:30 am
8:00 am			Derek Kaufman	Erica Eversman		8:00 am
8:30 am			Break	Break		8:30 am
9:00 am			Don Jones	Booth Time		9:00 am
9:30 am			Round Table Discussions			9:30 am
10:00 am			Lunch	Lunch		10:00 am
10:30 am				Supplier Presenta- tions		10:30 am
11:00 am			Supplier Presenta- tions	Supplier Presenta- tions		11:00 am
11:30 am			Supplier Presenta- tions	Supplier Presenta- tions		11:30 am
12:00 pm			Supplier Presenta- tions	Supplier Presenta- tions		12:00 pm
12:30 pm			Supplier Presenta- tions	Supplier Presenta- tions		12:30 pm
1:00 pm			Supplier Presenta- tions	Round Table Discussions		1:00 pm
1:30 pm			Booth Time	Member Meetings		1:30 pm
2:00 pm			Free Time	Free Time		2:00 pm
2:30 pm			Reception	Reception		2:30 pm
3:00 pm			Dinner On Your Own	Dinner On Your Own		3:00 pm
3:30 pm						3:30 pm
4:00 pm						4:00 pm
4:30 pm						4:30 pm
5:00 pm			5:00 pm			
5:30 pm			5:30 pm			
6:00 pm			6:00 pm			
6:30 pm			6:30 pm			
7:00 pm			7:00 pm			
7:30 pm			7:30 pm			
8:00 pm			8:00 pm			
8:30 pm			8:30 pm			

Here's how the 2018 SSA Convention is shaping up. On Monday, those attendees who want to arrive in Asheville early to enjoy some of it's many attractions, as well as those who want to play golf on Tuesday, will check in to the Crowne Plaza Resort. We've booked a limited number of rooms on Monday night. (There's no telling how many early arrivals and golfers we will have.) But if you act soon, you should be able to book a room Monday night at the special SSA discounted rate.

Tuesday, it's off to the golf course. We'll be playing at the Grove Park Inn Golf Course, just a short ride from the Crowne Plaza. This is truly a world-class course designed by master golf architect Donald Ross. Tuesday is also

the day when the rest of us will be checking in to the Crowne Plaza. Whether you've been golfing or sightseeing or just arrived, you'll want to freshen up and come on down to the opening reception from six to seven pm. After that, it's dinner on your own.

The activities for Wednesday and Thursday are described in the table above. Our business management seminars have been carefully selected to help you find ways to improve your business. And of course, our closing banquet on Thursday night is something you won't want to miss.

Finally on Friday morning, some will want to check out and begin their trek home. But we're hoping many will want to join us for

a tour of the Biltmore Estate. It's hard to say enough about this once-in-a-lifetime experience. Google it and see for yourself. SSA will pick up the price of your entry ticket. After that you're on your own to select your tours, enjoy a meal at one of several eateries and pick up a souvenir or two.

After the tour, if you want to stay Friday night, we've negotiated rates at the Crowne Plaza so you might get the convention discount. But if the resort is more than 80% booked for the weekend, they reserve the right to charge the full rate for a Friday night stay. So if you haven't already done so, book early.

TruckService.org/Registration-Page.html

Understanding Ransomware

3rd in a series of articles designed to help SSA members avoid ransomware

By Jim Idle – www.celeretech.com



Spam Filtering
Secure your email. Most attacks are email related with either embedded links or attachments that load malware and ransomware. Using a 3rd party spam filtering service

will capture most of those emails, reducing your exposure to attacks.

For the ones that get through, check the sender's email address carefully. Hover over any embedded links; is the URL valid? Check the wording for bad grammar or strange phrases and pay attention to page breaks. Is it normal for the sender to be using email? The IRS never does. Is it from your bank? They may send an email but will usually not embed a link. (Even if they do, it's best to log into your bank account and handle any issues there. Do not click the link. When in doubt, call your bank, healthcare provider or other potentially spoofed organization directly.)

Bonus mobile tip: Scammers love posing as banks via SMS/text messaging or fake bank apps. Do not confirm personal data through text, especially Social Security numbers. When in doubt, call the bank directly.

Awareness

Oftentimes, the highest security threat to any business is you. Almost all security breaches in business are due to an employee downloading or opening a file that's infected, either on a web site or in an e-mail. Hackers then use that person's information to infect all the other PCs on the network. Phishing e-mails (emails cleverly designed to look like legitimate messages from a web site or vendor you trust) are still a very common occurrence. It's critical that you educate all your employees on how to spot an infected e-mail or online scam.

Cybercriminals are extremely clever and can fool even highly-knowledgeable computer users. All it takes is one slip-up. So, teach your people about the importance of data security, policies and procedures. Make them part of the team. Understand that they are human and make mistakes but help them to improve through a consistent training program.

Who was Donald Ross?

Donald Ross was born in Dornoch Scotland in 1872. He learned about golf as an apprentice under Old Tom Morris at St. Andrews golf course. If you're not a golf history buff ... well ... suffice it to say that you probably wouldn't recognize the modern game of golf if it weren't for Old Tom and St. Andrews. But that's a story for another time.



Donald Ross moved to America and continued his golfing career here. He had a successful playing career winning three North and South Opens (1903, 1905, 1906) and two Massachusetts Opens (1905, 1911), and finishing fifth in the 1903 U.S. Open and eighth in the 1910 Open Championship. But it's not his career as a golfer that might be of interest to you. It's his career as a golf course designer. You see, it's Donald Ross who completed the redesign of the Grove Park Inn Golf Course where we're going to have our golf outing next October.

The fact is, between 1900 and his death in 1948, Mr. Ross designed over 400 golf courses and had a huge influence on the golf industry in the United States and around the world.

It was Mr. Ross who pioneered the switch of putting surfaces from oiled sand to Bermuda grass. Among his many innovations was the crowned or "turtleback" green which raised the center of the green adding to the challenge of the game.

And he created beautiful settings. According to Jack Nicklaus, "His stamp as an architect was naturalness."

The Value of Networking



Everyone seems to recognize the value of networking, but it may be more important to the independent heavy duty repair shop owner than it is to most people in our industry.

After all, where do you go to learn about new technologies and practices that will affect the way you run your business? Where do you get tips on how to handle some of the more sensitive problems that seem to arise on an almost daily basis? How are you going to learn about new products and services that are not worth trying? (Certainly not from advertisements or advertising-supported media.)

The truth is, there's nothing better than hanging out with other shop owners, and it doesn't hurt to do that in a casual, relaxed atmosphere.

"Some of the most valuable tips I've ever received to improve my business, I've gotten on the golf course or while having a drink with a fellow SSA member"

It's always refreshing to find out how open and willing shop owners are to help fellow shop owners when they gather at an SSA convention. And the time that they can spend with their suppliers has proven to be extremely valuable for both parties. There's just something about the relaxed atmosphere of a resort that's so much more engaging than a sales call in your shop or the one-on-one meetings that take place at other venues.

If you haven't had that experience, then you haven't been to an SSA convention lately. So do yourself a favor and sign up for this year's convention before it's too late. You'll find more information and sign-up forms at ...

www.truckservice.org

THE LEAF



A NEWSLETTER PUBLISHED FOR THE
MEMBERS OF THE SERVICE SPECIALISTS
ASSOCIATION

VISIT OUR WEBSITE AT WWW.TRUCKSERVICE.ORG

From the desk of Jim Parsons



As the saying goes, “The only thing that’s constant is change.” It seems like that is true of our industry today more than ever.

Technology is the first thing that comes to mind. New technologies mean new service procedures, new repair tools and new replacement parts. Old parts inventories have to be measured closely as their cash value steadily decreases.

But it’s more than just new technologies. The changing politics of our times have recently resulted in new tariffs being applied to

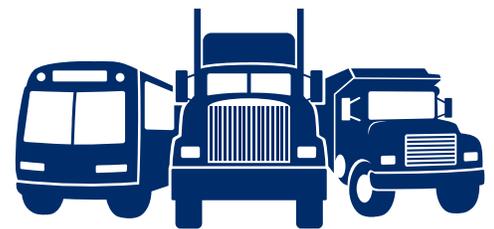
imported goods and more tariffs being threatened. We haven’t seen the raise in prices yet, but most forecasts tell us they’re coming.

And let’s not forget the changes we’re seeing in the workforce. Whether we like it or not, today’s young technicians have different work ethics and career goals than their parents did. It’s just one more thing that we’ll have to address in the years ahead.

To me, one of the best ways to learn about and prepare for all of this coming change is the Service Specialists Association. This is where we get the opportunity to spend real quality time with our suppliers and find out what new products are coming at us. This is where we have presentations to help us manage everything from new regulations to new employees. And most important, it’s where we get to rub shoulders with other shop owners and find out what they are doing to navigate change.

For all those reasons, plus the value of a great family outing to the fascinating city of Asheville, NC, I hope you’ll be joining me at this year’s SSA convention.

Jim Parsons, SSA President



HDAW 19

Heavy Duty Aftermarket Week '19

The Heavy Duty Aftermarket Week (HDAW) is one of the premiere events each year for repair shops, suppliers and distributors serving the heavy duty aftermarket and it’s not too early to begin making your plans to attend next year’s event.

January 28-31, 2019

HDAW.org

Visit the SSA Website at:
WWW.TRUCKSERVICE.ORG