

# NOZZLE CHATTER

NEWS FROM THE  
ASSOCIATION OF  
DIESEL SPECIALISTS

## SUPPORTING INDUSTRY TRAINING NEEDS

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# Learning Center

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**Al Roberts**  
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## What Do You Remember From Your 7th Grade Grammar Class

As my primary education years slip farther and farther into the rear view mirror, I sometimes try to recall details from those formative years. Most of the lesson plans have faded from memory along with the names of classmates and even many of the teachers. Such is the fate of my 7th grade grammar class with 2 notable exceptions. First and foremost is my recalled hate of sentence diagramming. You may recall these tools of cruel and unusual punishment that should have clearly been covered by the 8th Amendment to the U.S. Constitution. If you have managed to drive them

into your subconscious, this is where you are supplied with long lists of long sentences and you must identify the sentence's subject, nouns, pronouns, verbs, adverbs, prepositions, etc.

The second thing I remember from that class is winning a writing contest. Now if you have been following any of my previous articles, I'm sure you are just as surprised about any of my compositions winning as I was (and I'm certain my teacher too). While I certainly don't recall any of the dribble that I jotted down to win the competition, I do remember the prize that I was allowed to claim as the victor. I was allowed to choose from a short list of books (not a likely candidate) or an even shorter list of posters. Quickly perusing over the list and just prior to trading my pick for someone's ice cream at lunch, I found a poster that resonated with me. It read: **JUST BECAUSE YOU'RE PARANOID, DOESN'T MEAN THEY'RE NOT OUT TO GET YOU!**



While I've never considered myself to be in the "paranoid" category, something about the posters quirkiness and dark humor appealed to me and I displayed it prominently in my room until it was displaced by Farrah Fawcett's iconic swimsuit poster.

I haven't thought about the poster for years, but recent events in the U.S. (and around the world) have made me feel that forces are out to get me and anyone else even remotely involved with the fossil fuel industry. I believe most people in a functioning society prefer incremental improvements in their lives over radical changes. They know that if the changes don't produce the desired outcome, that small corrections can put things back on course. Most ideologues, however, aren't interested in patiently and painstakingly winning the hearts and minds of the governed, but prefer big changes towards their agenda. This desire for radical change puts the political ideologues in direct contrast to what most of their electorate want.....small incremental improvements. These small incremental changes, however, are just not effective enough for some. They seem to feel that their agendas are of such consequential importance that they need to be able to implement them much quicker.

If you needed to make big changes quickly and you didn't really have the consent of the governed, you might need an "existential threat" that granted you the moral authority to implement your radical changes. In Washington, DC, there is a phrase that is thrown around sometimes: "You don't ever want a crisis to go to waste". In other words, if you can't win elections informing the electorate of your true intentions, then run as a moderate and wait on or create a crisis to "necessitate" the changes you wanted all along. If you wanted to totally transform a country's energy grid away from fossil fuels, would the threat of "the end of the world in 12 years" rise to the level of having to do whatever was necessary? If you wanted to change a country's car parc and economy from gas and diesel to electric, would stinting domestic oil production, getting involved in a war in Ukraine, and putting an embargo on Russian oil raise the price of gas to levels that forced your citizens to look for alternative energy sources?

As I previously stated, I don't consider myself to be paranoid, so I started paying closer attention to not only what our "elites" do, but also to what they sometimes slip up and say. Earlier this year when energy prices were at all-time

highs, many politicians were asked if they would support measures that would help lower the price of gas thereby helping to fight inflation. Here are a few of the responses:

- "We cannot allow the fossil fuel industry to use this as an excuse to reverse everything we're doing to save the planet."
- "We absolutely don't. And we have to prevent a false narrative from entering into this..."
- "We can't rely on the volatility of fossil fuels."

So... would you have to be paranoid to think our "elites" are out to get us? I don't think so. They have made their desires known in their words and actions without a concern for who gets hurt along the way. If you have to decide between buying fuel or groceries, it's not their problem. If your heat goes off in the winter or your air goes off in the summer because of unreliable sources of "green" energy, then it is a price they are willing for you to pay for the "greater good". When Elon Musk (owner of Tesla and arguably the person who would benefit the most by forcing people to buy electric vehicles) states, "Hate to say it, but we need to increase oil and gas output immediately," then you have to ask yourself what in the world is going on.

As I stated earlier, most people prefer incremental improvements in their lives over radical changes. Diesel, gas, and coal have been a dependable and relatively inexpensive part of our energy and transportation grid for many years. Is there room for a transition to other energy sources? Absolutely, but you had better make this transition in a gradual and thoughtful manner that doesn't neglect the primary needs of your citizens (easy access to water, food, energy, housing). With a recent poll showing that only 10% of Americans think the country is heading in the right direction and elections in the very near future, our politicians might understand that, **JUST BECAUSE YOU'RE PARANOID, DOESN'T MEAN THEY'RE NOT OUT TO GET YOU!** ■

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Find us on:  



**Scott D. Parker**  
ADS CEO

**Training  
Coming to a Screen Near You**

I have the privilege of regularly interacting with ADS members. It is the favorite part of my role with the association. Learning about the challenges and opportunities facing members is incredibly helpful as we develop new products and services for members.

A common need expressed by members is for training. All sorts of training: from technical to business and more. The ADS Convention is a great source of training (register today for the January 2023 event – see page 21). However,

not all members can attend regularly and not all employees from member companies can attend. To help members with their training needs, ADS is developing a new member service.

**Learning Center**  
powered by ADS

**ADS Learning Center**

Thanks to a few ADS members, ADS is now in possession of a functioning Audiscan machine and some of the legacy training videos that were built for it. Thanks to ADS Ortnor Foundation, ADS now has a camera that is allowing us to digitize these videos.

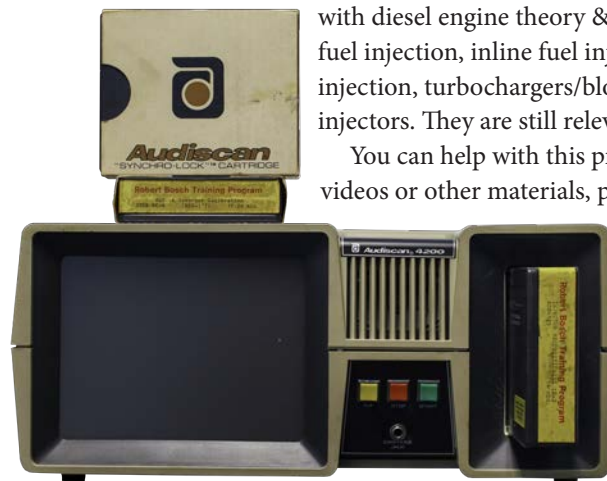
In the short term, we will be making these videos available for members to share with employees for training needs via a member-only website.

Longer term, ADS is building out additional training content for members to make available to those at their location. This will likely include information from the ADS TechCert program. This is a set of study guides and tests that ADS developed in the mid-1990s with ASE to help members train their employees

with diesel engine theory & operation, distributor fuel injection, inline fuel injection, common rail fuel injection, turbochargers/blowers, and injectors/unit injectors. They are still relevant today.

You can help with this project. If you have training videos or other materials, please consider providing

those to ADS so we can centralize all these resources. In addition, please send an email to me if you have training needs so we can potentially add that to this project. ■



### Which Truck Uses More Fuel While Towing: Hybrid or Diesel?

Putting a Chevy Silverado 1500 with the Duramax diesel engine against a Ford F-150 PowerBoost hybrid isn't a Ford vs. Chevy contest. Instead, this contest is about a diesel truck versus a hybrid truck to see which uses the most fuel while towing. It's long been thought that you needed a diesel pickup if you want to tow the most weight, but is that still the case with new hybrid options?

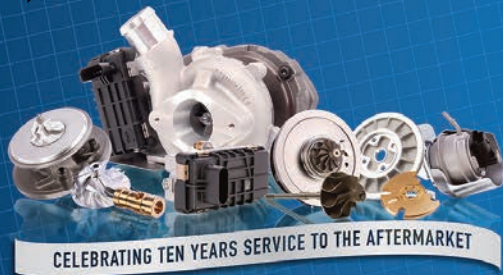
Essentially, when a hybrid truck tows a trailer, the hybrid portion of the powertrain is not engaged during the process. In this case, the Ford PowerBoost does not use the hybrid system in the top two gears. That means the towing work is left to the gasoline engine, which causes more fuel use than a diesel truck. In this comparison, the diesel truck had over 4mpg better performance.

### Could Hybrid Tech Help Future Diesels?

The conventional wisdom is that new powertrain technologies will take root on the coasts, and then slowly work their way in toward the middle of the continent. There are a lot of reasons for this, including regulations, cost increases, availability of incentives, and, significantly, infrastructure. So, for much of the interior of the continent, diesel will remain the only viable fuel option for most fleets for some time to come. But that doesn't mean we can't use some of this amazing new technology to improve upon the performance of the diesel engine.

The electric motor in a hybrid drivetrain can provide instantaneous torque to a truck's driveshaft. In many instances, the electric motor alone is powerful enough to get a truck up to around 30-25 mph while the diesel engine simply idles, until beginning to consistently contribute more and more horsepower to the torque curve once the truck has

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good forward momentum established. They may very well be an essential component in the next generation of Class 8 diesel powertrains currently under development.

### UAF Announces Record Number of Scholarships

The University of the Aftermarket Foundation (UAF) has awarded 461 scholarships to students throughout the country, totaling a record-setting \$731,350 for the upcoming school year.

UAF says the scholarship recipients will be attending a two-year or four-year college or university or an accredited automotive vocational program. While the majority of the students are studying to become mechanical, collision or heavy-duty repair professionals, others are pursuing degrees in such fields as business, engineering and IT/cybersecurity that will lead to a career in the automotive aftermarket. In addition, many named scholarships were awarded on behalf of a variety of individuals and organizations. ADS is a proud partner of UAF and the Ortner Foundation. For more information about the Ortner Foundation, see page 32.

### Diesel's Not Dead

As companies face the economic realities of climate change and commit to a decarbonized future, you could be forgiven for thinking the end is near for the heavy-duty diesel engine with all the talk about electrification, hydrogen and fuel cell technologies. So, is diesel dead?

“Diesel's not dead,” says an emphatic Mike Fowler, Cummins Asia Pacific Director and General Manager On-Highway Business.

“In fact, Cummins is spending more today on diesel engine R&D than at any other time in its 100-year history.”

Discussing the massive investment Cummins is making in new powertrain technologies as it commits to net-zero carbon by 2050, Fowler points out that Cummins' internal combustion engines will continue to provide clean, cost-effective power to customers in the years ahead.



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# FAMILY BUSINESS

## *Lessons From a Generational Transition*

BY: SAUL GOLDFARB



I never thought my Dad, Marty Goldfarb, would retire. From the time I was 12 years old I had worked in the core room at his company C & G Sales. He really had no hobbies that I could discern. He worked. He traveled some. More as he got older. Then I went to college, worked for a while at Westinghouse as an electrical engineer and in 1984 I went to work for him. It seemed very natural. In 1998 I left my Dad's company and started Goldfarb & Associates. Now, 20+ years later, history is repeating itself. Sort of.

When you work in a family business, retirement seems different than when you work for somebody else. Or at least it does to me. There are so many additional variables. As I remember it, my Dad never really spoke of retiring. He loved what he did. I never spoke to him about his plans for the future. I thought he would work until he no longer could, but life changes things, and a few years after I left, he retired to Florida. This was a move I never could have imagined. And I was a little bit correct. A few years later, my Dad asked me if there was anything he could do to help Goldfarb & Associates. He missed the tumult, the "action" of doing business. At 87 and 83, he and his wife Barbara are still working for us as core buyers. It has been a godsend for them and a terrific benefit to G&A. Working has kept them both engaged and has given them a purpose.

So now, I am at the age where my Dad moved to Florida. One of the reasons we have been successful at G&A is because I have consciously learned from my father's experiences in business. Both good and bad. Our Company Vision states in part "To do good work in the present and to plan well for the future". So, it is incumbent on us to be prepared for the next 20 years at Goldfarb & Associates.

My wife Elissa and I have 3 sons. They are all very successful, but only Scott showed any interest in coming to work for us. Scott started working at G&A in March 2014. As many of you know, he's done a great job of learning the business, the parts, and networking throughout the diesel world. It is our plan and desire for Scott to take over the business someday. But what does "someday" mean? That is a question that we are trying to figure out right now.





Here are some of the questions we're asking ourselves right now.

1. What does it mean for Scott to "take over"?
2. Will I stop working completely or will I cut back my hours and responsibilities?
3. How do we engage our employees in this process?
4. How do we engage our customers, vendors, the bank, the insurance companies, etc. in this process?
5. How do we continue growing the business while the transition is occurring?

As a first step we had a "transition retreat" a few weeks ago. The attendees were Scott, my wife Elissa, our CFO, and a professional facilitator. The facilitator also happens to be Scott's professional coach, so she is very well versed in what is happening at G & A. The retreat took place offsite, as we did not want any interruptions. Scott and I prepared by listing all the tasks we manage individually and what tasks we handle together. We listed our 5 years goals and some new positions we need to hire. The goal of the retreat, at least in my mind, was to determine how to hand off my responsibilities to Scott over the next 5 years. The truth is, that took about 10 minutes to do. The next 5 hours were spent brainstorming about what and where Goldfarb & Associates can be in the next 5 years. With plenty of homework to do, and another meeting planned in about 6 months, we will try and chart our course for the next 5 years in a thoughtful, intelligent way.

None of us know where the diesel industry will be in 5 years. We do know that EV trucks are coming, but diesel is not going away so fast. Some of our best



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selling parts continue to be from the early Dodge, Ford and GM pickup trucks. Five years from now will the second generation pickup truck parts still be hot? What about the agricultural, industrial, and construction parts. These applications have been steady for years. With the supply chain broken, these parts still appear to have a long landing strip ahead of them in the aftermarket.

So where does G&A head in the coming years? We will continue to improve our processes both internally and externally. We will continue to do the things we do well, and keep our eyes open for new opportunities. Mostly, we will plan well through the transition issues and come up with innovative solutions. It's not rocket science, but for us, we get one chance to do it right. So we will spend the time and energy necessary to make the transition smooth, comfort our customers and employees, and improve our company along the way.

For more information about this article, contact:  
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# BRAND MARKETING

*Building Trust with Your Customers*

BY: JUDDER LEINENBACH

## **Good day ADS members,**

Please allow me to introduce myself. My name is Judder Leinenbach. I am a husband, father of 3, multi-business owner, published author, speaker, artist, and musician. I was a glorified karaoke singer/voice behind many different rock & roll, punk, metal bands between 1997-2014. I couldn't make it work for a living in the professional music industry, so I had to get a real job selling diesel parts. I founded Hoosier Bros LLC in 2011, DIESELPUNKCORE.COM in 2014, and Hoosier Brothers Realty in 2016.

I am here to speak of my personal connection to music brand marketing & business recognition. I am my Brand. Brand marketing is the process of establishing and growing a relationship between a brand and consumers. Companies with high brand recognition are trusted by consumers. Most businesses won't succeed if they can't build a customer base & trusted name. The more familiar people are with something, the more they tend to trust it.

In the 90's rock bands burned CDs, made shirts, sticker's, practiced repeatedly in the garage, made posters, connected with fans, played, and promoted shows. You had to bust your butt to build your brand, network, trust, and support from the inside out. A heavy metal band would not try and market their music towards fans lining up for a Garth Brooks

concert. Garth Brooks is amazing but his fans are not their target market demographic. Remember this was years before Google, YouTube, IHEARTRADIO, SoundCloud, Spotify, Pandora, & Amazon music. Now you can search any band, brand, industry, review of its quality, history, and its competition in a blink of an eye. Understanding your target market means understanding your brand.

Today's day and age of brand marketing relies heavily on updated websites, SEO, AdWords, digital marketing, and social media. Television, newspaper, radio ads, billboards, local and community events were in the past traditional forms of advertising. Today content is king and the key to spreading brand awareness and connecting everywhere with your target audience. Search engine optimization (SEO) helps your website show up higher in Google search rankings. Using relevant keywords throughout your business's web pages and blog posts increases the chance of users finding your site when they search online for businesses like yours.

Industry trade associations like the Association of Diesel Specialists (ADS) provide programs and services to its members that will assist them in achieving success in the operation of their businesses. Attending trade shows and having quality company representatives & promotional materials is a great way to attract your



audience. Diesel Punk Core has cool stylish hipster punk rock tultex/canvas super soft shirts for an example. Notable trade shows to attend through the calendar year are SEMA, HDAW, and REMANTEC. (HDAW) is the largest North American gathering of heavy-duty aftermarket professionals in the industry. Come say hello in Grapevine and I'll buy you a beer.

Let's recap how to advertise and promote your brand/business:

- Create Google Business Profile
- Implement SEO
- Google Ads
- Facebook
- LinkedIn
- Advertise on YouTube
- Instagram
- Twitter
- Pinterest

- TikTok
- local press
- Attend trade shows
- Marketing email blasts
- Promotions
- SEMA
- Association of Diesel Specialists
- Remantec

In Conclusion, a successful brand always begins with recognition, quality, and trust. However, these days you need to focus your efforts on promoting otherwise, no one out there will hear it!

For more information about this article, contact:  
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812.400.0782 - hoosierbros@gmail.com



**2023 ADS International Convention**

The 2023 ADS Convention will be held in conjunction with HDAW 2023 in Grapevine, Texas, at the Gaylord Texan Resort & Convention Center. See hotel information below and visit the ADS website to book your room today before the room block sells out.

Registration is now available for ADS Members. Members may register for ADS convention only, or ADS and HDAW. See pages 21–22 for registration information.

Sponsorships are a great way to gain exposure for your company at the 2023 Convention. See page 20 for sponsorship descriptions and contact at [marketing@diesel.org](mailto:marketing@diesel.org) with any questions.

**ADS/HDAW Convention Information**

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**Hotel Information**

**Gaylord Texan Resort & Convention Center**  
**1501 GAYLORD TRL, GRAPEVINE, TEXAS 76051**

- The room rate of \$195 per night is based on single or double occupancy
- Reservations are refundable if cancelled at least 72 hours prior to arrival.

*Don't delay, the Gaylord Texan has sold out in prior years - reserve your rooms today!*

Visit [diesel.org/2023Hotel](http://diesel.org/2023Hotel) for information on booking your hotel room through HDAW.



**Tentative Agenda | 2023 International Convention**  
 January 15 - 19, 2023  
 Grapevine, Texas

## 2023 Committee Meetings

The following committee meetings to be held via Zoom throughout the month of December, 2022:

Business Management	International General	Replacement Parts
Canadian General	Latin American	Technical Education
Communications	Manufacturers	TurboCharger
Convention & Trade Show	Membership	Ortner Foundation Meeting

### SATURDAY, JANUARY 14

All Day Arrivals

### SUNDAY, JANUARY 15

8:00 AM - 12:00 PM Board Meeting  
*Committee Chairs Report to Board*

10:00 AM - 1:00 PM ADS Welcome Desk

12:00 PM - 12:45 PM Board and Committee Chairs Lunch

1:00 PM - 4:00 PM Training Seminar

1:00 PM - 4:45 PM Distributor Meetings  
*(by invitation only)*

4:45 PM - 6:45 PM Owners Only Collaboration Meeting

6:15 PM - 9:00 PM ADS Welcome Desk

7:00 PM - 9:00 PM ADS Get-Acquainted Reception

### MONDAY, JANUARY 16

8:30 AM - 3:45 PM ADS Welcome Desk

8:30 AM - 9:00 AM Morning Coffee

9:00 AM - 12:15 PM ADS Convention Programming

12:15 PM - 1:15 PM Lunch

1:30 PM - 3:45 PM ADS Convention Programming

2:00 PM - 3:15 PM Companion Afternoon Tea

4:00 PM - 5:15 PM Forerunners Reception

## HDAW 2023 Agenda

*(HDAW 2023 Registration Required to Attend)*

### MONDAY, JANUARY 16

5:15 PM - 5:30 PM Leaders of Tomorrow Reception

5:30 PM - 7:30 PM All Industry Welcome Reception

### TUESDAY, JANUARY 17

8:00 AM - 10:00 AM Breakfast/Opening General Session/Awards Programming

10:00 AM - 1:00 PM SOLD Educational Programming

10:00 AM - 1:15 PM Pre-Scheduled One on One Meetings

1:00 PM - 2:00 PM Lunch & Roundtables

2:00 PM - 6:00 PM Product Expo & Happy Hour

### WEDNESDAY, JANUARY 18

8:00 AM - 9:00 AM Breakfast/Education Session

9:00 AM - 1:00 PM Product Expo

1:00 PM - 2:00 PM Lunch & Roundtables

2:00 PM - 5:55 PM Pre-Scheduled One on One Meetings

5:00 PM - 6:00 PM Reception

6:30 PM - 8:00 PM All Industry Closing Reception



**HDAW 23**  
 Heavy Duty Aftermarket Week '23

### THURSDAY, JANUARY 19

7:00 AM - 8:15 AM Grab & Go Breakfast

7:00 AM - 12:55 PM Pre-Scheduled One on One Meetings

12:45 PM - 1:45 PM Lunch

1:45 PM - 4:20 PM Open Time for Unscheduled One on One Meetings

# ADS INTERNATIONAL CONVENTION & HDAW 2023

*The Best of Both Worlds*

In just a few short months, the 2023 ADS Convention and HDAW Trade Show will be held in Grapevine, Texas from January 15th-19th. This show is an incredible opportunity to learn about the challenges facing the industry and opportunities for growth.

**Register now** to gain access to the latest industry education sessions as well as numerous networking opportunities.

ADS and HDAW will be co-locating in 2023 in Grapevine, Texas. This gives members of ADS the *best of both worlds*.

## **ADS: Diesel Specific Education & Networking**

During the ADS International Convention (January 15-16), ADS members will receive diesel specific industry education and training as well as networking opportunities with hundreds of your diesel peers.

## **HDAW: Broader Industry Perspective & Diversification Opportunities**

Immediately following ADS International Convention, Heavy Duty Aftermarket Week (HDAW) kicks off (January 16-19). ADS members will interact with more than 2,500 executives and managers at the largest North American gathering of light, medium and heavy duty aftermarket professionals in the industry.

## **Great Value**

Because ADS members get huge discounts to register for ADS and HDAW, ADS members can register for both events for less than the cost of attending past ADS stand-alone meetings. That's right – you get more education, networking and value for less money.

**Members of ADS save significantly on exhibiting and registration - make sure your company's membership is in good standing to qualify for discounted member rates.**

## **Networking: Business Development Opportunities**

The 2023 ADS/HDAW event will feature numerous events to connect with thousands of attendees to get ideas and leads for you to grow your business. The networking sessions include:

**HDAW '23 Product Expo:** The premier feature of HDAW is the Product Expo, which features over 300 suppliers in the trade show. The Product Expo includes dozens of ADS manufacturer, replacement parts and allied equipment members as well as many related suppliers. This is your chance to meet with these leading suppliers so you can attract new clients and retain your current customers.

**HDAW All Industry Networking Receptions:** HDAW provides ADS members numerous valuable networking opportunities with top industry executives of supplier manufacturers and distributors across the light, medium and heavy duty aftermarket. It includes All Industry Welcome Reception, Closing Reception and the Leaders of Tomorrow (LOT) Reception (for attendees under the age of 45.)

**HDAW One-on-One Meetings:** The industry's most successful One-on-One Business Meeting program between

manufacturers and distributors – more than 1,800 pre-scheduled meetings took place in 2020. This is where deals get done. An integral part of HDAW, One-on-One Business Meetings match you with the suppliers you want to do business with. Here, you'll get a personalized experience with products and pricing tailored to your situation and focused on your business needs.

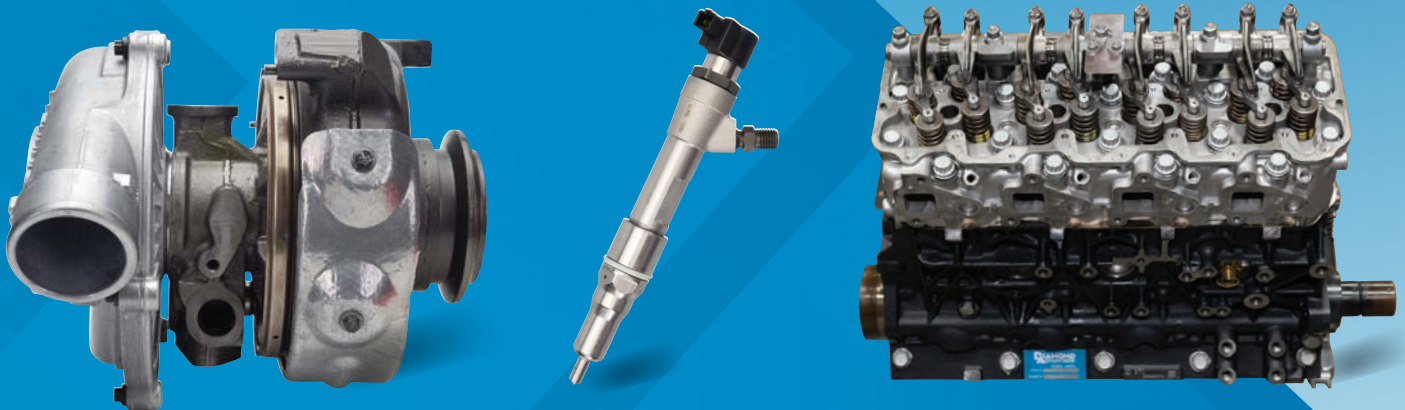
**HDAW Education Workshops:** The Education Program at HDAW builds on the diesel specific education during the ADS Convention. The workshops feature top notch aftermarket education to provide you the information you need to succeed.

**HDAW Service Opportunities & Learning Day (SOLD!):** SOLD! is an education program held during HDAW specifically designed for independent service shop owners and management, and distributor companies in the truck service business. It features a mix of management and how-to type training sessions focused on increasing the value and competitiveness of the independent service provider.

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# 2023 SPONSORSHIPS CONVENTION

GRAPEVINE, TEXAS | January 15 - 16, 2023

## ADS LANYARD SPONSOR\* \$2,500

Your company logo will be printed on lanyards distributed on Sunday and Monday at ADS check in. Lanyards will be given to attendees of the ADS Convention. **Only one available.**

## ADS GET ACQUAINTED RECEPTION

Your company logo will be prominently displayed on large signage at the reception, on the ADS website and in the pre- and post-Convention *Nozzle Chatter* magazine. Logo size based on sponsorship level.

**Platinum:** \$2,500

**Gold:** \$1,500

**Silver:** \$1000

**Bronze:** \$500

**Copper:** \$250

## ADS A/V SPONSOR\* \$1,500

Your logo will be prominently displayed when the "splash screen" is displayed in the main meeting room on Monday, January 16. **One available.**

## ADS CONFIRMATION EMAIL SPONSOR\* \$1000

Your logo will be featured on the confirmation email sent to all ADS attendees when they register and on the event confirmation email sent prior to the convention. **Only one available.**

## ADS FLOOR CLING SPONSOR \$800

Your full-color logo will be displayed on large floor clings near the ADS registration desk on Sunday and Monday and by the ADS general session room on Monday (2 clings per sponsor).

## ADS LITERATURE TABLE SPONSOR \$500

Table sponsors have the opportunity to display company information and literature for the duration of ADS meetings on Monday, January 16 near the ADS registration desk. Please note that meeting space allows for materials to be displayed only on a six foot table. Floor signs are not permitted.

## ADS OWNERS ONLY MEETING SPONSOR \$500

Your company logo will be prominently displayed on signage during the ADS Owners Only Meeting on Sunday, January 15.

## ADS FORERUNNERS MEETING SPONSOR \$500

Your company logo will be prominently displayed on signage during the ADS Forerunners Meeting on Monday, January 16.

## ADS NETWORKING LUNCH SPONSOR \$500

Your company logo will be prominently displayed on signage during the ADS Networking Lunch on Monday, January 16.

## ADS EVENT PAGE LOGO \$400

Your company logo will be featured on the ADS Convention page on the ADS website.

## ADS CONTINENTAL BREAKFAST SPONSOR \$250

Your logo will be displayed on small signage at the continental breakfast on Monday morning, January 16.

## ADS COFFEE BREAK SPONSOR \$250

Your logo will be displayed on small signage near the coffee during the morning break on Monday, January 16.

## ADS GENERAL EVENT SPONSOR \$150

Small logo displayed on ADS event signage and in pre- and post-*Nozzle Chatter* magazine.

## NOTES

Non-Members add 40% to the price of all sponsorships.

All Sponsors are thanked on signage at the event, in the pre and post *Nozzle Chatter* magazine, on the ADS website and in emails promoting the event.

\*Only ONE available. These items are offered via lottery. Those selected in lottery have the exclusive right to purchase the sponsorship. Email [casey@diesel.org](mailto:casey@diesel.org) by September 23, 2022 to enter the lottery. After September 23, 2022, items are on a first come, first served basis, if still available.

To receive full promotional consideration in print materials, please submit sponsorships by November 7, 2022. After this date, sponsorships are still welcome but may receive different promotional consideration.



**3. If registering for HDAW through ADS, check the boxes next to any item you are interested in attending:**

- One-on-One Business Meetings (*Distributors only*)
- Product Sales Training Program
- Leaders of Tomorrow (LOT) Reception (*Must be 45 years or younger*)
- SOLD!** Service Opportunities & Learning Day

**4. ADS COMPANION REGISTRATION**

- \$100 Companion Package - Includes receptions + Companion Tea

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- Silver** \$1000
- Bronze** \$500
- Copper** \$250

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- ADS Lanyard Sponsor\* \$2,500
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- ADS Floor Cling Sponsor \$800
- ADS Forerunners Meeting Sponsor \$500
- ADS Owners Only Meeting Sponsor \$500
- ADS Networking Lunch Sponsor \$500
- ADS Literature Table Sponsor \$500
- ADS Event Page Logo \$400
- ADS Continental Breakfast Sponsor \$250
- ADS Morning Coffee Sponsor \$250
- ADS General Event Sponsor \$150

**ADVERTISING IN ADS CONVENTION PROGRAM**

- Back Cover\* \$1,000
- Inside Front Cover\* \$800
- Inside Back Cover\* \$800
- Full Page Color \$600
- Half Page Color \$300

**6. METHOD OF PAYMENT**

**TOTAL:** \_\_\_\_\_

- Check made payable in U.S. funds to ADS enclosed. Check #: \_\_\_\_\_

**Charge my:**  AMEX  MasterCard  Visa

**Please fax or mail if providing credit card data.**

**Fax:** 703-753-2445

**ADS Headquarters**

7250 Heritage Village Plaza, #201  
Gainesville VA 20155

**Questions?**

Contact ADS at 816.285.0810 or ads@diesel.org.

Card Number

Expiration Date

CVV

Cardholder Name

Authorized Signature

**Are you a resident of the European Union, United Kingdom, or Switzerland?**

- Check here to consent to the use of your registration information by Conference Management. Contact ADS if you wish to revoke consent.

**ADS Convention Terms and Conditions**

Name changes and substitutions may be made at any time by notifying ADS Headquarters in writing to accounting@diesel.org.

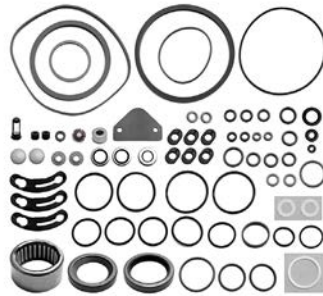
By attending the ADS Convention, attendee agrees to receive promotional emails from ADS and HDAW and that their image may be used in future ADS and HDAW promotional materials.

**Cancellations/Refunds**

**ADS:** Refunds for cancellations will be granted if notified in writing by January 3, 2023. A \$100 administrative fee will be retained on all cancellations.

**HDAW (If purchased through ADS):** Refunds for cancellations will be granted, provided HDAW is notified in writing by January 3, 2023. A \$150 administrative fee will be retained on all cancellations. There will be no refunds issued for cancellations after January 3, 2023.

Cancellations must be made in writing to accounting@diesel.org.



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# STEPPING INTO THE FUTURE; Opportunities and Cautions.

**T**he pace of the future is accelerating exponentially; opportunity drives growth, caution and awareness guard against missteps. In this era, understanding has greater power than pure market data.

The automotive industry is moving from an evolutionary phase into a truly revolutionary period; with new technologies leading the way. While the focus has been on Powertrain, the relationship with the vehicle owner has received little press. Today that relationship is changing rapidly as connected vehicle technologies evolve; this will directly impact the diesel service industry. In this article, we will look at four key drivers of the future in the context of the aftermarket:

- A. Powertrain** – The internal combustion engine remains a key driver of aftermarket revenue.
- B. Workshops** – The position of the service workshop is elevated in the aftermarket hierarchy driven by channel compression.
- C. Customer Retention** – Connected vehicle technology is a key customer differentiator; understanding the dynamics and timing is critical for the service industry.
- D. Service Value Proposition** – OEM's and dealers have raised the bar, and that strategy is intensifying; the service network must elevate training, equipment, and customer options to remain relevant.

**Powertrain:** In many instances, the media's coverage of Powertrain evolution has served to add confusion, rather than enlightenment; forecasts of internal combustion engine demise often fail to include Hybrids, and omit key sectors, including the Medium and Heavy-Duty truck, and Off-Highway markets. Electric Vehicles (EV) will take their rightful place as a Powertrain solution; but



the market share, rate, and timing of EV forecasts are hotly debated and often controversial. The reality is that even the most aggressive EV production forecast have a marginal impact on the in-service population of conventional vehicles. The global parc of vehicles is 1.7 billion; in 2030, less than 9% of these vehicles will be EV; in the USA, the penetration is forecast to be less than 5%, the IC engines share being 95%.

**Service:** The aftermarket and the place that workshops occupy in it is changing rapidly; connected vehicle technology (CVT) is accelerating that change. CVT is creating a closer linkage between the vehicle owner and service provider, and that is forcing channel compression in the traditional aftermarket. The global automotive aftermarket is 1.3 trillion dollars; the US aftermarket share is 300 billion dollars and forecast to grow to 340 billion in 2030. The market is driven by an installed base of 125 million passenger cars, and 156 million light trucks, in which reside the over 8 million LD diesel vehicles, this PARC has an age profile of 12.5 years. The duty cycle of the parc and its age profile have driven three diesel service options, new or remanufactured units and repair; the vehicle age profile is the dominant factor driving customer choice and as the weighted average parc age increases we see a shift between service options. For example, failure rate analysis indicates that over 300K common rail injectors will

move into the repair category.

While the industry and popular press use the light truck sector as an indicator of the diesel industry, that belies the size and importance of the Medium and Heavy Duty, On and Off Highway sectors, these sectors are predominantly diesel and have a duty cycle that drives service at a rate that is 2 to 3 times higher than light duty. The US population of class 7 / 8 trucks is 2.9 million with annual mileage of 60 - 75K. The market is unique; over 1.5 million of these vehicles are owned and operated by large fleets (800+ vehicles), the balance by smaller fleets or owner-operators, this creates a service dichotomy; larger fleets have a short vehicle retention strategy, this strategy drives the aging vehicle population into the smaller fleets, and has defined the service option landscape. Electronic unit injectors service is a classic example; historically, service has been predominantly new or remanufactured units; as the fleet ages, repair is becoming a larger part of the market.

**Looking Forward:** Local service is the lynchpin of the future, we believe that service is the gateway to the aftermarket revenue stream, but that service requires qualified technicians with skills that are regularly updated with “hands-on” training. Technology evolution demands workshops and trainers are in lockstep to ensure that the business offering is



current for all vehicles and technologies; failure to keep pace with technology breaks hard-won customer relationships; sending current customers to the OE dealer.

**Planning for Change:** Telematics and Connected vehicle technologies are driving the new aftermarket model, which offers workshops an opportunity to grow with new customers and retain existing ones. However, these customers expect service to be delivered locally with multiple service options, underpinned with diagnostics, certified technicians, inventory, and competitive pricing. Delivering this value proposition demands a business model with structural efficiency and high productivity, and this demands equipment with technology capable of driving down operational cost and delivering consistently high quality. The industry has risen to this challenge with equipment like the EDT 300 which marries automation with flexibility to deliver on the productivity needs of the workshop. The priority of training and equipment is captured in a quote from Oscar Villafranca, CEO of Lucas Diesel, “Lucas is focused on supporting the network with local technician training programs; this strategy is underpinned with test equipment that delivers a high return on investment and is supported by regional staff to help business development.”

**Summary** – We are moving through a period of great change, and in many instances, our customers have already embedded the future into their business strategy. A recent survey of business owners showed that leaders’ biggest concerns were the rate of change and the overwhelming proliferation of information; owners wanted greater clarity on the road forward, and support to develop and implement strategic plans to bring their businesses into the future. As one industry commentator noted, the aftermarket is falling into three categories, “Those that make things happen”, “Those that watch things happen,” and “Those that wonder what happened!”, the challenge for all of us is to avoid the last two categories.

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# DIESEL FUEL CONTAMINATION

## WHAT IS IT & HOW DOES IT GET INTO THE FUEL SYSTEM

**D**iesel fuel contaminant has been a hot commodity these past few years and when it happens the repair bill can get extremely expensive. Not only are the parts and labor expensive but it can be costly downtime for a business. As the industry experts, it's our job to educate the new diesel owners up to the experience technicians.

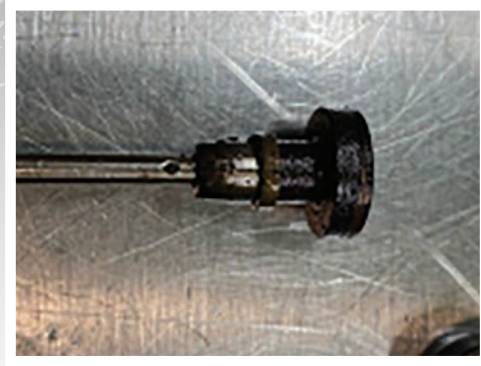
For the first time diesel owners, what is diesel fuel? Well diesel fuel is more than the substance aiding to create an internal combustion to get your truck over the hill. Diesel fuel lubricates the internal fuel injection components, and it also cools down the fuel injection components. Diesel fuel contains sulfur, which is the element that gives diesel its lubricating characteristics. Our current diesel fuel has a sulfur count of 15 parts per million (ppm), effective 2006. Prior to that, diesel fuel had a sulfur content level up to 500ppm. With such a drastic cut in sulfur, there was a big concern of lack of lubrication. To this day the effect has been fairly minimal.

Currently, the fuel being sold at the pump contain some sort of blend of biofuel, B2 or B5. B2 being a 2% biofuel blend and B5 being a 5% biofuel blend. Across the nation you will notice B20 being offered at every station. Regardless of the blend mentioned, they are required to meet a standard.

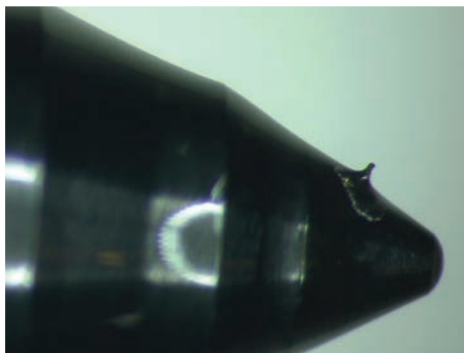
So...contamination, what is it and how does it get into our fuel system?

**Diesel Exhaust Fluid (DEF)**- One of the most common accidental contamination incidents. DEF is often mistaken as a diesel fuel additive when in fact it is *not*. In instances where DEF is mixed into the tank and the engine has not been started, the fuel system can be saved. But once the engine starts and DEF makes it upstream, the fuel system cannot be salvaged. The *flush the fuel system* practice is not an option in a DEF contamination case. DEF is extremely corrosive and chemically reacts on precise machined surfaces of the fuel injection system very quickly and leads to rust and corrosion. Having rust/

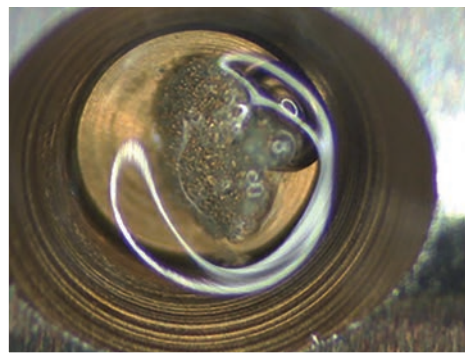




Excessive amounts of water was found in the fuel tank.



Brass bristle caused the nozzle tip to hang open 5 miles after installation of new injectors.



Feed orifice aprox. .3mm (300µm) has a piece of debris lodged into it. Resulted in a stuck open nozzle.

corrosion in the fuel system accelerates wear on the internal moving components. On those fuel systems that utilize a piezo injector, DEF can shorten out the crystal piezo stack leading to a dead cylinder. The only true fix to contaminated fuel system with DEF is to replace the components.

**Water-** For many years water has been an issue to the diesel fuel system. Where does water come from? Water can get into the fuel tank a few different ways. Condensation in fuel tanks, improper fuel storage, transportation from supplier, human error of not putting on a proper cap. Regardless of how it gets in, water can shorten the life span of a fuel system or lead to instant catastrophic failure. Water in diesel fuel creates rust, corrosion which as mentioned before creates an accelerated abrasive wear. Once the wear is beyond the allowable amount it will lead to performance issues.

**Debris-** When debris or a foreign substance is in diesel fuel, it can cause issues instantly or progressively create problem. Fuel injection components have extremely tight tolerances of that range in the area of 2-3 microns. To put a micron in perspective to a human hair, a human hair is around 100 microns. Debris can be introduced into the fuel

system due to lack of cleanliness when working on the fuel system. It can come from doing the simple fuel filter service. If the technician, even the do it yourselfer, isn't working in the cleanest area it can lead to contaminates getting into the fuel system.

**Gasoline-** Another accidental contamination scenario. Gasoline will ultimately lead to accelerated component wear. Reason being, gasoline cuts on the lubrication characteristics found in diesel fuel causing components to rub against each other. Once you lose lubricity, metal fragments start to develop causing even more problems. Not only will it accelerate the wear but could lead to catastrophic failure to an engine.

**Biofuel-** As mentioned earlier, there are biofuels and blends that are approved and safe to use. B100 on the other hand, one would have to approach with caution. B100 is not always compatible with fuel lines, gaskets, rubber hoses, and fuel filters. This would lead to plugged fuel filters, soften rubber lines and deteriorate gaskets. All which can lead to costly repairs.

## Prevention

As an owner of a truck or piece of equipment with a diesel engine, you are at the mercy of the fuel offered at the pump and unfortunately, we can't control. What we can control we need to practice or educate on.

- Fuel filters are crucial to the fuel injection system. It is important to follow the manufactures service intervals. Even more important is the use of a good quality OEM filter. The difference between a \$10 value filter over the \$30 OEM filter is priceless.
- Don't ignore the pesky check engine light. Certainly the check engine light may not always be fuel related but you shouldn't just brush it off. The check engine light is the ECM telling you that something is wrong, and it should be addressed.
- The WIF (water in fuel) message could be telling you something about the quality of fuel in the tank. In the water contamination pictures shown earlier, the owner ignored the message and unfortunately had major consequences.

- The use of an approved diesel fuel additive can also help. An approved additive consists of one that demulsifies water and is alcohol free. It's important to educate a customer that an additive will not fix an ongoing fuel system issue.
- If you suspect fuel contamination, take a fuel sample. Take a sample in a suitable container and watch for separation. There are fuel test strips on the market that can also detect fuel contamination.

## Resolving Fuel Contamination Problem

The modern fuel system has too many components that work in conjunction and the band-aid approach will never resolve the problem. We have fielded multiple times the question "can you guys flush out my system" and the answer is no. There are too many small passages and tight areas one cannot see to verify the system is free of contamination. The true solution is the fuel system will have to be completely replaced with a contamination kit.

For more information about this article, contact:  
Tara Lunder  
608.842.5123 - [tlunder@DieselForward.com](mailto:tlunder@DieselForward.com)



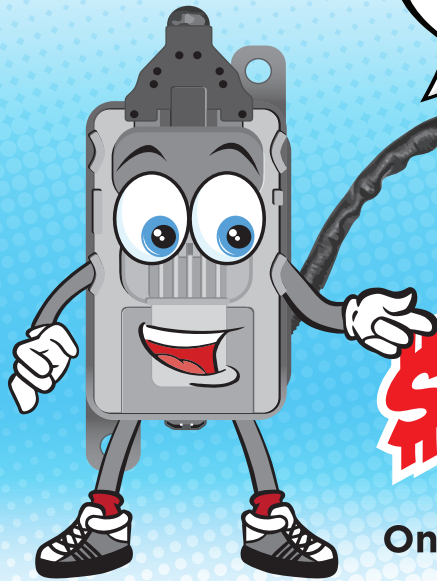
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# ADS/Ortner Foundation Awards 11 Scholarships

The ADS/Ortner Educational Foundation recently awarded eleven scholarships. Nearly 100 applicants applied for a scholarship this year. The ADS/Ortner Foundation offers scholarships to recruit new students into diesel training programs. In addition to awarding scholarships annually, the ADS/Ortner Foundation is developing plans to build technical on-line training tools for employees of current ADS members – specifically on legacy products. The ADS/Ortner Foundation is a 501(c) (3) charitable organization. The Foundation's purpose is to benefit educational programs for the Association of Diesel Specialists, and for the diesel fuel injection and diesel industries.

One recipient had this to say regarding his scholarship, "I was so excited to receive your email and I am honored that your organization chose me as one of your scholarship recipients. I've been really worried about whether or not I'd be able to have enough funding to attend school and I'm happy to say that this scholarship puts me completely in the black and I can let that stress go and just concentrate on getting my degree. Once again, thank you! I appreciate this, and your organization, more than you can ever know."

## 2022 Ortner Scholarship Recipients:



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**Josiah Bundt**  
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**Aidan Carton**  
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**Hunter Haynes**  
Lincoln College of  
Technology -  
Indianapolis Campus



**Aaron Heerts**  
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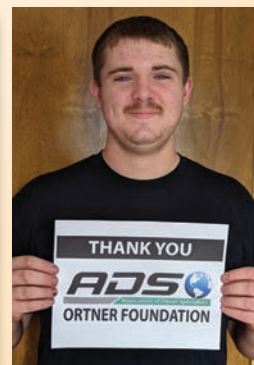
**Kyle Low**  
University of  
Northwestern Ohio



**Issac Mathis**  
Kilgore College



**Anthony Mendez**  
Universal Technical  
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**Alex Randolph**  
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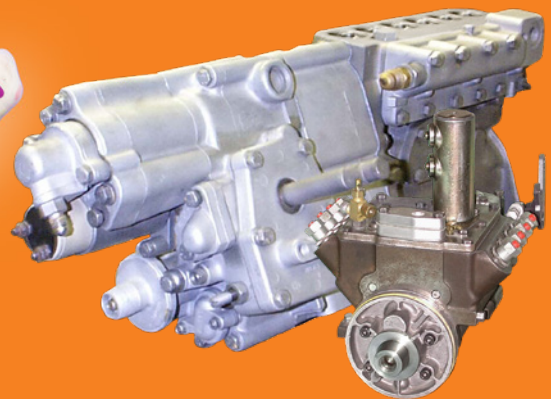
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