

# NOZZLE

## CHATTER

NEWS FROM THE  
ASSOCIATION OF  
DIESEL SPECIALISTS

# TURBO OPPORTUNITIES GROW

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**Laura Rountree**  
Industrial Diesel Inc.  
Norfolk, Virginia

### A note from the President,

As I began writing this article we were gearing up for another on site “Heavy Duty Aftermarket Week”. Recently, we all received word that HDAW will now be held as a virtual event. It is hard to believe it’s been almost a year since I’ve seen my ADS family. So what does this all mean for ADS? This pandemic has definitely flipped our world upside down. Your leadership team is hard at work looking at all available options.

As for HDAW, I am still currently serving on the “SOLD” committee. “SOLD” stands for “Service Opportunity Learning Days”. Like me, you may have been unaware of the excellent educational topics that were shared last year. Recently, all ADS members received an email to complete a survey on “SOLD” in an effort to narrow down this year’s topics. But more importantly to have our voices heard. The January 2021 “SOLD” event is scheduled for Tuesday, 1/26/2021 from 2:30pm – 5:30pm. It’s important to note, although this event is free of charge for HDAW registered members, you must sign up for these informative seminars. This will not interfere with your scheduled events or One-on-One meetings. There is a charge for HDAW’s Virtual Event, so I encourage all of you to check their website for continuing updates.

Your Board of Directors continue to meet virtually and we’ve accomplished many tasks. Our by-laws have been updated to address the many changes that have occurred within our association. You should have received these updates electronically in October for your review and final vote. However, COVID-19 continues to create challenges for many and remains the unknown player. So please stay healthy and safe! And, as always, I am just a phone call away. ■



## **EPA Amends Marine Diesel Engine Program**

The U.S. Environmental Protection Agency (EPA) Administrator Andrew Wheeler on August 20 announced amendments to the national marine diesel engine program that will provide regulatory relief to pilot boat captains across the country. It addresses the lack of available certified Tier 4 marine diesel engines for use in certain high-speed commercial vessels. Under the finalized rule, the EPA will allow the continued installation of Tier 3 engines in new vessels until 2022 or 2024, depending on the size and type of vessel, according to the EPA.

## **Fiat Chrysler Recalls 132K Diesel Vehicles**

Fiat Chrysler is recalling approximately 132,000 vehicles across the globe to address an issue that causes some diesel engines to stall. The recall involves certain 2014 through 2018 Ram 1500 pickups and some 2014 through 2016 Jeep Grand Cherokee SUVs with 3-liter diesel engines.

## **2021 Jeep EcoDiesel Nets 25%+ Better Fuel Economy**

The new-for-2021 Gladiator EcoDiesel model, with the same 3.0-liter six-cylinder diesel offered in the Wrangler, has EPA finalized fuel economy figures that prove it will be the most efficient Gladiator you can buy. And by a large margin. Per the EPA, the EcoDiesel pickup delivers 24 mpg combined—an improvement of more than 25 percent relative to the truck's gas-powered V-6.

## **1949 Diesel Ford Truck Fastest Up Pikes Peak**

Everyone who's anyone that shows up to race at the Pikes Peak International Hill Climb has records on the brain. That's why Scott Birdsall and the crew behind his 1949 Ford F1 now hold the record for the fastest-ever diesel vehicle up the mountain. Birdsall drove the 6.7-liter Cummins-powered Ford to a final time of 11:24.065, according to the PPIHC's official leaderboard.

## **Diesel Still King of Off-Road?**

With governments pushing for emission reductions, the focus on electric equipment is increasing. However, one leading company believes strongly in the future of diesel. Cummins believes that, due to the economic challenges of alternative solutions, construction equipment will continue to rely on diesel for some time to come. That is good news for ADS members.

## **Ram's 6.7-liter Diesel Recalled for Oiling Issue**

Ram's 6.7-liter Cummins diesel engine as found in the 2019 and 2020 Ram 3500, 4500 and 5500 models is getting a recall thanks to an issue involving its computer-controlled warmup procedure. The recall affects 32,318 vehicles in total, approximately one-third of which are still in dealer's hands. The issue stems from insufficient oil flow governed by the engine computer during vehicle startup, which can starve rod bearings and cause serious damage.

### **Welcome New Member**

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#### ADS STAFF

**Scott Parker**

Chief Executive Officer  
sparker@diesel.org

**Casey Parker**

Chief Operating Officer  
casey@diesel.org

**Kim Litscher**

Accounting Manager  
accounting@diesel.org

**Brittanne Gasser**

Marketing Coordinator  
marketing@diesel.org

**Lauren Groves**

Communications Coordinator  
communications@diesel.org

**Alejandra Velasco**

Membership Services  
membership@diesel.org

**ADS Headquarters**

7250 Heritage Village Plaza, #201  
Gainesville, VA 20155

**Phone:** 816.285.0810

**E-mail:** info@diesel.org

**Website:** www.diesel.org

Find us on:



**Scott Parker**  
ADS CEO

### Hindsight is 20/20

The phrase "hindsight is 20/20" describes the fact that it is easy for one to be knowledgeable about an event after it has happened. Ironically, that perfectly describes the year 2020.

As business people, ADS members are accustomed to dealing with disruptions - but 2020 has brought this to a whole new level. COVID-19 has seen members having to implement all new procedures to keep employees and customers safe while limiting direct interaction with your customers.

### Preparing for 2021

ADS members are developing their budgets and business plans for 2021 without perfect knowledge of what the future holds.

Under normal circumstances, the underlying data for these projects would come from the company's 'crystal ball' - prior year business analytics, year-over-year sales, volume analysis and future market conditions.

For most, their 'crystal ball' has serious cracks this year. A chaotic 2020 rocked by COVID-19 shut downs have rendered prior year data less meaningful. In addition, 2021 brings substantial uncertainty.

### Virtual 2021 Convention

Because of ongoing COVID-19 concerns, the decision has been made to host the ADS Convention and Heavy Duty Aftermarket Week (HDAW) as virtual events in January 2021. You can find detailed information and register for the event with information on pages 18-23.

Clearly, it would have been our preference to meet in person - but that is not possible now.

If there was ever a time where members would benefit by learning from top presenters about the future of the industry and hearing motivational messages, this is that time. ADS, now more than ever, is developing content to help members plan to succeed.

The leadership at ADS has decided to offer one low price of just \$25 to participate in the programming of the ADS Convention. Our mission is to produce a quality program to help you prepare for 2021 and is easily and affordably accessible to all ADS members.

I look forward to seeing you virtually at the 2020 ADS Convention in January. Thank you for being a member. ■



# FOLEY ENGINES

M. Diane McCormick



## Foley Engines

200 Summer Street  
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www.foleyengines.com  
1-800-233-6539  
info@foleyengines.com.

At Foley Engines, evolution is in its 104-year-old DNA. By serving distinct niches as needs become apparent, the specialist in industrial, new, and remanufactured engines has ridden the ups and downs of economic cycles. “When one is down, one of the others usually picks up the slack, so it makes for a nice, balanced stool,” says President Jay Foley. “That’s how we see the world.”

Foley Engines was founded in 1916. Now considered one of North America’s oldest engine distributors, the shop remains in the Foley family. Jay Foley’s grandfather, William Foley, started the business selling Goodyear tires, at a time when Americans were replacing their horse-drawn buggies with Model Ts, and tires lasted no more than one year.

Today, business comprises a comprehensive portfolio of products and services, all stabilized by service in the areas Foley calls his “five-legged stool” -- remanufactured material-handling equipment engines, remanufactured Perkins and Deutz engines, customized diesel exhaust scrubbers, power takeoff clutches for wood chippers, and Deutz engines and parts. The Worcester, Massachusetts, operations include a 20,000-square-foot warehouse holding about 600 unique off-road engines.

Evolution began during the Great Depression, when the tire business evolved into a custom rebuilder of industrial engines. That paved the way for World War II, when Jay’s father, John Foley, entered the business.

“The war was on, and as a country, we needed people who could overhaul engines quickly for the military,” Jay Foley says.

The first leg of the stool dates to the postwar years, as the shop began specializing in rebuilding the engines for material handling equipment, “which is a fancy way of saying forklifts,” Foley says. Customers include lumber yards, construction companies, and foundries.

“It’s a small niche, but it was profitable. People with material handling equipment, like all equipment owners, are very sensitive to downtime.”

To minimize downtime, Foley Engines offers a remanufactured engine exchange, sending dynamometer-tested remanufactured engines off the shelf to businesses that, in return, send the old engines known as cores to Foley Engines for remanufacturing and sale to another customer.

“It seemed to work,” says Foley. “We were in it for the long haul. We had a long-term perspective. We knew if we bought the cores and had remanufactured exchange, we could do a good job, because our customers would come to us looking for no downtime, and have one firm, fixed price.”

In 1965, the business became a Perkins engine distributor and remanufacturer – leg number two, and “a big step forward, because Perkins is a big-name brand.” In the 1980s, John Foley was ready to retire, and Jay Foley was an Ivy League Ph.D., teaching economics and sociology at University of South Carolina. Jay decided to





put business theory into practice.

"I left USC in Columbia, moved to Massachusetts, and took over the firm," he says.

He didn't realize it then, but a perfect storm of trends made his timing ideal. The internet was blossoming, allowing the business to advertise beyond its geographic region. Telecommunications were deregulated, bringing down the costs of long-distance phone calls needed for customer service. Deregulated shipping creating competition that drove down prices. And small-package shipping was just taking off.

In that whirlwind, Foley Engines spotted opportunity.

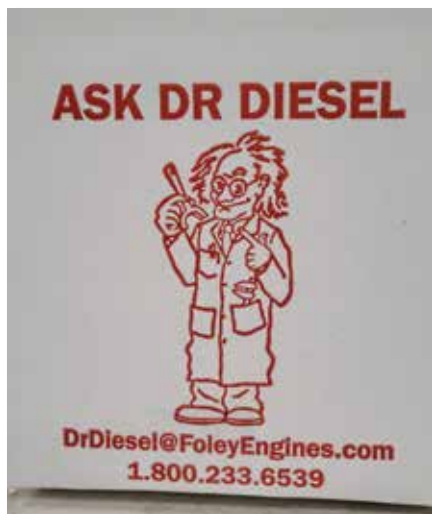
"Those changes in American society were fantastic, enabling people like us to grow and expand," Foley says. "Prices were down, customer service went up tremendously, and we could ship nationwide very easily."

Business "bubbled along," but the climate grew increasingly competitive as others adopted similar practices, so Foley Engines explored niches to pursue.

The niche with the most promise was diesel exhaust scrubbers, as regulations required engine emission controls making it safe for construction workers to breathe in confined spaces. In another stroke of good timing, Foley Engines had been in the sector for about five years when the opportunity arrived to provide scrubbers for the "Big Dig," Boston's conversion of a highway into a tunnel. The company also supplied scrubbers for construction of the 9/11 Ground Zero Memorial in New York City.

Scrubbers remain in the Foley lineup, as leg number three. "Enlightened property owners want scrubbers on all their construction equipment – colleges, hospitals," Foley says. "Often, generators are located near the HVAC system, which pollutes the system, so our scrubbers prevent that air contamination."

Leg number four is a small but vibrant niche – servicing wood chippers, with new and remanufactured WPT and Twin Disc clutches. The wood chippers' highly specialized power



takeoff clutches have a high mortality rate, creating opportunity for a business that markets through tree care associations and carries a substantial stock.

"If a fellow ruins his clutch, we have one on the shelf," Foley says. With demand rising for mulch, the tree-care segment remains "a fantastic business, as long as gravity still exists."

The tree-care industry is also a significant market for Foley Engines' Deutz engines, or leg number five. Deutz fills the bill for those needing lightweight power, and Foley Engines offers new and rebuilt engines plus reliable expertise.

Foley Engines' 26 dedicated employees – factory-trained and highly knowledgeable -- are "a key component of success," says Foley. He values their contributions and sees their above-market compensation as an investment in human capital.

"Some have been with us for more than a decade," he says. "While the impact of diverse product lines is important, it's the people who make it happen."

The team includes Dr. Diesel, an Einstein-like character who answers questions emailed to him – 15 to 20 per day. Dr. Diesel appeared when Foley Engines officials were debating how to differentiate from the competition. Today, he is part of an information-based company culture that includes YouTube videos and "Tech Tips" offering hints on everything from

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installing a new Perkins water pump to getting the most from a flywheel grinder.

“We wanted to compete on knowledge, not on price, so we had this character called Dr. Diesel that would answer any questions you might pose,” says Foley. “He would offer solutions.”

Business remained steady during the COVID-19 pandemic shutdown, even rising among customers who used the downtime to overhaul old equipment. Strict rules have kept customers out of the building, but they can have parts shipped or pick them up outside.

Foley Engines also reached out to the community during the pandemic. When local shelters needed clean clothes for residents but couldn’t come up with the cash payments demanded by local cleaners, Foley Engines contributed substantially to a Worcester laundry fund. Early in the pandemic, the business also donated shop masks to a local hospital that was struggling to find PPE.

Through it all, the customer-solution credo is so ingrained in Foley Engines that anyone who calls as late as 5 p.m. will get their order shipped that day, “even if we have to lie down in front of the UPS truck to get it out the door,” says Foley. “It’s a big part of our culture. It’s what we do here.” ■



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# MEMBERSHIP COMMITTEE **SPOTLIGHT**



**Committee Chair:** Bryan Menke

**Company:** R&R Engine and Machine

**Years with Company:** 31

**Years on Membership Committee:**  
6 years after serving on the  
Technical Education and  
Management Committee previously

**Years as Committee Chair:** 6 years

## **Purpose of Membership Committee:**

The committee supervises activities to recruit and retain members as well as the membership application process. The committee also screens all membership applications to assure authenticity and correct membership category for new members.

## **What has the committee accomplished during the past couple of years:**

The past few years have been tough on maintaining membership numbers. This is based on the fact that many shops have sold to larger companies or have retired and closed all together. The last few years, to the best of our ability, we have accomplished open lines of communication with all non renewing members trying to retain them where we can. The Membership Committee, our staff, and the Board of Directors all assist in growing our Association membership wherever and whenever possible.

## **What goals does the committee have for the future:**

We strive to continue to educate prospective members about all the benefits of being an ADS member while retaining current membership to the best of our ability.

## **Interested in joining this committee?**

We welcome new members into our Committee that can help promote and retain membership in this valuable ADS Association. If you are not currently on a Committee, please help yourself, your company and our Association by joining one of the eight different committees offered to engage and grow your business thru our Association.

Contact Bryan Menke at [blmrrengine@aol.com](mailto:blmrrengine@aol.com).

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# Managing Your Business from the Outside IN or Inside Out

By Warren Stewart, Industrial Diesel  
Chair, Business Management Committee

## Question for all Owners:

Do you manage your Business from the “Outside in” or “Inside out”? When it comes to customer satisfaction. What, you ask is the difference? Well I can tell you there is a big difference! Who sets the rules within your company, the customer or the employee? How do you manage a disgruntled customer, or do you? Who tells you about the problem, or do you find out after you have lost the customer?

Do you have a strategy? Let's think about what you do and how you do it. In holding the Monday morning sales or company meetings, whether it's with the whole company, the department supervisors or the sales department, how is any problem solved? More over “How is the problem avoided” or can it be avoided.

All problems can't be avoided or 100% solved, but it can be resolved in a win-win situation. We know the customers of today are not as educated as they were in the past. Why aren't they? The systems have changed so fast that they are either not up with the times or maybe your competition is telling your customer that it wasn't done right the first time and they don't have the proper equipment to take care of you. It happens every day.

Let's first look at the business owner of today and his working staff. Have the employees that answer the phone

been included in the meetings. Is anyone checking how they answer the phone and pass the call on? Are they polite, happy or just ready to get out of the building at 5. They are your first responders. They take the first call when the customer calls and is upset over getting the wrong part, paying for the next day service, the equipment doesn't start after you rebuilt the fuel system, or they just are in a bad mood and need a friendly person to talk them through their problem. Your counter greeters are the same first responders, no different except they may know the customer a little better.

How is an unhappy customer serviced? Who talks to them? Who follows up with them and how is that follow up done? Who sets the settlement policy and how is it implemented?

A couple of things to think about on how to take care of that customer, it's all in Communication and Resolution. This is a John Deere way of solving unsatisfied customers and I thought I would share it with you. Only a couple of easy steps or ideas to follow and it will lead to keeping the unsatisfied customer satisfied, it may also lead to up sales for your company.

Initiate response with empathy, make your customer feel like you care for him and his problem, that his problem is your problem as well.



Try to confirm that your customer understands that you in turn understand (attitude means everything).

Verify: is there anything else? Get it all out in the open, this way you open and close the problem and no after problems linger.

Ask for (not tell) the solution. See what your customer has in mind to make this matter better for all. Remember that he is upset and it is the customer that wants the solution.

Commit to measurable action. If it's a lack of stocking certain parts as the problem, offer to do an equipment survey and stock some of the faster moving or needs parts. If it's a service problem, let him know that your service department is dealing with newer schools and keeping up dated all the time does take some of the workers out of the shop and leaves the department short at times. This is a problem, but a good problem to have. Assure him that your shop is dedicated to keep up the newer scan tools and troubleshooting on the engines and equipment he does have.

Confirm actions meet your customer's expectation. This should be the number one thing that both you and the customer agree on.

Run a customer list, check out the non-buying customers, out dated information. Go out and see that customer, ask why he hasn't been in lately, talk with him and make him feel that he isn't the only one going thru hard times, ask him if there is anything you can do as an owner to help with his needs. Try a survey, and follow up with the negative answers.

As an owner, it's a must that you go outside the company and look at it from the "Outside-In". Think like your customer, demand from your employees a better attitude, greater involvement in education on what you offer to the customer, and if this can be achieved, watch your business grow.

Now ask yourself, am I managing "Inside-Out" or "Outside-In"?

As the owner of your company, this is your ever growing challenge! ■

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# Passenger Car Turbo Repair Opportunities Continue to **Grow**



**T**here is an enormous sales potential in turbo repairs as the number of turbocharged passenger cars continues to grow rapidly, according to ADS member, Melett North America Inc.

While the turbocharger market in the United States has traditionally been dominated by medium and heavy-duty diesel vehicles, Melett General Manager Kenny Taylor believes companies are “leaving money on the table” by not highlighting their skills in turbo repair over replacement in the passenger car segment of the aftermarket.

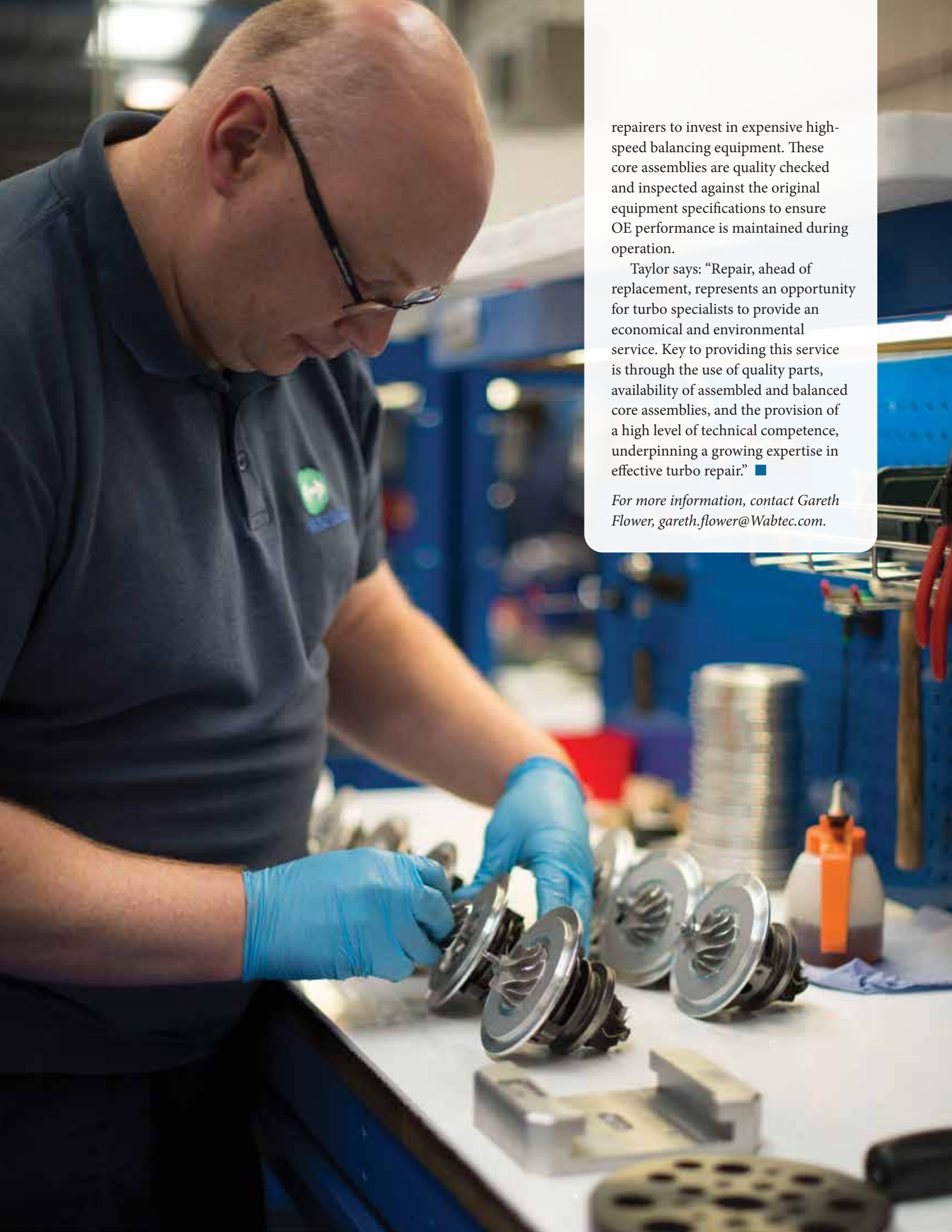
The global demand for efficient and eco-friendly cars has led vehicle manufacturers to downsize gasoline engines, which are often turbocharged to lower emissions and improve fuel economy without compromising performance. Engines sized 2.0L and below have almost doubled in popularity in recent times.

The turbochargers in these cars operate at extremely high temperatures, which means that they can fail sooner than their diesel counterparts. As these vehicles age, the opportunities for repair work increases - we are now entering a period of significant growth for the aftermarket thanks to the surge of turbochargers fitted to new passenger cars after 2010.

It is often the case that passenger car turbochargers are not repaired but are completely replaced with new OE or equivalent units. However, new units are usually expensive to purchase and can often be subject to lengthy lead times.

Repairing turbochargers, on the other hand, is more cost effective and promotes environmental sustainability. By reclaiming and remanufacturing old cores wherever possible, wastage is reduced and costs kept to a minimum.

Furthermore, the availability of assembled and VSR balanced CHRA (core assemblies) eliminates the need for



repairers to invest in expensive high-speed balancing equipment. These core assemblies are quality checked and inspected against the original equipment specifications to ensure OE performance is maintained during operation.

Taylor says: "Repair, ahead of replacement, represents an opportunity for turbo specialists to provide an economical and environmental service. Key to providing this service is through the use of quality parts, availability of assembled and balanced core assemblies, and the provision of a high level of technical competence, underpinning a growing expertise in effective turbo repair." ■

*For more information, contact Gareth Flower, [gareth.flower@Wabtec.com](mailto:gareth.flower@Wabtec.com).*





*Association of Diesel Specialists*

## 2021 Virtual Convention

# THE ROAD AHEAD

ADS is going virtual in 2021. COVID-19 is preventing the association from providing members our traditional convention in 2021. However, the need for us to gather to learn from one another, hear from top industry presenters and explore best success practices in 2021 has never been greater.

To that end, the ADS leadership and staff are excited to bring you the first virtual ADS Annual Convention. We are in the planning phase of building this new productive, interesting, informative and FUN event.

The 2021 Virtual ADS Convention all the same programming that members are accustomed to:

- Committee Meetings
- Owners Only Meeting
- Forerunners Meeting
- Training Sessions
- Industry Programming

A schedule of the tentative program may be found on page 23. Details about specific programming and speakers will be announced in the near future.

### Register Now for Just \$25

Understanding the need for all ADS members to gather in 2021, the ADS leadership has decided to offer members to register for the all the ADS programming for only \$25/attendee.

To register, use the form on page 21 or visit [www.diesel.org](http://www.diesel.org).

### Affordable & Effective Sponsorships Available

Since participating in the 2021 ADS Convention will be easier (no travel!) and more affordable (only \$25), we anticipate many more ADS members to be participating in 2021.

This is a great opportunity for you to build your brand and support the mission of ADS. A variety of sponsorships are available starting at just \$250. All members should consider sponsoring this unique event. A list of sponsorships and their descriptions is on page 22. Secure your sponsorship using the form on page 21.

Stay tuned. More information to be announced over the next few months.

Questions? Call ADS Headquarters at 816-285-0810 and we will assist in completing your registration over the phone.



# - OVERCOME -

## ANY OBSTACLE

Heavy Duty Aftermarket Week '21 (HDAW 2021) conference organizers have announced the annual event will be held virtually January 25-28, 2021.

The virtual conference will feature traditional HDAW opening sessions with the HDAW 2021 co-chairs and a comprehensive conference program that will provide highly useful information on doing business in the current environment. The conference will feature education workshops including SOLD! (Service Opportunities & Learning Day), designed for distributors with service and repair technicians.

Additionally, the highly popular pre-scheduled One-on-One meetings between distributor and supplier executives will also be held 100% virtual as part of HDAW 2021. More virtual programs to ensure industry leaders can glean the valuable information they expect from HDAW will be announced soon.

Heavy Duty Aftermarket Week (HDAW) is the largest North American gathering of the independent heavy-duty industry. In 2020, over 2,600 executives and managers

**HDAW is presented by a joint operating committee of industry leaders from 12 distinguished industry associations:**

- Association of Diesel Specialists (ADS)
- American Council of Frame and Alignment Specialists (ACOFAS)
- Commercial Vehicle Solutions Network (CVSN)
- HDA Truck Pride
- HDDA/Auto Care Association
- Heavy Duty Manufacturers Association (HDMA)
- Heavy Duty Remanufacturing Group (HDRG)
- International Truck Parts Association (ITPA)
- Overseas Automotive Council (OAC)
- Power Heavy Duty
- Service Specialists Association (SSA)
- VIPAR Heavy Duty

including distributors, suppliers, service providers, educators and industry media attended the event.

Members of ADS who register as "Distributors" save \$150 on each registration. Note that this is a separate registration fee from the ADS Convention.

For more information and to register, visit [www.hdaw.org](http://www.hdaw.org).



Service Opportunity Learning Day



If you are registered for HDAW, there is no additional cost to attend SOLD!, however pre-registration is required and can be done when registering for HDAW.

**Tuesday, January 26, 2021 • 1:30 PM - 4:30 PM EASTERN**

**Who can attend?** *Anyone registered for HDAW. The program is specifically geared towards:*

- Independent service shop owners and management
- Distributor companies in the truck service business

**What does SOLD! provide?**

- Management sessions
- How-to type training sessions
- Increases the value and competitiveness of service providers
- Interactive sessions with Q&A
- Presenters actively working in the industry

**The SOLD! Advisory Council**, consisting of members of ADS, ACOFAS, CVSN, HD TruckPride, VIPAR, AWDA and HDMA, is in place to assure a top quality and relevant service related program for attendees.

ADS President, Laura Rountree, currently serves on the Council.

SOLD! programming is categorized under four main content areas:

- Operations and Training
- Financial Performance
- Marketing and Sales

The goal of the program is to help the independent service owner gain access to information and resources designed to help them run a more profitable business.

If you are registered for HDAW, there is no additional cost to attend SOLD!, however pre-registration is required and can be done when registering for HDAW.

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# 2021 INTERNATIONAL CONVENTION

ATTENDEE REGISTRATION FORM

JANUARY 11-28, 2021

## ATTENDEE

FIRST NAME	LAST NAME			
COMPANY	TITLE			
ADDRESS	CITY	STATE/PROVINCE	POSTAL CODE	COUNTRY
EMAIL (REQUIRED FOR CONFIRMATION)	PHONE		CELL	

### ADS Forerunners Question

Are you 45 years of age or under? ☐ Yes ☐ No

## REGISTRATION FEES (check appropriate fee box)

**Members** ☐ \$25/attendee **Non-Members** ☐ \$100/attendee

## DONATE TO ADS / ORTNER FOUNDATION

*The Ortner Foundation's purpose is to benefit educational programs for ADS, and for the diesel fuel injection and diesel industries. Scholarships are awarded each year to eligible applicants for diesel training education.*

I would like to contribute the following amount to the ADS/Ortner Foundation:

☐ \$50 ☐ \$100 ☐ \$250 ☐ \$ \_\_\_\_\_ Other

## SPONSORSHIPS

### Virtual Event Sponsors

- ☐ Platinum \$2,000
- ☐ Gold \$1,000
- ☐ Silver \$750
- ☐ Bronze \$500
- ☐ Copper \$250

- ☐ Forerunners Happy Hour Sponsor\* \$1,500 - only one available
- ☐ Owners Only Happy Hour Sponsor\* \$1,500 - only one available
- ☐ Schedule Sponsor\* \$750 - only one available
- ☐ Confirmation Email Sponsor\* \$750 - only one available
- ☐ Registration Sponsor \$500
- ☐ Event Page Logo \$500
- ☐ Waiting Room Sponsor\* \$500 - only one available
- ☐ Daily Email Sponsor \$250

*\*exclusive sponsorships sold on first come, first served basis*

## METHOD OF PAYMENT

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

☐ Check made payable in U.S. funds to ADS Enclosed. Check #: \_\_\_\_\_

Charge my: ☐ AMEX ☐ MasterCard ☐ Visa

Card Number

Expiration Date

CVV

Cardholder Name

Authorized Signature

Please fax or mail if providing credit card data.

Fax: 847.770.4952

ADS Headquarters

7250 Heritage Village Plaza, #201

Gainesville VA 20155

Questions?

Contact ADS at 816.285.0810 or membership@diesel.org.

## 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 that their image may be used in future ADS promotional materials.

# 2021 SPONSORSHIPS

## CONVENTION

All sponsors will be thanked on the ADS website with a link to your company's website and in the Nozzle Chatter magazine distributed to 5,000+ industry leaders.

### Virtual Event Sponsors

- ☐ **Platinum: \$2,000** - Includes your company logo displayed in the virtual background of the moderator screen during the Convention sessions, on the event page of the ADS website, in the daily Convention emails, on the sponsor page of the ADS website, and on the "thank you" page of the post-Convention Magazine. Your logo will also be placed in the weekly News@ADS e-newsletter through December 2021 and you will have one banner ad placed in the Pre-Convention issue of News@ADS.
- ☐ **Gold: \$1,000** - Includes your company logo displayed in the virtual background of the moderator screen during the Convention sessions, in the daily Convention emails, on the sponsor page of the ADS website, and on the "thank you" page of the post-Convention Magazine. Your logo will also be placed in the weekly News@ADS e-newsletter through June 2021.
- ☐ **Silver: \$750** - Includes your company logo displayed in the daily Convention emails, on the sponsor page of the ADS website, and on the "thank you" page of the post-Convention Magazine. Your logo will also be placed in the weekly News@ADS e-newsletter through March 2021.
- ☐ **Bronze: \$500** - Your company logo will be on the sponsor page of the ADS website and on the "thank you" page of the post-Convention Magazine. Your logo will also be placed in the weekly News@ADS e-newsletter through February 2021.
- ☐ **Copper: \$250** - Your company logo will be on the sponsor page of the ADS website and on the "thank you" page of the post-Convention Magazine. Your logo will also be placed in the weekly News@ADS e-newsletter through January 2021.

- ☐ **Forerunners Happy Hour Sponsor\*** \$1,500  
**Only one available.** Your logo will be featured along with the ADS logo on a gift sent out to the first 72 registered Forerunner meeting attendees. **\*\*Please order by December 14 to allow time for printing.**
- ☐ **Owners Only Happy Hour Sponsor\*** \$1,500  
**Only one available.** Your logo will be featured along with the ADS logo on a gift sent out to the first 72 registered Owners Only meeting attendees. **\*\*Please order by December 14 to allow time for printing & shipping.**
- ☐ **Schedule Sponsor\*** \$750  
**Only one available.** Your company logo will be featured on the 2021 ADS Convention schedule that is distributed electronically to all ADS members.
- ☐ **Confirmation Email Sponsor\*** \$750  
**Only one available.** Your logo will be featured on the confirmation email sent to all ADS attendees prior to the Convention.
- ☐ **Registration Sponsor** \$500  
**Only three available.** Your company logo will be prominently displayed on the Zoom registration page that all attendees access prior to joining a Convention session.
- ☐ **Event Page Logo** \$500  
Your company logo will be featured on the main event page on the ADS website.
- ☐ **Waiting Room Sponsor\*** \$500  
**Only one available.** A small image with your company logo along with a custom description you provide will be displayed in the waiting room that all attendees are held in prior to the start of a session. Custom description has a limit of 400 characters.
- ☐ **Daily Email Sponsor** \$250  
Your logo will be featured on the daily Convention emails going out to registered attendees.

### NOTES

Discounted sponsorship bundles available - contact Brittanee Gasser at [marketing@diesel.org](mailto:marketing@diesel.org) or 816.285.0810 for more information.

Non-Members add \$1000 to the price of all sponsorships.

\*Only ONE available. These items are offered on a first come, first serve basis. For more information on availability, please contact [marketing@diesel.org](mailto:marketing@diesel.org)

\*\*Logo items will only be shipped to US addresses due to COVID related shipping delays

### Committee Meetings

#### Monday, January 11, 2021

12:00 PM Business Management Committee  
3:00 PM Communications Committee

#### Tuesday, January 12, 2021

12:00 PM Manufacturers Committee  
3:00 PM Membership Committee

#### Wednesday, January 13, 2021

12:00 PM Replacement Parts Manufacturer  
& Distributor Committee  
3:00 PM Technical Education Committee

#### Thursday, January 14, 2021

12:00 PM Turbocharger Committee  
3:00 PM Canadian General Committee

#### Friday, January 15, 2021

12:00 PM International General Committee  
3:00 PM Latin American Committee

#### Tuesday, January 19, 2021

12:00 PM - 4:00 PM Board Meeting

#### Thursday, January 21, 2021

12:00 PM Ortnier Foundation Board  
Meeting  
4:00 PM Owners Only Meeting

#### Friday, January 22, 2021

12:00 PM - 4:00 PM ADS Annual Meeting and  
Convention Programming  
4:45 PM - 6:00 PM Forerunners Meeting

#### Monday, January 25, 2021

12:00 PM - 4:00 PM ADS Convention  
Programming

## HDAW Programming

#### Tuesday, January 26, 2021

11:00 AM - 12:00 PM HDAW Virtual Opening  
General Session  
12:00 PM - 12:30 PM Program Break  
12:30 PM - 3:25 PM HDAW Workshops Session Track  
1:30 PM - 4:30 PM SOLD! Session Track  
3:30 PM - 5:00 PM HDAW Supplier Product Debuts

#### Wednesday, January 27, 2021

1:00 AM - 5:00 PM One-On-One Business Meetings

#### Thursday, January 28, 2021

11:00 AM - 5:00 PM One-On-One Business Meetings





**Buy, Sell or Trade Equipment with ADS Swap & Shop!**

Swap & Shop is available to assist members seeking to buy, sell or trade equipment. Swap & Shop ads run in Nozzle Chatter and on the ADS website under the PARTS section.

**To List**

Complete the ad listing form, located online under Forums>Swap & Shop section of the ADS website or by contacting ADS Headquarters at [info@diesel.org](mailto:info@diesel.org). "Help wanted" or "situation wanted" ads will not be accepted. ADS Swap & Shop ads do not constitute an endorsement by the Association. Ads must be sent electronically to [info@diesel.org](mailto:info@diesel.org).

**Fees**

Contact ADS Headquarters for listing fees and details. \*Subject to specific terms listed online.

**FOR SALE:** MakTest 1029 - Used Great Condition, Works Great. Asking \$10,000. Buyer pays shipping. Contact Todd Barnes at [todd@rpmddiesel.com](mailto:todd@rpmddiesel.com).

**SEEKING TO BUY:** Cummins Celect + Injector Cores along with Cummins Top Stop injector cores. We also have a Bosch 707 test stand along with support tooling for sale. Contact Warren @ Premco 512-556-8734 or [warren@dieselparts.com](mailto:warren@dieselparts.com)

**FOR SALE:** Bosch EP/VA, A, B, C series inventory for sale. New original Bosch injection pumps in original packaging for popular applications, along with some re-manufactured and core pumps. Many new original Bosch parts in original packaging as well. Contact 712-623-2221 for complete list.

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a-lone, KO4000 computer aided CR injector rebuild center, & PT2012B,PT-2012CRE, A6000 Maktest common rail injector & pump test stand 6 cyl.We also stock most common tools and adapters new & used. Also available used Bosch EPS 815 w/547 hrs, EFEP711/w KMM80. Please go to [www.usdiesel.com](http://www.usdiesel.com) to view our complete list of test equipment.

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# MEMBER SPOTLIGHT OPPORTUNITY

## NOZZLE CHATTER MAGAZINE

ADS Member Spotlight is a valuable opportunity for members to share their stories and get to know others in the industry. If you are interested in being featured in an upcoming issue of Nozzle Chatter, contact Lauren Groves at [communications@diesel.org](mailto:communications@diesel.org) to discuss a potential member spotlight.



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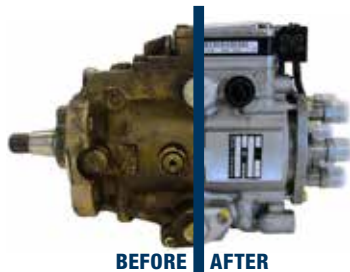
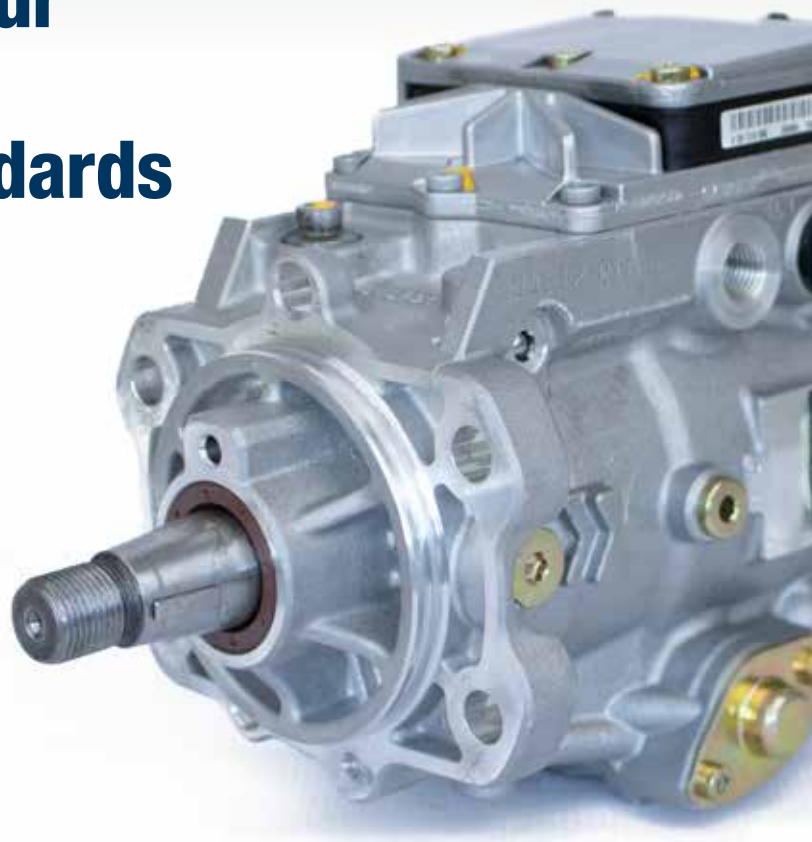
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