

NOZZLE CHATTER

NEWS FROM THE
ASSOCIATION OF
DIESEL SPECIALISTS

2020 – ISSUE 4

2021 VIRTUAL CONVENTION

THE ROAD AHEAD

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ADS
Association of Diesel Specialists



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HDAW21
 Heavy Duty Aftermarket Week '21

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ADVERTISING INDEX

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Mike Ruffing

Diesel Forward Inc.



Laura Rountree
Industrial Diesel Inc.
Norfolk, Virginia

A Note from the President,

“Virtual” is the word of year. So it should be no surprise that ADS 2021 is now virtual. This is a great opportunity to check us out especially if you have never attended an ADS convention. There are no travel expenses and you don’t even have to leave your business. This is also a perfect opportunity if you or a member of your company have ever wanted to attend or learn more about any of the committees, now would be the time to check them out from the comfort of your office. Going virtual actually gives us the ability to spread things out a little to accommodate most time zones. For a minimal fee, all

of this is “virtually” at your fingertips. HDAW will also be virtual but their time frame still remains the same. When the completed schedule is posted, I encourage you to look at all the different committees and contact the committee chairs via phone or email if you have any questions. All committee information is in the directory or online. As you learned in the last Nozzle Chatter, I am still serving on the “SOLD” committee which will be on - Tuesday, January 26, 2021, 1:30-4:30 pm EST, as of December 4, 2020.

HDAW SOLD sessions will include the following topics.

- Operations, Training & Leadership: An introduction to EOS, Entrepreneurial Operating System
- Financial Metrics and Profitability
- Marketing and Sales

See page 22 for session details.

If you are registered for HDAW, there is no additional cost to attend SOLD but you must register in advance. So please continue to stay healthy and safe! And, as always, I am just a phone call away. ■



New Diesel Engine Powered by Ethanol

ClearFlame Engines has developed a diesel engine that can burn straight ethanol. According to the company, ethanol burns more efficient than diesel. Their solution? Get ethanol to burn in a diesel application. They take the diesel engine design and implement it into a high-temperature combustion system.

Chevy Diesel Gets Price Drop

The MSRP for the 2020 model year, the Chevrolet Silverado 1500 and GMC Sierra 1500 with a 3.0-liter Duramax turbodiesel inline-six producing 277 hp and 460lb-ft of torque has been cut. Now, General Motors is slashing the MSRP by \$1,500 as the automaker makes a bigger push for the more fuel-efficient engine, based on publicly available numbers on the company's employee discount website.

Mack Reenters Medium Duty Market with a Diesel

The first of Mack Trucks' new MD Series medium-duty line started commercial production at its Virginia-based plant on Sept. 1, two months later than originally scheduled, due to the COVID-19 pandemic. The powertrain comprises a Cummins 6.7L diesel engine with an Allison 2500 Highway Series transmission. A Rugged Series option is available for off-road vocations that may require more torque.

Massachusetts Passes Right to Repair Law

After losing big at the ballot box, automakers are suing to overturn a voter-approved referendum updating the state's "right to repair" law. Question 1, which was soundly approved by voters in the Nov. 3 elections, will modify the law to allow auto repair shops to access "telematics" data from vehicles. A costly ballot fight pitted the nation's automakers against small repair shops backed by the retail parts industry.

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Scott Parker
ADS CEO

Election's Impact on Diesel Service Industry

Elections have consequences. This sentence is often used when we see a change in administrations in the United States.

It is likely we will be hearing this often in 2021.

It appears likely that Joe Biden will be sworn in as President on January 20, 2021. A Biden administration brings a lot of uncertainty to the diesel service industry.

Members of ADS will be closely watching for many political appointments. Biden has already tapped John Kerry to serve as Climate Czar. The President-Elect has said he will rejoin the Paris Climate Accords "on day

one". However, the Paris agreement sets only voluntary targets and goals. The "rules" are compulsory.

Of much greater interest to ADS members will be the appointment to head the Environmental Protection Agency (EPA). The EPA along with the National Highway Transportation Safety Administration set the nation's fuel economy standards. As of the writing of this article, the leading candidate for EPA Administrator is Mary Nichols, head of the California Air Resource Board.

Nichols led the effort that culminated with California Governor Gavin Newsom signing Executive Order N-79-20 on September 23, 2020. The Executive Order states that 100% of in-state sales of new cars and trucks will be zero-emission by 2035 and that 100% of in-state sales of medium and heavy duty vehicles will be zero-emission by 2045. According to news sources, this Executive Order will essentially ban the sale of gas and diesel engines.

Regardless of who is named to the EPA post, it is clear that there will be downward pressure on the diesel engine industry.

I cannot guarantee what new initiatives will be proposed or implemented related to diesel engines over the next four years. However, I can guarantee ADS will work with our sister organizations in Washington, DC to promote current and emerging clean diesel technologies as responsible, efficient and effective sources of power for vehicles today and in the future.

ADS is committed to protecting the diesel service market and to keeping members informed on this and other matters of importance. ■

FAIR VALLEY PERFORMANCE

M. Diane McCormick

Fair Valley Performance

E9688 Cty Rd B
Sauk City, WI 53583
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(608)643-0200
info@fvpdiesel.com

Growing up on his parents' farm, Dennis Frey developed a passion for diesel engines. That zeal turned into a career and is now infused into Fair Valley Performance, provider of diesel service and components for the full spectrum of machines, from stock equipment to high-power racers and pullers.

"I love this business," says Frey. "I love the diesel industry. We like to keep up with the technology. In my time in this business, so much has changed, from the traditional pump line nozzle system, now into modern common rail era. There's been a lot in between. I've enjoyed keeping up with it and trying to stay on that leading edge."

The FVP approach

Frey started Fair Valley Performance at his home in rural Sauk City, Wisconsin, after 15 years of rising through the ranks from technician to diesel service manager with Diesel Injection Service (now Diesel Forward). What started with Frey, his wife Jennifer, and one employee has grown into a business employing 13 people.

Today, two service halves operate in tandem under the Fair Valley Performance umbrella.

- The Diesel Component Service Center specializes in service and repair of diesel fuel injection pumps, injectors, and turbochargers for original stock equipment and high-performance tractor and truck pulling and racing applications.





- The Diesel Drive-in Service Center, founded in 2014, specializes in diagnostic, service, and repair of diesel vehicles, pickups, agricultural, and industrial applications – including the occasional fire truck or military Hummer.

A passion for power

The emphasis on performance elevates FVP into a niche market served by only a few companies. The high-performance division designs, upgrades, and builds customized fuel systems and components for competitive uses, whether that's tractor pullers, rat rod street cars, or lobster boat racers.

Following in the wheel tracks of his father, Frey started tractor pulling in 1984. In 1999, he built the championship-winning Agent Orange from an Allis Chalmers 190XT. As he entered competitions and grew his business, relationships were built that brought performance customers to the door (or their parts, shipped in from such distant points as Canada, Australia, and the Netherlands).

Some of those pulling customers also send their stock business to FVP.

"You develop a relationship with somebody in truck and tractor pulling, and it turns out they have a farm or business with other diesel needs," says General Manager Drew Schulenburg. "Next thing you know, they're sending a stock injection pump to us to get rebuilt."

The Diesel Component Service Center shop is equipped



to deliver power. Fair Valley Performance acquired EDM capabilities – for precision down to 12,000th of an inch -- when it acquired an EDM business. Customers include other diesel shops sending their nozzles or injectors for FVP to modify for higher fuel delivery and power capabilities.

The performance side also researches new methods and processes every year, and then develops those improved, more powerful parts to offer on the high-performance market. This year, early testing showed promising power improvements in the team's new cam shaft designs for inline pumps.

With business steady, space is getting tight, so the addition of a new diesel component shop is planned for 2021. The



space will allow expansion of existing capabilities to include CNC machining, which Frey's son is studying and will be used mainly for custom pulling work. In time, the space is expected to house a dynamometer for testing torque and horsepower.

Options and education

Frey and the FVP team are generous with their knowledge and expertise. Even potential-but-not-yet customers who call for advice get a full consultation. From Frey's perspective, that's the purpose of all the overhead invested in the business – freeing time for productive conversations.

"Once we get that person on the phone, that's our time to shine," says Frey. "Even though we may not acquire their business, it's about being able to talk to the customer and have them feel comfortable with us."

No matter the job, customers are offered the full range of options available, whether that's a full rebuild or a patch-up to get through one more season.

"We try to look at the different ways to save the customer money but still deliver a good-quality product that's going to last and take care of their needs," says Schulenburg. "We like to make sure they're educated."

The COVID effect

From its beginnings, Fair Valley Performance has been built on diversification of services and "not backing ourselves into one corner," says Frey. As COVID-19 shutdowns began in March 2020, he correctly predicted that tractor pull circuits would cancel their seasons, so he and Schulenburg added new clients to the roster by calling and introducing the business to

implement dealers and diesel repair shops.

"What we lost in the truck and tractor business, we gained back," Frey says. "We're now on track this year to exceed last year, which makes us feel really good. That proves the benefits of being able to do some different things and shift gears on the fly."

Through it all, the recipe to success is "a really solid team of experienced people."

"We focus on finding good people, and we treat them very well," Frey says. "Once we have talent, we need to do everything we can to keep it. With this team of people, I really feel that's what distinguishes us."

The value of ADS membership

In 2004, Frey and a colleague, Mike Ruffing, won the ADS Henry Ortner Jr. Memorial Technical Award, for developing a 7.3 powerstroke training program for ADS. Frey wasn't expecting an award. He simply saw the training as a valuable benefit for ADS members trying to keep pace with a new technology.

ADS membership builds contacts and expertise, Frey notes. Staff attends ADS training. Schulenburg and Service Advisor Mike Anliker regularly use the ADS Parts Finder and reach out to ADS connections for help with thorny questions. That kind of access helps FVP find solutions that suit customer timelines and budgets.

"We're very customer orientated," says Schulenburg. "We try to treat them with utmost respect and courtesy, as we would want to be treated. We want to deliver a high-quality product, and we want to deliver the right quality the first time."



Happy and productive

One unique aspect of Fair Valley Performance is its homestead barn, restored and renovated into offices and the Diesel Component Service Center. Frey had bought the property at a prominent intersection in 1995. Initially, zoning restrictions seemed to limit the commercial possibilities there – until he learned that new businesses could be established in existing buildings.

“We had this big, red barn here, which to me wasn’t going anywhere,” says Frey. “It was part of our homestead. Being an old farm boy, I got a lot of respect for the rural look of the barn.”

The business and its people keep growing and learning. Today, their newfound expertise in common rail systems means that FVP is ready when customers call.

As for the philosophy he has instilled in the business, Frey returns to the word “passion.”

“We take our work very seriously. When we come to work, we try to have fun, but at the same time, we put our nose to the grindstone and just try to be the best at what we do, and to be happy doing it, too. We want a happy crew, and that’s the main thing – being productive and producing good work.” ■





Committee Chair: Saul Goldfarb

Company: Goldfarb & Associates, Inc.

Years with Company: 23 years

Years on Replacement Parts Manufacturer & Distributor

Committee: 10 years

Years as Committee Chair: 3 years

Purpose of Replacement Parts Manufacturer & Distributor

Committee: The purpose of the Replacement Parts Manufacturer & Distributor Committee is to advance the needs of its members within ADS, as well as to afford a networking opportunity at the ADS Trade Show and Convention. In addition, we try to keep members posted on the goings on at the Board of Directors meetings.

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

In the past few years, the Committee has sponsored events at the ADS Trade Show & Convention, help networking meetings at the conventions and sent BOD updates. We have also nominated outstanding members for the Joe Callahan Achievement Award.

What goals does the committee have for the future: The truth is, this Committee could do a lot more if we could get more members involved. Given the difficult economic circumstances we find ourselves in, this could be a useful roundtable to discuss common issues. Perhaps we could set up a listserve for the Replacement Parts Committee to discuss these issues on.

Interested in joining this committee? Contact Saul Goldfarb at Saul@goldfarbinc.com.



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Diesel Engine Specialists 2028 Job Projections

The latest employment projection broken down by state below provides the number of jobs and rate of growth for the category that includes Diesel Engine Specialists by the year 2028. The base year is 2018.

The information comes from the Projections Managing Partnership (PMP). The PMP operates an integrated, nationwide program of state and local projections. Funding for the PMP is provided by the U.S. Department of Labor, Employment & Training Administration, with technical support from the Bureau of Labor Statistics and other entities across the country.

Diesel.org/Jobs
powered by **ADS**

Need Help Hiring?

ADS members report that the shortage of diesel technicians and other related job functions is very real and a challenge for their business. ADS is here to help with a state-of-the-art website, www.diesel.org/jobs.

ADS is working with its nearly 100 technical training school members that will be adding their student and alumni resumes to the system for a large and trained applicant pool.

Diesel.org/Jobs is a highly targeted job board focused on the needs of the diesel service industry. This will save ADS members hours by stopping endless scans of applicants without the skills or industry experience on general job sites

ADS members receive major savings to post job listings or to purchase access to resumes in the job bank. To obtain member pricing, members should use their same username and password they use for the diesel.org member access.

States	2018	2028	# Change	Average Annual Openings	% Change
Utah	2790	3440	650	350	23.30%
Nevada	560	660	100	70	17.90%
Guam	120	140	20	0	16.70%
Colorado	5030	5830	800	580	15.90%
Idaho	1640	1890	250	30	15.20%
Georgia	7930	9040	1110	900	14.00%
Texas	30110	34330	4220	3400	14.00%
South Dakota	990	1110	120	110	12.10%
South Carolina	4060	4540	480	450	11.80%
Arizona	1980	2210	230	220	11.60%
Florida	14110	15720	1610	1540	11.40%
Iowa	4830	5350	520	520	10.80%
New York	14060	15580	1520	1520	10.80%
District of Columbia	190	210	20	20	10.50%
Washington	7260	7990	730	850	10.10%
Oregon	3990	4370	380	420	9.50%
Maryland	5070	5530	460	620	9.10%
Arkansas	3670	3990	320	390	8.70%
Wyoming	990	1070	80	100	8.10%
Connecticut	2390	2580	190	250	7.90%
California	24600	26500	1900	2550	7.70%
Kentucky	3870	4160	290	400	7.50%
New Hampshire	1210	1300	90	130	7.40%
Alaska	700	750	50	70	7.10%
Delaware	700	750	50	70	7.10%
Wisconsin	6570	7030	460	680	7.00%
Montana	1160	1240	80	120	6.90%
Nebraska	2600	2780	180	270	6.90%
Minnesota	7380	7860	480	750	6.50%
Missouri	6280	6640	360	630	5.70%
Pennsylvania	13700	14480	780	1380	5.70%
Indiana	8540	9020	480	860	5.60%
North Carolina	9450	9970	520	950	5.50%
Alabama	5550	5850	300	560	5.40%
New Mexico	1700	1790	90	170	5.30%
New Jersey	9070	9540	470	910	5.20%
Oklahoma	4070	4280	210	410	5.20%
Hawaii	860	900	40	90	4.70%
Puerto Rico	1310	1370	60	130	4.60%
Virginia	6980	7300	320	690	4.60%
Ohio	10050	10500	450	1000	4.50%
Tennessee	7050	7370	320	700	4.50%
West Virginia	2230	2330	100	220	4.50%
Massachusetts	5300	5520	220	520	4.20%
Illinois	10530	10960	430	1040	4.10%
Mississippi	3230	3360	130	10	4.00%
Michigan	10090	10330	240	970	2.40%
North Dakota	1430	1460	30	140	2.10%
Kansas	3130	3180	50	300	1.60%
Vermont	750	750	0	70	0.00%
Maine	1420	1390	-3	130	-2.10%
Rhode Island	2360	2270	-90	210	-3.80%
Louisiana	3130	2750	-380	0	-12.10%

Source: Projections Managing Partnership/Bureau of Labor Statistics



Association of Diesel Specialists

2021 Virtual Convention

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.

Register Now for Just \$25

Understanding the need for all ADS members to gather in 2021, the ADS leadership has decided to offer members registration for all the ADS programming for only \$25/attendee. To register, use the form on page 19 or visit www.diesel.org/2021ConventionInfo.

New Sponsorships: Affordable and Effective

Sponsorships are great opportunities 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 18. Secure your sponsorship using the form on page 19.

Heavy Duty Aftermarket Week 2021

See page 20 for HDAW Program Details

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.

One-on-One Meetings

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 are being developed. See page 20 for more information.

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.

ADS Convention Programming

All times Eastern

Tuesday, January 19

12:00 PM - 4:00 PM

Board Meeting

Thursday, January 21

12:00 PM

Owners Only Meeting

4:00 PM

Ortner Foundation Board Meeting

Friday, January 22

12:00 PM - 4:00 PM

ADS Annual Meeting and Convention Programming

4:45 PM - 6:00 PM

Forerunners Meeting

Monday, January 25

12:00 PM - 4:00 PM

ADS Convention Programming

ADS Convention Information

ADS Annual Meeting

The Annual Meeting Business meeting will provide ADS Members with updates on the state of affairs and outline plans for the Association and its members.

ADS Convention Programming

The ADS Convention Programming will include relevant, educational presentations from ADS Members providing members with the opportunity to keep up with current industry trends. Training sessions and presentations from industry experts will help succeed over the next year. Attendees will learn what the top service opportunities will be to help you build your service strategy to maximize profits. Details will be released in the near future.

Ortner Foundation Board Meeting

The Association of Diesel Specialists / Henry and Esther Ortner Educational Foundation Board members will meet to discuss future plans for the Foundation. Established in 1994, 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.



Owners Only Meeting

Are you the Owner, President, CEO, COO, Chairman of the Board, Branch Manager of an ADS member company? If so, you are invited to attend the virtual Owners Collaboration Meeting. The meeting will focus on problems faced by upper level management and owners, and ways to get through the problems of today's industry changes. Senior level management and owners will meet in an environment where they can openly discuss issues including difficulties with stock, repair, sales, and more.

Forerunners Meeting

ADS Forerunners is the young leadership group of the Association of Diesel Specialists. Membership in the ADS forerunners provides an opportunity to develop peer relationships with individuals from other member companies. If you are employed by, in partnership with, in ownership of a concern that is a member of ADS, perform in a managerial or executive capacity and you are 45 or under, you are eligible for membership in the ADS Forerunners. Membership in Forerunners is free. Please contact Brittanne Gasser at ADS Headquarters for additional information.



Committee Meetings

Visit www.diesel.org/Committees for further information or to contact Committee Chairs.

All times Eastern

Monday, January 11

12:00 PM

Business Management Committee

Purpose: Oversee business-related programs, seminars, presentations and services to enhance the business skills of members.



Chair: Warren Stewart
Industrial Diesel Inc.
Norfolk, Virginia

3:00 PM

Communications Committee

Purpose: Guides the communication activities of the Association including ADS's newsletter, Directory and website. Acts as a liaison to related industry groups, government relations and communications with the general public.



Chair: Mike Perkins
Diesel Plus LLC
Ringgold, GA

Tuesday, January 12

12:00 PM

Manufacturers Committee

Purpose: Represents the interests of Manufacturer members.



Chair: Patrick Harcourt
BorgWarner Turbo
Systems
Ashville, NC

3:00 PM

Membership Committee

Purpose: Supervises activities to recruit and retain members, as well as the membership application process.



Chair: Bryan Menke
R&R Engine & Machine
Akron, OH

Wednesday, January 13

12:00 PM

Replacement Parts Manufacturer & Distributor Committee

Purpose: To represent the interests of the replacement parts manufacturer members and to work towards common goals of the Association.



Chair: Saul Goldfarb
Goldfarb & Associates
Rockville, MD

3:00 PM

Technical Education Committee

Purpose: Develop and maintain programs, services and information on current technical information.

Chair: Steve Cates
Diesel Equipment
Company
Greensboro, NC

Thursday, January 14

12:00 PM

Turbocharger Committee

Purpose: Enhances the Turbocharger aftermarket business through seminars, member contact, and higher awareness of the Nationwide Warranty Program.



Chairman: John Griffin
Turbo Diesel & Electric
Systems Inc.
Forest Park, GA



Chairman:
Dennis Gagnon
Diesel Injection Service
Company Inc.
Louisville, KY

Friday, January 15

12:00 PM

International General Committee

Purpose: To represent the international members of the association, host international meetings and recruit new members.

3:00 PM

Latin American Committee

Purpose: Represents the Latin American members, host Regional Meetings and recruit new members.



Chair: Ricardo Berrueta
Berrueta Diesel Parts,
S.A. de C.V.
Guadalajara, Mexico

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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 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 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

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

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 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.



Heavy Duty Aftermarket Week '21

January 25-28, 2021

Members of ADS who register as "Distributors" save \$150 on each registration. Note that this is a separate registration fee for the ADS Convention. To register, visit www.hdaw.org/2021.

Registration Information

Distributors

(Rates are per person unless otherwise specified.)

ADS Member – First Two Registrations: \$350.00 each

ADS Member – Third Registrant and Above: \$250.00 each

Non-Member – First Two Registrations: \$500.00 each

Non-Member – 3rd Registrant and Above: \$400.00 each

ADS Member Registration includes:

- Opening Session
- All Education Sessions (including SOLD!)
- Company participation in the One-on-One Business Meetings
 - Up to three (3) teams for the One-on-One Business Meetings
 - Unlimited company attendees to participate in the One-on-One Business Meetings

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HDAW '21 Virtual Schedule of Events

Registered attendees who want to attend sessions occurring simultaneously will receive access to recordings of missed sessions after the event

TUESDAY, JANUARY 26

11:00 am- 12:00 Noon EST
(8:00 am PST)

HDAW Virtual Opening
General Session
*Distributor of the Year Award
Presentation*
*Hall of Fame Award
Presentation*

12:00 Noon- 12:30 pm EST
(9:00 am PST)

Program Break

12:30 pm- 3:25 pm EST
(9:30 am PST)

HDAW Workshops Session
Track
(see page 23 for Workshop
Session Details)

1:30 pm- 4:30 pm EST
(10:30 am PST)

SOLD! Session Track
(see page 22 for SOLD!
Programming details)

3:30 pm- 5:00 pm EST
(12:30 pm PST)

HDAW Supplier Product
Debuts

WEDNESDAY, JANUARY 27

9:00 am- 6:40 pm EST
(6:00 am PST)

One-on-One Business
Meetings

THURSDAY, JANUARY 28

9:00 am- 6:40 pm EST
(6:00 am PST)

One-on-One Business
Meetings

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Service Opportunity Learning Day



HDAW 21
Heavy Duty Aftermarket Week '21

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! Sessions include:

Operations, Training & Leadership: An introduction to EOS, Entrepreneurial Operating System

Your new modern-day communication platform. This SOLD! session will outline key business components that all businesses need to be successful. No magic potions or fancy gimmicks here, just timeless principals that can benefit any entrepreneur.

Financial Metrics and Profitability

One word for this year's financial section: Dashboards. What metrics are your shop tracking? What are your target efficiency rates and are they the industry average? Learn what systems will allow your business to collect the data needed, how to report to all of your key stakeholders, and how faithfully tracking these metrics will improve your bottom line.

Marketing and Sales

Current market conditions have accelerated the need for online marketing and business building strategies. During SOLD! we'll address the most effective marketing tools and strategies to help your shop transition to online marketing. There are several simple online marketing activities you can do at no cost that will help drive new business to your shop. Discover the most common mistakes and pitfalls to avoid, and how to cross promote and organically grow promotions in the current environment. Tons of best practices and marketing guidance for the taking in this session – a can't miss for all distributors regardless of number of service bays or mobile units you operate.

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.



HDAW Education Workshops

You didn't get where you are by standing still. You continue to work, to excel, to learn. As the largest independent heavy duty aftermarket event in North America, HDAW '21 brings an education lineup that will expand your knowledge so you can keep—or exceed—your current pace of success in the industry.

This year's virtual format provides a unique opportunity to put education front and center: Programming will feature an even wider selection of sessions, with topics ranging from inventory management and marketing to pandemic recovery and projections for the future. No matter how your business wants to improve, you'll find the session that will challenge your thinking and help you adapt to the road ahead.

Next Generation Selling: The Digital Transformation of Sales

Presenter: *Lindsay Duran, Chief Marketing Officer, Zilliant*

The next generation of selling is here. In this session, Lindsay Duran will look at accelerating trends in e-commerce and direct sales and explore how companies can strategically align their brick and mortar and e-commerce strategies.

Topics will include:

- Accelerating trends in e-commerce and shifts in direct sales
- The impact of expectations for a B2C-like buying experience in B2B
- How companies can rethink the way they equip sales with the right guidance to make more data-driven decisions that drive company strategy
- Specific ways companies can rethink their eCommerce strategies
- Actionable takeaways to get started

The 2021 HD Aftermarket – An Industry Outlook

Presenter: *John Blodgett, Vice President, Sales & Marketing, MacKay & Company*

The key to overcoming any obstacle is to prepare for what's ahead. During his presentation John Blodgett will provide attendees with an overview of the 2021 economy, how it will impact the aftermarket and which factors to watch to aid in planning.

Topics include:

- An economy overview & outlook
- A deep dive into the trucking economy
- Aftermarket tracking factors
- Input from Independent Distributors & Dealers on Market Conditions
- Current and projected replacement demand for parts and components



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. "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.

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.

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

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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DETAILS

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12V 5.9 6BT 1996-98.5 215 HP	SD0432133844
12V MARINE 330B	SD0432131753
12V MARINE 370B	SD0432131715
24V 5.9 1998.5-2002 235 HP MAN	SD0432193629
24V 5.9 1998.5-2002 235 HP AUTO	SD0432193630
24V 5.9 2000-2002 245 HP	SD0432193581
24V 5.9 2000-2002 275 HP RV	SD0432193635

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For Sale: PFD Equipment & Tools (formerly Thompson Equipment & Tools)

Used Equipment - 1-Bosch EPS815's setup for Common Rail 1800 Bar, with all makes Piezo kits on both w/updated P.C. Win 7 CRS 945 2017- Completely gone over Ready to Work.

Other Used Inventory: **Hartridge** AVM 2 –HA120, 123-HA290's HA280, 255, 285, 1100 MK2, **Bacharach** A2000's (New Surplus), 8010, Spec 10's, Technicians, Pro 15W/Joy stick conversion, **Maktest** TK1026-1, Hydraulic Injection HI2000 HEUI Bench. We are North American Distributor for **Merlin Test Equipment & Tooling**.

PFD Equipment & Tool has tons of pump & injector test adapters, tooling and shop equipment - Shot Blast Cabinets, Workbenches, Parts Cleaners & more. Also, offering Service and Parts (New & Used) for all makes of test benches. Call Steve @ 800-698-1902 or 740-398-3561 cell.

FOR SALE: USDiesel offers the following NEW & USED equipment for SALE.

Hartridge HA400, HA700, HA280 & HA255 comparator, HA123 PT pump tester. HA290. Bacharach Specialist 10, 8010, U7500A, Bacharach Test oil chiller & Heins turbo balancer TC3 & many more used machines for sale. New Maktest TK1026 common rail injector tester, TK1024 HEUI Injector tester, U1000 EUI cam box & UTS1004 EUI tester stand-

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 to view our complete list of test equipment.

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The above mentioned names, symbols, code numbers and descriptions are quoted for reference purpose only.

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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 a service member interested in being featured in an upcoming issue of Nozzle Chatter, contact Lauren Groves at communications@diesel.org to discuss a potential member spotlight.



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