

NOZZLE CHATTER

NEWS FROM THE
ASSOCIATION OF
DIESEL SPECIALISTS

2021 ADS PRE-CONVENTION ISSUE

see page 18



Shop Spotlight.....	8
Committee Spotlight.....	12
Shop Talk: Three Levers of Shop Profitability.....	14
Turbo Tech Tip: Diagnosing Oil Leakages with Turbochargers	16



Prides in stringent Quality Control and Reliability for diesel turbochargers

Niitsu Turbocharger For The Aftermarket



1.

Focusing on Quality Control

Focusing turbocharger mainly on construction machineries such as Caterpillar, Komatsu, Hitachi, Volvo, Cummins and others

2.



Competitive Pricing

Supply complete turbocharger, cartridge, repair kit, turbocharger components and gaskets.

3.



New Product Development

Continuous develop new part numbers

4.



Advance Technology

Continuous improvement of our technologies and to exceed the expectations of customers in our products.

5.



Get in touch with us

Contact us now to learn more about Niitsu and we hope to be your ultimate partner in your turbocharging needs.



Niitsu[®]

www.niitsu-turbo.com

Niitsu Turbo Industries (M) Sdn. Bhd.

2B, Jalan 3/32A, Off Batu 6 1/2

Jalan Kepong, 52100, Kuala Lumpur, Malaysia

Tel: +603-6253 9362

Fax: +603-6253 9462

Email: info@niitsu-turbo.com





5	From the President	16	Turbo Tech Tip: Diagnosing Oil Leakages with Turbochargers
6	Diesel in the News	18	ADS 2021 Virtual Convention & HDAW 2021
7	Parker's Perspective	20	ADS Convention Programming
9	Shop Spotlight: Conestoga Diesel Injection	22	ADS Committee Meeting Information
12	Committee Spotlight: Communications Committee	27	SOLD! - Service Opportunity Learning Day
14	In The Bay: The Three Levers of Shop Profitability	28	HDAW Education Workshop Information
		30	Swap & Shop

ADVERTISING INDEX

BorgWarner Turbo Systems 31 800.787.6464 www.turbo.borgwarner.com Asheville, NC	Goldfarb & Associates Inc 12 301.770.4514 www.goldfarbinc.com Rockville, MD	Niitsu Turbo Industries (M) Sdn. Bhd 2 603.6253.9362 www.niitsu-turbo.com Jalan Kepong, Kuala Lumpur Malaysia
D&W Diesel Inc.....25 315.253.5300 www.dwdiesel.com Auburn, NY	Melett Ltd..... 19 855.235.9706 www.melett.com Memphis, TN	R.A.S.E.D. S.P.A. Spaco Diesel17 39.02.272.2161 www.spacodiesel.com Milano, Lombardy Italy
Delphi Technologies..... 4 800.GO.DELPH www.delphiautoparts.com Troy, MI	Memo Corporation 6 817.488.4444 www.memoparts.com Southlake, TX	Sun Dieselsystems LLC.....26 818.770.1166 www.sundiesystems.com Las Vegas, NV
FPPF Chemical Company..... 13 716.856.9607 www.fppf.com Buffalo, NY	Midwest Fuel Injection Service Corporation 16, Back Cover 877.373.6659 www.midwestfuelinjection.com Bolingbrook, IL	Win Auto Parts Inc29 734.800.6588 www.winautousa.com Ann Arbor, MI



Delphi Technologies

We keep the world trucking

With over 60 years of OE technology and expertise, our remanufactured injectors and pumps will keep the world trucking. Our process is streamlined, efficient and meticulous, demonstrating our commitment to Delphi Technologies quality. We are proud to create green and global solutions – remanufacturing supports our focus on green by keeping parts on the road and out of landfills. Trust Delphi Technologies to ensure your parts are ready for the road ahead.



delphiaftermarket.com



Delphi Technologies is a brand of BorgWarner Inc.



2020 ADS LEADERSHIP

Officers

Laura Rountree
ADS President
 Industrial Diesel Inc.

Al Roberts
ADS Vice President
 Turbo Diesel & Electric Systems, Inc.

Paul Thoms
ADS Treasurer
 Midwest Fuel Injection Service Corp.

Bryan Menke
ADS Secretary
 R & R Engine & Machine

Board Members

Ricardo Berrueta
 Berrueta Diesel Parts, S.A. de C.V.

Saul Goldfarb
 Goldfarb & Associates Inc.

Patrick Harcourt
 BorgWarner Turbo Systems

Von Leefers
 Area Diesel Service Inc.

William McLaury
 Superior Turbo & Injection

Bill Oehlschlager
 Central Diesel Inc.

Michael Oliveros
 Williams Diesel Service, Inc.

Mike Perkins
 Diesel Plus LLC

Christian Roth
 Valley Fuel Injection Ltd.

Mike Ruffing
 Diesel Forward Inc.



Laura Rountree
 Industrial Diesel Inc.
 Norfolk, Virginia

Another Chapter Ends.

Many years ago I received a letter from ADS that began with these words, “all good things must come to an end”. This letter informed me I was no longer eligible to be in the Forerunners. Oh what a gift to be forty again! Today, I will remain a member of ADS, but my time as President is coming to an end. It’s hard for me to put into words the impact ADS has had on me personally. Since attending my first international convention some thirty years ago, I have connected with countless business associates and truly made life-long friendships.

The changes in our industry, as well as our association, have been plentiful and a little bit overwhelming at times. By far, the most significant change during my leadership was partnering and co-locating our convention with the Heavy Duty Aftermarket Week. Due to the timing, in January of 2020, many of our members were unable to attend. Even today, we still find ourselves knee deep in a global pandemic and a brave new world of virtual conferences. I simply can’t wait until 2022, when I can see my ADS family in person once again.

On the business front, ADS remains financially strong and stable despite the difficult economic conditions affecting our world. Our newly updated by-laws were voted on and approved. And, your new ADS President, Al Roberts will be sworn in January. I have truly enjoyed being a part of ADS and the unique opportunity to build treasured bonds with members and their families. I have been privileged to work with the best Board of Directors. I want to personally thank my fellow officers, board members, committee chairs, and members who serve on committees for all of your efforts. Each and every one of you play a vital role in the success and growth of our association. Many of you have gone above and beyond the call of duty and I appreciate your dedication. I will remember this time fondly and am looking forward to a healthier world for us all. As always, I am still a phone call away. ■



2014-19 Jeep EcoDiesel Engine Recall

Fiat Chrysler Automobiles has issued a recall for 28,884 Jeep Grand Cherokee SUVs from model years 2014 to 2019 equipped with the 3.0-liter EcoDiesel engine. The recall is due to the potential for the exhaust gas recirculation (EGR) cooler to crack because of “thermal fatigue,” which could lead to vaporized coolant entering the intake manifold and potentially resulting in a fire.

2021 Ram 1,075 lb-ft Of Torque

The new 2021 Ram Heavy Duty is now offering the highest torque rating for a diesel truck and a segment-leading gooseneck towing capacity. For 2021, the high-output Cummins 6.7-liter inline-six diesel features higher boost pressure from the variable geometry turbocharger and a flow rate increase in the fuel delivery system to produce an additional 75 lb-ft of torque for a total of 1,075 lb-ft.

Welcome New Members!

TECHNICAL TRAINING

Craven Community College

Mark Stewart
New Bern, North Carolina
252.633.0857
<http://cravencc.edu>

Tennessee College of Applied Technology Oneida/Huntsville

Robert Bratton
Oneida, Tennessee
423.663.4900

· DEUTZ® · IVECO® · KUBOTA® · MAN® · MERCEDES® · VOLVO® ·



MemoParts®
Diesel Engines & Components

**ONLINE
SHOP**
NOW AVAILABLE



sales@memoparts.com
www.shop.memoparts.com

**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

ADS Members Can Do Virtually Anything

Good riddance 2020.

As 2020 runs into 2021, businesses continue to deal with the fallout from COVID-19. However, there appears to be a light visible at the end of the tunnel with the roll out of the vaccines.

Delivery of the vaccine will largely depend on the trucking network. According to the Diesel Technology Forum, "That network is up to the challenge thanks to diesel power, keeping critical supply chains moving for decades and most recently, ensuring essential goods are available during the pandemic. Today, the fleet of commercial vehicles is predominantly powered by diesel engines and fuel with nearly all – 97 percent – of the fleet of tractor-trailers being powered by diesel."

Regardless of when travel restrictions are lifted, the diesel service industry is essential and needs to work together to understand the challenges ahead, learn about new opportunities in 2021 and network to discuss best practices.

As has been previously reported, the 2021 ADS Convention will be held virtually in January. Much of the programming has been set and is included in this magazine. New content is being added and will be distributed via email in the near future.

For one low fee, just \$25, you can participate and benefit from the ADS Convention. No airfare. No hotel fee. No excuse.

Now, more than ever, we need to work together and learn from one another to position ourselves in the best position to succeed in 2021. All this for just \$25.

See pages 18-24 for information about the event and page 24 to register. ■

CONESTOGA DIESEL INJECTION

M. Diane McCormick



Conestoga Diesel Injection
1321 Byerland Church Road
Willow Street, PA 17584
www.conestogadiesel.com
717-806-5561.

The caller said that a dealer charged \$3,000 to improve his truck's power – and it didn't fix the problem. Conestoga Diesel Injection owner Mel Agne drove the truck and, making a turn, heard a rushing sound.

"For the cost of a \$50 hose and 10 minutes of my time, I had that truck running the way it should have been in the first place," Agne says.

That reliance on hard-earned diesel knowledge instead of diagnostic tools is a hallmark of Agne's business. In the heart of world-famous Lancaster County, Pennsylvania, Conestoga Diesel Injection offers a complete pump, line, technology shop – rebuilding, remanufacturing, servicing, and selling pumps, injectors, and turbochargers, plus drive-in service.





In 2012, Mel and Suzi Agne were both at career crossroads. He had been in corporate IT for 31 years. She was a veteran teacher. Both felt unappreciated but weren't sure what to do next.

Agne stopped by his local diesel supplier for an injection pump, and the owner mentioned that he was selling the business. Of course, once they bought it, they were like the dog that finally catches the car.

“Now what are we going to do with it?” Suzi wondered back then.

Agne admits that they are “a bit unusual in the industry. Neither one of us were from it. We weren't nurtured by it. We came in cold, with the exception that I had a lot of diesel knowledge through my hobbies.”

Those hobbies stretched back to a childhood love of model trains. In 1983, Agne bought the first Ford diesel pickup trucks that his local dealership sold. By the late 1990s, he discovered a Ford diesel truck enthusiasts' site on the internet. With knowledge built from working on his own truck, he became a bit of an online diesel guru.

In the meantime, Agne had also perfected a subpar performance injection pump he had acquired from a seller who didn't stand behind his work. Complete with added turbocharger, he called it the “Moose Pump,” after a character he had created while hanging around as a child at his father's printing company.



At an annual IDI weekend – a gathering that Agne founded from that online diesel community – he talked about his new pump, and people asked how they could buy one. That customer base helped launch the Agne years with Conestoga Diesel.

Before long, the Moose Pump evolved into a line of products – Moose Pumps for GM, VW, and Dodge, as well as the original Ford. The business also continued serving the agricultural community from surrounding Lancaster County, servicing pumps for John Deere, International, and Case tractors.

When they bought the business, the couple embarked on a journey of learning. Agne learned the idiosyncrasies of all the types of pumps. He applied the lessons he had learned in IT, working with engineers at the RCA Corporation plant in Lancaster where color television was invented – that when you understand the oldest version of a product, “everything that comes after that is an improvement or a tweaking.”



He also decided to start drive-in service, where the vehicles rolling up house the same computer systems he saw in the 1990s. Also going back to lessons learned from his IT days, he starts by diagnosing the problem – out come the oscilloscope and ohms meter – before replacing anything.

Suzi also is a constant learner who taught herself the back-office functions of the business. QuickBooks made it “not too hard to figure out, but hard enough.” She learned how to input descriptions, track inventory, and develop a system of marking up products.

“It’s been a lot of trial and error,” she says.

Agne invested in the technology needed to test and rebuild

common rail injectors, but he sees few of them. His conservative clientele will spend to repair an operable vehicle rather than take on monthly payments for new trucks, so he has chosen to specialize in older diesel engines.

“They’re sustainable. They’re repairable,” he says. “They keep coming out with different injectors, common rail technology, emissions technology. I’ve decided to kind of let that stuff go by the wayside. We’ve decided to specialize in the past.”

In this climate, ADS becomes “even more important” in supporting small, independent operators, says Agne. He appreciates ADS seminars and networking, while ADS support

allows shop owners to help customers operate cost-effectively by keeping their machinery and vehicles in top running condition.

“We have to stick together to make things happen that are important to us,” Agne says.

The business these days is largely Suzi and Mel, having lunch together every day but otherwise working



separately.

“There’s two floors to this building” jokes Suzi. “It’s a good working relationship.”

Mel is proud of Suzi, who learned to build injectors to help keep up with demand. She even improved on the injector-building methods she first learned, even while she keeps a close eye on the books.

“We learned together to walk away from things we thought weren’t profitable, which is always hard,” says Agne. “And obviously, her other strength is being the best partner I can ask for. If something was to happen to her, I couldn’t go on.”

Suzi praises Mel’s customer service. “He is very patient and willing to give of his time and energies and help trouble-shoot people’s problems,” she says. He remembers learning the importance of customer service for his 600 RCA colleagues, when saving a week’s worth of lost work “saved incredible amounts of pain and sorrow. I saw how much people appreciated when you were really helpful.”

Clients have come from all over the world, via word of mouth or internet searches. A pair of traveling Icelanders stopped by to see the home of the Moose Pump. One client calling from Los Angeles spilled the beans that a previous pump he’d had rebuilt actually went to Jay Leno and his famous car collection.

Conestoga Diesel’s customer appreciation picnics turn into informal car shows, attracting customers happy to display their vehicles. On the business website, Agne says that his services aren’t the cheapest, but they are the best.

“Value is a thing I preach a lot,” he says. “The thrill of low price evaporates when the taste of bitter regret is in your mouth. I tell people, ‘You’re talking to the guy who’s going to rebuild your pump or your injector or your turbo. If you have a problem, you know exactly who to yell at.’ Being small allows you to be nimble and change rapidly and adapt easily.”

Agne says he bought the company



“because I wanted a reason to get up every day. It was always about helping people.”

And as for that 1983 Ford F-250 that started it all?

“I’ve had that same truck my whole life,” says Agne. “It’s a garage queen. It

doesn’t have a lot of miles. When you’re a 20-year-old kid in 1983 paying \$600 bucks a month because your interest is 23 percent, you say to yourself that this may be the only new vehicle I could ever afford. You do everything you can to keep it that way.” ■



Committee Chair: Mike Perkins

Company: Diesel Plus LLC

Years with Company:
Co-founder, 18 years

Years on Communications Committee: Member of Committee for 11 years

Years as Committee Chair: Committee Chair for 5 years

Purpose of Communications Committee:

The purpose of the Communications Committee is to help with building all communications of the ADS. We proofread and help with articles for Nozzle Chatter. We also help layout and design the cover of the ADS Directory and make suggestions.

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

The Communications Committee in the past few years has been responsible for helping redesign the ADS website. We also have added Tales from the Shop to Nozzle Chatter.

What goals does the committee have for the future:

The Communications Committee is looking forward to continuing reaching our ADS membership with relevant information on our industry. We also would like to engage non-members to create interest for them to join ADS.

Interested in joining this committee?

Contact Mike Perkins at mikep@dieselplus.com.



FOLLOW US ON



4972 BOILING BROOK PKWY, ROCKVILLE, MD 20852 | 301.770.4514

WWW.GOLDFARBINC.COM

PROFIT Year 'Round

**WINTER, SPRING, SUMMER OR FALL -
Sell the most complete 'Line of Additives'
on the market today... AND**

MAKE MONEY YEAR 'ROUND

VISIT: www.fppf.com



Scan for
**SPECIAL ADS
MESSAGE**



FPPF - Quality Down The Road!



The Premium Additive Company

Contact us to learn more about our
exciting line of products and changes.

800-735-FPPF (3773)

Mention code ADS10 for 10% OFF your next freight qualifying order.

Not valid with any other offers.

THE THREE LEVERS OF SHOP PROFITABILITY

By Jacob Findlay, Fullbay

Have you ever felt frustrated while trying to make your shop more profitable?

Sure you have – just about everyone does!

Here's something I tell a lot of owners: The key to higher profits is recognizing what you can and can't control, and making the most of the former.

To that end, there are three levers you can pull for higher revenue:

- Charge more
- Pay less for things
- Maximize efficiency of what you already have.

For the purposes of this article, I'll create an example shop named Karl's Truck Repair. Now, Karl's has three techs, a service manager, and an office manager. The labor rate is \$85, the average parts markup is 30%, and the shop supplies are 5%. The shop's overhead is about \$12,000 per month, and techs are working 40 hours per week while billing 30. All in all, Karl's makes about \$1,700 a month in profit.

(Side Note: This is actually a pretty common scenario – often the owners are a married couple. The husband handles service and parts, and the wife handles the office. So they're making wages as employees, but as owners they're only making \$1,700 a month.)

So let's take this hypothetical shop and see how we can improve their bottom line by charging more, paying less, or being more efficient with what they already have.

CHARGING MORE

Let's take a look at the parts markup of Karl's Repair Shop. They're only charging 30%. What if we increased that to 40? Boom, the profit goes up \$1,100. That means profit goes up over \$100 for every 1% increase in parts markup.

What about shop supplies? What if Karl's charged 8% instead of 5%? Then their profit goes up another thousand bucks. Not bad.

(By the way, you should definitely be charging a market rate for shop supplies.)

Now, what about the labor rate? What if they charged \$5 more? So instead of \$85, they charge \$90. The shop's profit goes up to almost \$4,000 *per month*. For every \$1 more in labor rate, they get around \$450 more in profit.

With all those changes put together, Karl's profit goes up to about \$6,000 per month. Definitely better, right?

Wait till you see what happens when you start paying less...

PAYING LESS

Let's get one thing out of the way: We are NOT talking about paying techs less. You **HAVE** to pay them market rates, or even more, because techs are so hard to find.

But there are other areas where you can trim!

Besides payroll, your biggest expenses are going to be parts and overhead. In general, you want to keep your parts cost at about 25% of total revenue. Not 25% of parts revenue – 25% of total revenue. Less is even better.

But be careful! Because if you don't also fix your parts



markup, paying less for parts will actually *decrease* your profit. That's because if the cost is lower, the selling price is also going to be lower. So make sure you fix your parts markup, too.

Karl's is spending about 30% of revenue buying parts. If they can get that down to 25%, profit goes up \$4,000. Remember, anything you can save on the cost side goes directly to the bottom line.

Nice, right?

Let's move on to one other trick you can try.

MAKE THINGS MORE EFFICIENT

Here's something to keep in mind: Efficiency isn't charging more, or paying less. It's doing more with what we already have.

Let's say the Karl's hasn't made any of the above changes. They've still got three techs, each billing 30 hours a week and getting paid for 40 hours a week.

That's 75% efficiency.

What would happen if each tech each billed *five more* hours a week?

Well, the shop's profit goes up about \$6,000.

And the customers probably didn't even notice – well, they probably noticed getting their trucks back sooner, which is always a good thing.

It gets even better, though. When you add a *fourth* tech

to your crew, profit doubles. Add a fifth tech, and it triples. And so on. Increasing efficiency is by far the best way to drive revenue for your shop.

So let's combine all our changes: Charge more for labor, parts, and shop supplies. Pay less for parts. Get your techs billing five more hours a week. Add a couple more techs.

Karl's Repair Shop goes from \$1,700 a month to \$37,000 a month in profit.

That's almost half a million per year.

If Karl's expands to eight techs and adds a couple managers, it will approach the \$700,000 mark. Add one more tech and make sure they're all at 100% efficiency and this little shop is suddenly pulling in a million dollars.

Wouldn't you say the owners deserve it?

Running a commercial repair shop is tough. But you know just as well as anyone the difference between working harder and working smarter.

By maximizing the efficiency of what you have, cutting certain costs, and charging more, you can boost your shop's revenue and create a successful and rewarding business. ■

About Jacob Findlay

Jacob Findlay is the CEO and co-founder of Fullbay. For more information, contact Jacob at jacob@fullbay.com or visit www.fullbay.com.

Turbo Tech Tip: Diagnosing Oil Leakages with Turbochargers

If you've ever had a turbocharger start leaking or smoking, you may have thought the turbocharger was faulty. This is a common misperception, but, most of the time it has nothing to do with the turbocharger functionality. More than 95 percent of the time, oil leakage is caused by a few issues:

- Oil drain line that is too small
- Oil drain line restricting oil flow
- Excessive blow-by

Contact BorgWarner at www.turbocharged.com for more information and find current Turbo Systems Aftermarket information at www.borgwarner.com/aftermarket/boosting-technologies

To determine if this is one of the reasons for the oil leakage, follow these steps:

- 1) **Check the size of the oil drain line.** It should be equal to or larger than the bearing housing oil drain—and, the larger the oil drain, the better (within reason). “The inner diameter of the pipe should not be smaller than the drain hole in the bearing housing because this could cause the oil to back up and leak into the end housings,” says Seth Temple, Senior Application Engineer at BorgWarner Turbo Systems. “If the drain line is smaller than the hole size, then it can create restrictions.” He also recommends making sure the gasket is equally sized.
- 2) **Check to see how the oil is returning back to the engine.** The oil drain line should be straight and downhill, with no level spots or upturns, to remain free-flowing with no restrictions. It's important to avoid 90° bends, so the drain line can enter the oil pan above the static oil line and not in line with the throw of the crank. “The goal is to make sure the oil flows freely to the top of the oil pan with no restrictions,” Temple says. “So, it's critical the oil line is as vertical as possible to promote good oil flow. If you have restriction in the oil drain line, oil can back up and leak out of the compressor or turbine end. The oil will follow the path of least resistance.”
- 3) **Check to see if the engine has excess crankcase pressure/blow-by.** If the engine has high mileage and is in need of rebuilding, this can cause excessive blow-by. This essentially creates a higher pressure or restriction in the oil drain and does not promote good oil flow, causing the oil to follow the least path of resistance. If you follow these steps and determine it is not an improperly sized or restricted oil line, or excessive blow-by, then the leakage also may be due to excessive tilt of the turbocharger, a damaged bearing system, or worn or collapsed piston rings.

Since 1981 We Have Been the Industry Experts in Diesel Remanufacturing



65 Factory Trained Technicians with Over 1,000 Years of Combined Industry Experience



877.DSD.ONLY
877.373.6659 • TOLL FREE

VISIT US ONLINE
www.mwfi.com

MIDWEST FUEL INJECTION
“Expertise That Keeps You *Running!*”



Specializing in Turbochargers, Pumps, & Injectors

SPACO DIESEL

Common Rail and
Diesel Fuel Injection
Pump Components



MANUFACTURED BY
R.A.S.E. S.p.A.

Via Padova, 183, Milano, Italy E-mail: info@rased.it
Tel: +39 02 27 22 161 Fax: +39 02 25 67 974
Web: www.spacodiesel.com / www.rased.it

ADS

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 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 the all the ADS programming for only \$25/ attendee. To register, use the form on page 24 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 23. Secure your sponsorship using the form on page 24.

Heavy Duty Aftermarket Week 2021

See page 25 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 25 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 Timeline

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

Monday, January 25

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

- Service Opportunities
- Business Sessions
- Technical Sessions

BOOST YOUR BUSINESS WITH PASSENGER CAR TURBO REPAIRS



Meet the growing demand for passenger car turbocharger repairs with the Melett range of OE quality VSR balanced core assemblies. Repairing isn't just good for the environment - it's great for your pocket too.

Why Repair with Melett Parts?

- + Repair is more cost effective than replacement
- + Remanufacturing promotes environmental sustainability
- + Growing opportunities due to engine downsizing
- + Quality products engineered in UK to OEM standards
- + Extensive range of VSR balanced core assemblies

To find out how Melett's range can benefit you and your customers contact melett_ussales@wabtec.com or call 1-855-235-9706.

www.melett.com



melett

PRECISION ENGINEERED
TURBOCHARGERS & PARTS

A Wabtec
Company



ADS Convention Programming

All sessions are included for the \$25 registration rate for ADS members.
To register, complete the form on page 24

Business Sessions



Diesel Power in 2021: Near term and long term threats and opportunities.

Presented by: Allen Schaeffer, Diesel Technology Forum

As a new administration is set to take charge in 2021, a broad sea change in government is expected. Climate change, infrastructure and energy policy are front and center, with a heavy emphasis for electrification of the transportation sector. What is the outlook for diesel technology, and what policy and other factors will drive the future. New government crackdowns on tampering with emissions controls are also top of mind. This session will provide insights about the coming changes in Washington and the increasingly important states, what they might mean for current and future products.



Critical Shop Metrics to Ensure Growth

Presented by Jacob Findlay, Fullbay CEO

It can be nearly impossible to run a repair shop without tracking the right metrics. But how do you even know what the right metrics are? And how can you be certain you're not getting a false sense of security by tracking a misleading stat? In this session you'll learn what critical business metrics every repair shop should be tracking to ensure growth—and which metrics aren't telling you the full story.



Failure Is Not An Option - Winning the New Normal

Presented by: Warren Stewart

2020 did not go as planned. Early on, businesses were scrambling to figure out the 'new normal'. Unfortunately, one area that has diminished across many sectors is service. As 2021 kicks off, some sectors are blaming COVID-19 for diminished service. This all-star member panel will explore how ADS members have overcome tremendous obstacles to continue to provide outstanding service to their customers. This program will give you practical tips to help your company win the new normal through outstanding service. This panel is produced by ADS' Business Management Council and will be moderated by Warren Stewart.

ADS Convention Programming

*All sessions are included for the \$25 registration rate for ADS members.
To register, complete the form on page 24*

Service Opportunities

Service Opportunities in 2021

The diesel service market is constantly changing and so are the opportunities. What are the trends in aftermarket failures? What service opportunities will be increasing in 2021? What are the latest product updates that every ADS member needs to be aware of? Numerous ADS OE and replacement parts manufacturer members will be providing the answers to members during the virtual 2021 ADS Convention. This will help you build a successful service strategy for your company to grow profits in 2021.

Here are just a few of the companies that will be presenting during the ADS Convention. More are being added and will be announced soon.



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

Chair: Warren Stewart
Industrial Diesel Inc.
Norfolk, Virginia

3:00 PM



Communications Committee

Chair: Mike Perkins
Diesel Plus LLC
Ringgold, GA

Tuesday, January 12

12:00 PM



Manufacturers Committee

Chair: Patrick Harcourt
BorgWarner Turbo Systems
Asheville, NC

3:00 PM



Membership Committee

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

Wednesday, January 13

12:00 PM



Replacement Parts Manufacturer & Distributor Committee

Chair: Saul Goldfarb
Goldfarb & Associates
Rockville, MD

3:00 PM

Technical Education Committee

Chair: Steve Cates
Diesel Equipment Company
Greensboro, NC

Thursday, January 14

12:00 PM



Turbocharger Committee

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



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

3:00 PM



Canadian General Committee

Chairman: Christian Roth
Valley Fuel Injection Ltd.

Friday, January 15

12:00 PM

International General Committee

3:00 PM



Latin American Committee

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

4:45 PM - 6:00 PM **Forerunners Meeting**

Chair: Justin Greenberg
DieselCore
Houston, TX

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.

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



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

BLAST INTO 2021
WITH JENNY THE SAVINGS PIG!

GET 10% OFF ANY ONE ONLINE ORDER THIS MONTH, PLUS WIN UP TO \$1,250!

- Use promo code **JENNY** to get 10% off any one order*
- Every online order in January gets you a chance to win one of three \$250 account credits*
- Grand Prize: Place at least 50% of your orders online and be entered to win \$1,000*

*Offer good online only, January 1-31, 2021. Some restrictions apply. Contact your sales or customer service representative for details.

D&W Shop Online! www.dwdiesel.com
 or Call us at **800-824-0151**

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 28 for Workshop
Session Details)

1:30 pm- 4:30 pm EST
(10:30 am PST) SOLD! Session Track
(see page 27 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



sundiesel

NEW REPLACEMENT INJECTORS & NOZZLES
For Cummins 12v & 24v - Popular Applications

DETAILS

REFERENCE

12V 5.9 6BT 1994-95 160 HP	SDO432133859
12V 5.9 6BT 1994-98.5 175/180 HP	SDO432133860
12V 5.9 6BT 1996-98.5 215 HP	SDO432133844
12V MARINE 330B	SDO432131753
12V MARINE 370B	SDO432131715
24V 5.9 1998.5-2002 235 HP MAN	SDO432193629
24V 5.9 1998.5-2002 235 HP AUTO	SDO432193630
24V 5.9 2000-2002 245 HP	SDO432193581
24V 5.9 2000-2002 275 HP RV	SDO432193635

phone 818 770 1166
email sales@sundieselsystems.com
web www.sundieselsystems.com

sundieselsystems
3311 S. Rainbow Blvd
Las Vegas, NV 89146

sundiesel

sunhiflo

sunmarine



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, CVSNI, 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

Presenter: Ian Tonks, Certified EOS Implementer, Traction Trainer

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

Presenter: Jacob Findlay, CEO and Founder, Fullbay

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

Presenter: Brie Anderson, Owner, BEAST Analytics

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 21

Heavy Duty Aftermarket Week '21

HDAW Workshops

HDAW 2021 Keynote Speaker



The Entrepreneurial Mindset: Lessons Learned from Leading Through Change

*Presented by Steve Bryan, Technology
Leader & Entrepreneur*

- Visionary Entrepreneur and Transportation Industry Expert
- Founder & CEO, Viglio
- Served for 3 1/2 years on the Executive Team at SambaSafety as the EVP and GM of Transportation
- Served for six years in the United States Army as Maintenance Sergeant

It's safe to say 2020 has challenged our industry in new and unexpected ways. The ability to improvise, adapt, and overcome has never been more crucial. Steve Bryan is no stranger to leading through change. As founder of Vigillo and numerous other start-ups and emerging companies, he has built a career on overcoming challenges in evolving landscapes, including major acquisitions.

Data. Data. Data. It's all we hear now. Why do you need data? Listen in as Steve shares what he's seen first-hand and how he evaluated mountains of data to navigate industry disruptions. Steve will share his thoughts on the lasting

impacts of 2020 and what's on the horizon, including impacts on business culture, the role of data, and how AI is changing the way we look at problem-solving.

You need data. And you need to know what to do with it. Steve's discussion is designed to equip you with new insights and perspectives for your business – don't miss out!

About Steve Bryan

Steve is a veteran technology leader who founded Vigillo in 2007. Vigillo was acquired by SambaSafety in 2017. Steve served for 3 1/2 years on the Executive Team at SambaSafety as the EVP and GM of Transportation, overseeing the regulated trucking industry offerings within the broader SambaSafety business. Steve is now comfortably back in the role of Entrepreneur and is exploring a range of opportunities in the Trucking Industry. Prior to founding Vigillo, Steve combined his legal and business experience to lead five software start-ups and emerging companies to successful exits. Earlier in his career, he worked as a District Manager for Dow Jones & Co. and served for six years in the United States Army as Maintenance Sergeant.

Steve earned a Masters of Business Administration, JD and a Bachelor of Science in Economics from Willamette University. Steve lives with his wife of 29 years in Portland, Oregon where they divide their time between their 5 adult children and planning the next Springsteen road trip.



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



SERVE YOUR REMAN



486



0379



0460



588

➤ We can offer the control valves for your Delphi UIS series. Please visit www.winautousa.com for more.

☎ (734) 800 6588

✉ sales@winautousa.com

🌐 www.winautousa.com

📞 (734) 800 6588

📍 2750 Carpenter Rd, Suite 1, Ann Arbor, Michigan 48108



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



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@rpdiesel.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.

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-alone, 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.

Contact us at 800-328-0037; 817-485-6422, Fax 817-485-6404 or Mark Hagood: markh@usdiesel.com / Brad Glenn: bradg@usdiesel.com Please note our (new address) 4535 CENTER POINT DRIVE FORT WORTH TEXAS 76180

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.



As a leading supplier of innovative boosting technologies, the world's largest vehicle manufacturers rely on BorgWarner products for dynamic performance and reliability. Our technical expertise went into the design of the S410SX turbocharger—creating a unique blend of power and durability that others have yet to match.

Combined with a one-year, 100,000-mile warranty, we'll help keep your equipment up and delivering the goods, day or night.



BorgWarner's rugged S410SX Turbo with Forged Milled Wheel technology.

borgwarner.com/performance



We Don't Just Rebuild

We Remanufacture Our CAPS Pumps to Meet Rigorous Standards

Our CAPS pumps are thoroughly tested using our **proprietary testing equipment** that interfaces with InSite. All codes, pressures, and temperatures are monitored to ensure a **fault free pump**.

No Territory Restrictions



1 YEAR WARRANTY

— On all CAPS Injection Pumps —

Get an Additional

\$250 OFF

Your Purchase of a CAPS Pump*



When You Call Kevin Schmidt
877.DSD.ONLY Ext. 6045

*Excludes part number M204076441X. Call for details.

Expires 1/31/2021



DIESEL ON DEMAND
PRESENTED BY SDg

Check out our CAPS pump remanufacturing process on our YouTube Channel



877.DSD.ONLY
877.373.6659

VISIT US ONLINE [WWW.MWFI.COM/ADS](http://www.mwfi.com/ADS)

MIDWEST FUEL INJECTION

“Expertise That Keeps You *Running!*”



Say “Yes” to All of Your Customer’s Needs