Chronic diseases are responsible for seven of every 10 American deaths each year, and account for 75% of the country’s health spending. According to the Centers for Disease Control and Prevention (CDC), over 100,000 lives could be saved annually if everyone in the U.S. received their recommended preventive care. It’s no joke when we say early treatment of cancer, diabetes, cardiovascular and other chronic diseases can save lives and reduce personal financial hardship.

The good news? Nearly all employer-sponsored and individual health plans fully cover preventive care services. In addition, most recommended screenings and vaccines are relatively painless and can be performed in a provider’s office in just a few minutes. Unfortunately, recent estimates indicate “Americans use preventive services at about half the recommended rate.” There are numerous factors driving low participation rates; however, one of the largest reasons involves the misconception about what constitutes preventive care, which is why it’s vital to make them aware of preventive care benefits.

_Raise awareness_
Many employees underestimate the importance of staying up to date with their vaccinations, or don’t know which vaccines they need. Every year, thousands of adults in the U.S. become needlessly ill from infectious diseases. Many are hospitalized and some even die from diseases that could be prevented by vaccines.

All employees should get an annual flu vaccine to protect against seasonal flu, and a Td vaccine every 10 years to protect against tetanus and diphtheria. Other vaccines may be necessary based on age, health conditions, occupation and other factors. In addition, some travel-related vaccines are part of a series or are needed months prior to the intended travel date to be most effective.

If you’re looking to jump start your company’s preventive care program, please contact Bukaty benefits consultants, Kent Friend or Joe Ubalde at 913.345.0440.
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ADS publishes Nozzle Chatter with the belief that all information set forth is true and accurate. The views and opinions expressed in the articles are those of the author of the articles and not necessarily the publisher. The Association disclaims any liability to the reader or third parties for any injury or damages which result from any inaccuracies. This information is for the use of ADS members. Any distribution, reproduction or sale of this material or the contents hereof without the consent of ADS is expressly prohibited.

LB7 STANDARD, PERFORMANCE - PLUS 20%, PLUS 30% AND PLUS 50% FLOW INCREASE OVER STANDARD FLOW.

LLY STANDARD, PERFORMANCE - PLUS 20%, PLUS 30% AND PLUS 40% FLOW INCREASE OVER STANDARD FLOW.

GM INJECTORS - BRAND NEW NO CORE REQUIRED - 6.2 NA [304] - 6.5 TURBO [304] - 6.5 TURBO MARINE [311]

Forerunners Forum
Diesel in the News
Committee Spotlight
ADS Golf Outing
ADS Convention Keynote Speaker
ADS 2019 Closing Reception
Strategic Human Resources

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(305) 863-6360
http://www.reachcooling.com

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**ADS/Industry Calendar**

For more information on these and other events, visit diesel.org/events.

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<td>June 22 – 25, 2019</td>
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<td>2019 ADS International Convention &amp; Trade Show</td>
<td>July 30 – August 2, 2019</td>
<td>Rosen Shingle Creek, Orlando, Florida</td>
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<td>2019 AAPEX/SEMA</td>
<td>November 5 - 7, 2019</td>
<td>Sands Convention Center, Las Vegas, Nevada</td>
<td>ADS will display.</td>
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**Vision:**

We, the membership of the Association of Diesel Specialists, see ourselves as the leading international organization of professionals that provides sales and expert service for yesterday’s, today’s and tomorrow’s diesel systems. Our goal is to be the complete resource for training, technical service information, member promotion and networking opportunities.

Our Association encourages participation at all levels of membership and is operated with the highest level of fiscal integrity. We embrace the economical, durable and clean diesel engine as one of the key elements for addressing global pollution and fossil fuel depletion.

**Mission:**

The mission of the Association is to provide programs and services to its members that will assist them in achieving success in the operation of their businesses in the diesel industry throughout the world.

**Green Statement:**

The Association of Diesel Specialists (ADS) believes in the future of clean diesel as part of an environmental solution to global greenhouse gas issues. ADS believes in the future of the inherently more efficient clean diesel power plant as a method of reducing our dependence on fossil fuels. ADS applauds the work of engine manufacturers in their efforts to continuously reduce emissions in diesel engines to near infinitesimal levels. ADS believes that the use of clean diesel will improve the sustainability of consumers, businesses and communities by reducing the environmental and societal cost of their activities.

ADS does not condone the use of devices made to intentionally contravene emission controls for use in equipment or vehicles used on a regular basis. ADS believes that intentionally bypassing or altering emission controls in the name of performance enhancement undermines individual and group efforts to promote the use of clean diesel as a viable alternative power plant for the future.

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You can trust Delphi Technologies. Each Delphi Technologies remanufactured injector is completely disassembled, cleaned and examined for wear and breakage. Critical and worn-down components are replaced for reliable performance. Finally, injectors are reassembled and tested. Each premium ISX injector has 100% new nozzle body and plunger replacement to ensure optimal performance, confidence and reliability. We also provide a unique trim code with applicable C7, C13 and C15 injectors for proper engine performance. With over 60 years of OE technology and expertise, our green and global solutions ensure your parts are ready for the road ahead.
2019 ADS LEADERSHIP

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FROM THE PRESIDENT

Laura Rountree  
Industrial Diesel Inc.  
Norfolk, Virginia

Changing Times
How can it already be spring? January came and went with one of the best Winter Board Meetings I have ever attended. Your leadership team was driven and focused on the future of ADS and maintaining the benefits of membership. The decisions made on behalf of all of us will definitely help us prosper in the years to come. Currently the ADS officers are preparing to head to Costa Rica for the Latin American Conference. There is no doubt this will be a fun filled trip with hospitality and education.

As we begin the second quarter of this year, I cannot help but wonder how fast the rest of the year will pass by. History has proven that we live in times of rapid change. Have you kept up with the changes? Are diesels here to stay? In “The Diesel Mechanics Guide”, I read an article titled, “The Diesel Engine and its Future”. I’d like to share the following information:

“The fact is that diesel engines are poised to become more common in the near future, due to a variety of advantages they possess when compared to other engine designs. Among the most important benefits driving the further development and popularity of diesel engines are the following:

- Diesel engines are more durable than gasoline engines.
- Diesel engines are more efficient than comparably sized gasoline engines.
- Diesel engines are more easily adapted to use different types of fuel.
- Diesel fuel is safer than gasoline.
- Diesel engines are more environmentally friendly than gasoline engines.

Diesel engines are more dependable than gasoline engines: In general, the components of a diesel engine are more heavily built than a comparable gasoline engine.”

This article paints a bright future for the diesel industry. I look forward to the unique opportunities that await us. I encourage each of you to “save the date” for our International Convention in Orlando Florida this summer. It will be held at the Rosen Shingle Creek Hotel. Our theme is “Reinvest in ADS”. This year, we are kicking things off with a golf tournament followed by a wealth of information from our industry leaders. Plan now to be part of this convention. As always, I am a phone call away.

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As you read this edition of Nozzle Chatter you will see we are fast approaching another International Convention & Trade Show. It has been said by many an ADS member while referring to the ADS Convention that “The education sessions are terrific, the networking is amazing, and the entire experience is something that can’t be put into words. One has to go and experience it.”

No matter what last year held for you and your business, it is all behind us now; you’ve most likely made strides both personally and professionally. You’ve most likely changed in one way or another, your company has also changed, adapted, and grown in different ways. But, there are always more challenges just around the corner to overcome, such as, what are your plans for handling new products and services in the future? This year the ADS meeting promises to be the year in which you will find the answers to your common questions on how you should plan for the future. So, if you have not already done so, make plans NOW to attend the 2019 ADS International Convention & Trade Show in Orlando, Florida.

At this year’s convention, you’ll also have the chance to come together with other colleagues and professionals in our industry to learn about many other current trends and what members the world over are doing to stay ahead. Take a peek at the trade show, business management sessions, manufacturer seminars and networking opportunities being offered this year. All this information is in the registration brochure which will be available online in printable format at www.diesel.org.

While you are at the convention take a few minutes to reflect and make some notes to share with your associates back at the shop. Toss ideas around with your peers. Dedicate some time and attention to what’s on your mind. And then return to the shop, ready to tackle another year.

I look forward to seeing you in Orlando, Florida on the 30th of July. Don’t forget those business cards!! ■
When you need high quality turbochargers for DT Series engines at an affordable price, ask for genuine BorgWarner components. It's the original equipment for your original equipment.

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[Website link] turbo.borgwarner.com
Attending the ADS International Convention

This year marks the 15th consecutive time I’ve attended the ADS International Convention. I was in my early 20’s when I first attended the convention and to be honest; it was nothing more than a party to me. A week to get away from work, stay out to the early hours of the morning and drink at someone else’s expense. Little did I know, that the entire time the people that I was “partying” with were already or would become titans of industry, colleagues and close friends.

As time went on, the ADS International Convention became less and less of a party and more of a strategic networking event. To me, the convention goes well beyond the tradeshow, luncheons, or seminars (all of which are still very valuable), but it’s the opportunity to meet face to face with other experts in our field. To discuss what others are doing in different areas of the country (or world). Not only on the customer/sales end but internally within their businesses. What are others doing to find new quality employees in these tough times and how do they retain the ones they already have? What new services are they implementing to continue to drive new business? What new challenges on the horizon that others have already experienced, but you have not? The point being, if you continue to live in your own world and pretend that you have all the answers, you will get left behind. This is as true in business as it is in life. Every year I meet someone new from a different area of the world, from a different market with a different view on the same subject. It’s these connections that makes you a more well-rounded individual and give you an open mind. It also helps put your business and industry into perspective.

The connections made at the ADS International Convention go beyond the show itself. Rarely a day goes by when I don’t speak (via phone or email) to at least one other ADS member somewhere in the world. That may seem excessive, especially considering how busy all of us are, but it has become an essential part of our business. We ask questions, bounce ideas off each other, and overall check-in on one another. It helps you realize that you’re not alone; others have similar challenges. There is an intangible value in the connections I have made attending the ADS International Convention.

Of course, the cost is always a factor when deciding to attend any tradeshow and convention. Travel expenses, lodging, food, registration fees are all costs that we need to justify to ourselves (and our company). Not to mention the “cost” of being away from your business for a few days. I find that in the grand scheme of the things, the costs associated end up being rather small opposed to the potential gains that could come from attending. So, the real question is... Can you afford not to go?
**BorgWarner Forms Cascadia Motion LLC, Makes Acquisitions**

BorgWarner has formed Cascadia Motion LLC to acquire assets and merge the operations of the two companies – Rinehart Motion Systems LLC and AM Racing Inc. BorgWarner says the new LLC, Cascadia Motion, will retain an entrepreneurial culture and will explore the wide variety of electric and hybrid propulsion solutions for niche and emerging applications. Rinehart Motion Systems brings expertise in propulsion inverters and controls for electric and hybrid electric vehicles in professional motorsports, motorcycles, specialty road cars, bus and heavy-duty sectors. AM Racing designs and manufactures single- and dual-core electric motors and gear sets used in all these same market segments. Cascadia Motion LLC will expand the company’s ability to support a wide variety of customers with small-scale projects, specialty products and low volume manufacturing needs. In addition, BorgWarner’s global production facilities can be utilized as Cascadia Motion customers grow to require high-volume production.

**Dana’s Tool Compares Diesel Vs. Electric Truck Costs**

Dana Inc. has launched a total-cost-of-ownership calculator for trucking companies to more accurately compare the costs of traditional diesels vs. electric trucks in their particular operations. It is designed for a comprehensive analysis by both owner-operators and fleets. Dana has focused the tool on key vocations including drayage, city delivery, regional haul, refuse/ waste and passenger bus. Users can enter parameters such as the number of miles covered per year, the cost of fuel per gallon, fuel efficiency of the optional diesel trucks, cost of electricity and average speed of the truck on the particular duty cycle. Users can also include finer cost of ownership details like vehicle acquisition cost, taxes, tolls and maintenance fees for a more accurate comparison.

**Cummins Debuting Stage V Engine Technology at bauma 2019**

Stage V continues to be a key focus for Cummins Inc. at bauma 2019. Alexei Ustinov, VP Off-Highway Engine Business, said that since bauma 2016 the company is in production with all engine models from F3.8 to X15. Over 200 machine installations are completed or in progress, which is more than at Stage IV.

Cummins Stage V products come with more power and torque, are less complex and easier to install, and require less servicing. The B6.7 (displayed at bauma) offers 30% higher torque than Stage IV with 243 kW (326 hp) of power, enabling it to replace engine of higher displacement with no impact on machine operation.

Also featured at bauma will be the Stage V F3.8 power unit. Delivered as a complete and ready-made power package, it comprises an engine, Single Module aftertreatment, radiator and cooling system – as well as auxiliaries such as mounting feet, hoses and an air cleaner. The unit is more than 70% pre-approved for installation, reducing customers’ time and resources for integration. Stage V engines and power units are available from 75–503 kW (100–675 hp).

2019 Stage V is the first European emissions step which impacts engines above 560kW (750 hp). At bauma, Cummins will also debut the QSK60 Stage V engine, part of its mining line up. The QSK60 is available from 1398-2,125 kW (1,875-2,850 hp) for excavator and dump truck use. A redesigned power cylinder, optimized wastegate turbocharging and improved crankcase breather system keep PM below the Stage V levels. Cummins modular SCR system reduces NOx and features an integrated decomposition chamber and Cummins’ airless dosing system designed to last the life of the engine. SCR reduces engine backpressure, for increased fuel economy and optimized temperature management minimizes Adblue/DEF consumption. The two-stage QSK60 engine features a simplified air handling configuration using Cummins turbochargers with intercoolers to achieve an altitude capability of over 3,500 m with easy access to the top end for servicing.

Cummins also announced the availability of fixed speed G-Drive Stage V engines for bauma. Benefits from the variable speed Stage V engines of higher power density and reduced complexity (by the removal of EGR and using a simpler aftertreatment system) have been carried over, with further optimization for generator set use. Initially B6.7 and L9 standby and prime power ratings at 50 and 60Hz will be available, with other engines to follow later.

**Daimler Trucks North America Sold Out for 2019**

Similar to last year’s performance, Daimler Trucks NA said it is effectively sold out for the remainder of the 2019 model year. The company sold a record 175,950 units in 2018.
was the largest year ever for retail sales in the history of the company, said Richard Howard, DTNA’s senior vice-president – sales and marketing. In terms of New Cascadia registrations and sales, DTNA is just under 90,000 units as of last month. Howard predicted DTNA would “punch through the 100,000 mark” during the first three months of 2019. The New Cascadia was first unveiled in 2016.

Production ramped up to full capacity during the second quarter of last year and has been going full-bore ever since. Daimler has taken steps to ensure that all those spots on the assembly line turn into actual sales.

Daimler moved to a dealer allocation system in 2018 to ensure a fairer approach. The company reviewed order intake again in the fall and concluded it had lower than normal cancellation rates, which historically run at about 3%.

The high market acceptance rate of the New Cascadia is attributed to the integrated Detroit powertrain and the advanced safety systems, with 95% of all DTNA customers choose Detroit power and the DT12 automated transmission, while 75% of the customer base choose Detroit Assurance as their safety system of choice. The New Cascadia will launch later this year in Australia, while the classic Cascadia will see the end of its run by the end of 2019.

Denso Launches PowerEdge Brand for Heavy-Duty Trucks

Denso unveiled its new PowerEdge brand of starters, alternators, diesel particulate filters, and diesel oxidation catalyst units for Class 8 trucks. Denso also launched www.PowerEdgeProducts.com, a new dedicated website with detailed information on applications and parts. The new suite of PowerEdge products is designed for the increased electrical demands and emissions control requirements of the heavy-duty trucking industry. PowerEdge builds on Denso’s expertise with starters, alternators, and aftertreatment products – DPFs and DOCs – in the heavy-duty segment.

PowerEdge starters cover more than 90% of all Class 8 trucks on the road. Features include over-crank protection that constantly monitors internal temperatures to guard
against thermal damage, and integral magnetic switch technology that reduces voltage drop, ensuring the solenoid receives maximum voltage under all starting conditions. Four 12-volt 170-amp PowerEdge alternators in pad mount and J180 mount types covering nearly all Class 8 trucks in operation will be available this summer. Each unit is built with segment conductor technology that incorporates a square wire copper stator for a lightweight alternator with more efficiency, better conductivity, higher amps at idle and cruising speed, and improved air flow for cooling and longer life.

PowerEdge aftertreatment products - DPFs and DOCs - are designed to meet or exceed OEM quality. Advantages of the 100% U.S.-sourced components include high-grade stainless steel canisters that increase durability and resist corrosion, advanced filter coating and tough cordierite substrates that reduce active regeneration, decreased backpressure for enhanced performance for fuel and time savings and improved thermal stability and efficiency, according to the company.

**Ford exits heavy truck business in South America**

As part of its global restructuring, Ford confirmed it will exit the heavy truck business in South America and cease production at its São Bernardo do Campo plant in Brazil during 2019 where it assembles medium-duty F350, F4000...
and Cargo models plus Cargo heavy duty models. Ford expects to record pre-tax special item charges of about $460 million as a result of the action.

Ford says it remains committed to South America with “a lean and agile business model, strengthened product offerings, and global partnerships”.

The decision to exit the heavy commercial trucks business came after studying alternatives, including possible partnerships and a sale of the operation. Ford indicates the business would have required significant capital investments to meet market needs and increasing regulatory costs with no viable path to profitability.

This decision follows other cost saving actions in the South American region including a 20% salaried staff reduction, revised product portfolio with truck/SUV emphasis and ceasing Focus car production in Argentina. The current announcement also confirmed cancellation of Fiesta car production in Brazil. Up to 2,700 jobs will be lost with the latest announcement.

Of the $460 million pre-tax special item charges, $100 million is for accelerated depreciation and amortization and $360 million for separation and termination payments for employees, dealers, and suppliers. Most of these pre-tax special item charges will be recorded in 2019 and are part of Ford’s $11 billion in EBIT charges the company expects to take in its global business.

---

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www.melett.com
Purpose of Business Management Committee: To oversee business related programs and services offered to members by the association, to organize seminars and presentations at ADS events (ADS international conventions), and to enhance the business skills of the association members (taken from the ADS by laws).

What has the committee accomplished during the past couple of years: The Business Management Committee started the “ADS Parts Forum” This was started due to the increasing amount of Manufactures and supply chains being out of stock on items needed to finish rebuilding customer’s fuel injection systems. We know that customers cannot wait 6-8 months for delivery of the out of stock part, or purchase a new fuel system (if that is still available), or worse replace the engine due to no parts available. With just one email, which goes to every ADS member that has signed up for this, when you ask for a part number, everyone sees it and if someone has it, they respond back directly to the requesting member. This has been up and running for the past 4 years and with great success.

The “Owners Only Collaboration Meeting”, Owners meeting with Owners. This meeting was started with the idea that when you get the Owners, Presidents, and/or CEO’s of companies together that they would discuss some of the issues facing them in today’s industry with a brainstorming meeting some of these issues could be solved or at least get an idea on how to handle them. This is not an open meeting for everyone, and that is what has made this such a great success. This is in its third year.

The “ADS Invoice Envelope”. This is a designed envelope to place the customers invoice in for safe keeping, and to advertise the ADS NWW program (Nation Wide Warranty) released 6 years ago. Free to members, just contact ADS headquarters.

The Compensation Survey which is published every 2-3 years.

Interested in joining this committee?
Contact Warren at: warren@industrialdiesel.com.
2019 ADS International Convention and Trade Show

July 29-August 2, 2019
Rosen Shingle Creek • Orlando, Florida

Book Your ADS Discounted Room Now

ADS has secured a discounted room block at the Rosen Shingle Creek for $189/night. Most attendees will arrive on Tuesday, July 30, and depart on Saturday, August 3; reservations are available before and after these dates for those who wish to extend their stay and explore the area.

To reserve your room, call 866.996.6338 and ask for the ADS rate or visit www.diesel.org/2019ConvHotel
ADS International Convention & Trade Show
July 29 – August 2, 2019 • Rosen Shingle Creek Resort; Orlando, Florida

SCHEDULE AT A GLANCE
(subject to change)

Monday, July 29
8:00 AM - 1:00 PM..............Golf Outing
Shingle Creek Golf Club

Tuesday, July 30
8:30 AM - 12:30 PM..........Board of Directors Meeting
9:00 AM - 5:00 PM..........Technical Training
12:30 PM - 2:30 PM........Committee Meetings
2:30 PM - 4:30 PM........Committee Chairs Report to the Board
5:00 PM - 6:15 PM..........Canadian General Meeting
6:45 PM - 7:00 PM..........Exhibitor Meeting
7:00 PM - 9:00 PM..........Get-Acquainted Reception

Wednesday, July 31
7:45 AM - 8:15 AM..........Morning Coffee
8:15 AM - 8:25 AM..........Welcome to ADS
8:25 AM - 8:50 AM..........Welcome to the Rosen Shingle
8:50 AM - 9:05 AM..........ADS President Remarks
9:05 AM - 9:15 AM..........Presentation of Awards
9:15 AM - 10:00 AM........Keynote Speaker:
“Wake Up Business Leaders, It’s Time to Get Real”
10:00 AM - 10:15 AM........Break
10:15 AM - 11:15 AM........Aftermarket Scan Tools & Cybersecurity
11:15 AM - 12:15 PM........Bosch Presentation
12:30 PM - 1:30 PM..........Networking Luncheon
12:30 PM - 5:00 PM..........Trade Show Open
3:00 PM - 5:00 PM..........Twisted Tea, Vino Style
4:30 PM - 6:00 PM..........Owner’s Collaboration Meeting
5:30 PM - 6:30 PM..........Forerunners Annual Meeting/Networking
6:00 PM - 7:30 PM..........Cummins Turbo Technologies Distributor Meeting

Thursday, August 1
8:00 AM - 8:30 AM..........Morning Coffee
8:30 AM - 9:00 AM..........Alliant Presentation
9:00 AM - 10:00 AM..........AERA Presentation
10:00 AM - 10:15 AM........Break
10:15 AM - 10:30 AM........Bukaty Presentation
10:30 AM - 11:15 AM........Additives Panel
11:00 AM - 3:30 PM.........Optional Companion Tour
11:15 AM - 12:15 PM........Turbocharger Presentation
12:15 PM - 12:35 PM........Cummins Manufacturer Seminar
12:45 PM - 1:30 PM........Lunch
12:45 PM - 5:00 PM..........Trade Show Open
5:30 PM - 7:00 PM..........BorgWarner Turbo Systems Distributor Meeting
5:30 PM - 6:30 PM..........Latin American General Meeting

Friday, August 2
8:00 AM - 9:00 AM..........ADS/Ortner Foundation Trustees
8:00 AM - 11:30 AM..........Trade Show Open
11:30 AM - 5:00 PM..........Trade Show Teardown
1:00 PM - 2:25 PM..........Garrett Authorized Center Meeting
1:00 PM - 4:00 PM..........Business Management Seminars
1:15 PM - 5:00 PM..........Afternoon Networking Event
6:30 PM - 10:00 PM..........Closing Reception featuring Dueling Pianos

Saturday, August 3
All day..............Departures

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To reserve your room, call 866.996.6338 and ask for the ADS rate or visit www.diesel.org/2019ConvHotel
2019 ADS Golf Outing

Rosen Shingle Creek Golf Club • Orlando, Florida • Monday, July 29, 2019 at 8 AM

Brought to you by:

The ADS Golf Outing will be held at 8 am on July 29th, at the Shingle Creek Golf Club: a par-72 championship golf course designed by Arnold Palmer Design Company and is set along the historic Shingle Creek headwaters of the Everglades. If you are one of the first 24 golfers to sign up, you will golf for free*. Club rentals not included. Registrations for golfers 25 and after are $70/per golfer.

Sponsorship for this event is available. The Golf Hole Sponsor is $125.00 and includes your company’s logo on a sign on one of the golf holes. Additional sponsorships including awards, drink cart, and more are available. Contact Brittanee Gasser for additional information (marketing@diesel.org or 816-285-0810).

* Terms & Conditions:
Registration for the first 24 golfers is free (does not include golf club rental). Registrations for golfers 25 and after are $70 per golfer.

Golfers receiving free registrations agree to:
- Register to attend or exhibit at the ADS Convention
- Book a hotel room at the Rosen Shingle Creek beginning on Sunday, July 28

Note: One free round of golf per room reservation
Credit card must be provided, even for free golfers. If you are among the first 24 participants to register and receive complimentary golf, but fail to attend the event, or if you do not meet the above terms & conditions, you agree to pay a fee of $70. All golfers must be registered for the ADS Convention to participate in this golf outing.
HARRY S. CAMPBELL

WAKE UP BUSINESS LEADERS, IT’S TIME TO GET REAL

No More Struggle Between Your Personal and Professional Self

Reflecting back to time spent with one of his professional role models, Sam Walton, Harry S. Campbell takes the tenets of servant leadership and infuses them with his own business philosophies developed while working at Fortune 500 companies including Procter & Gamble (P&G) and Sprint, as well as smaller private companies. What results is an empowering and fresh approach to managing people and business that Campbell calls Get-Real Leadership.

Inside Get-Real Leadership, Campbell ushers in a new era of accountability, urging readers to Get Real with themselves, their motivations, and their belief.

Biography

Harry S. Campbell is a senior executive with a strong track record of success over nearly three decades. Campbell has been a President for two Fortune 500 companies, co-owner of an award-winning small business, CEO/Board member of an Internet start-up and founding member of the industry-changing Wal-Mart/P&G Customer Team.

He has driven exceptional people and business results in organizations of 5 to 3,500 employees in a broad range of industries from consumer-packaged goods to telecom to sports marketing to digital media. He is known as an identifier, developer and motivator of exceptional talent at all levels of the organization.

Campbell’s views on leadership and business management were forged at P&G where he worked in Brand Management on Crest, Pepto-Bismol and Metamucil. While with P&G, Campbell was picked to be a founding member of the P&G/Wal-Mart Customer Team based in Fayetteville, Arkansas. After seven years with P&G, in 1992 Campbell joined Sprint. While there, he served in several leadership roles, culminating in his being appointed president of the multi-billion dollar Consumer Long Distance unit in 2002. His final role with Sprint was as president of the Emerging and Mid-Markets business unit in which he was responsible for selling to and servicing business customers across the country in the mid-market, small-market and local government arenas.

From 2005 to 2009, Campbell led the Consumer Markets Division at Embarq. Purchased by CenturyTel and now known as CenturyLink, Embarq was a Fortune 400 company with revenue of $6B. As president of Embarq’s largest division, Campbell was responsible for marketing, sales, service and support for communication and entertainment services to 4 million customers in 18 states.

His other senior management experience spanned distinctly different industries. He served as president/CEO of uclick, a digital syndication company that packaged and distributed branded content, comics and word games on the web. Uclick represented over 110 features such as Garfield, Dear Abby, FoxTrot and Doonesbury. He was also co-owner of MAI, a sports marketing agency that was recognized as the 1998 Business of the Year by the Kansas City Chamber of Commerce.

Most recently, Campbell spent 5 years as the CEO of Durrie Vision, a world-class refractive eye surgery center.

Campbell has a passion for speaking on leadership to companies, groups and organizations. His books, Get-Real Leadership and Get-Real Culture, are available on Amazon and via Kindle. He donates 100% of his gross speaking fees and book royalties to brain cancer research in honor of his wife, Kris.

Campbell holds a bachelor’s degree in East Asian History and Economics from Vanderbilt University (where he held the school record for the 10K for 35 years!) and an MBA from Indiana University’s Kelley Graduate School of Business. Campbell is active in several local charities and serves on the board of Head for the Cure.
Speeding towards the new era.

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Do drop us an email, or give us a heads up for more information.
2019 Closing Reception featuring Dueling Pianos

Join your ADS colleagues on Friday, August 2, for an evening of networking, food, music and laughter.

The Closing Reception at the 2019 ADS Convention is a great way to conclude your networking time at Diesel Week in an informal setting. Following dinner, there will be a memorable dueling piano performance exclusively for ADS guests.

The closing reception is included with all registrations including exhibitors and spouse/companion registrations.

The registration fees simply cover the basic food costs. To make this event truly memorable, your help is needed - please consider being a closing reception sponsor.

Become a Sponsor

Closing reception sponsorship is available for $2,500. Sponsorship includes your company logo and custom artwork featured on large signage (approximately 8’x4’), displayed at the Convention registration desk area and at the closing reception. You also receive a reserved table for up to ten registered attendees/companions in premier location at the closing reception and verbal recognition at the event. Sponsors also receive your company logo on the ADS website with a link to your website, a thank you in Nozzle Chatter magazine, and a sponsor ribbon on name badges for all attendees from sponsor companies.

To receive full promotional consideration, please become a sponsor as soon as possible. Companies sponsoring late will receive modified sponsor benefits.

Contact Brittanne Gasser at marketing@diesel.org for more information on sponsoring this event.

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SEEKING TO BUY: Hartridge 123 Test stand and buying Cummins Top Stop injector cores. Contact Warren @ Premco 512-556-8734 or warren@dieselparts.com

To List
Compete 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: USDiesel offers the following NEW & USED equipment for SALE. Also available used Bosch EPS 815 w/547 hrs, EFEP711/w KMM80. 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, PT2012CRE, A6000 Maktest common rail injector & pump test stand 6 cyl. We also stock most common tools and adapters new & used. 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

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Buy, Sell or Trade Equipment with ADS Swap & Shop!
Strategic Human Resources and the Next Generation

The Questions Managers Should be Asking HR

Eric Wade
ADS Business Management Committee
E

mployees assume Human Resources just plan retirement parties, birthday cakes, or answers your health insurance questions. Many business owners and managers find themselves asking each other similar questions, beyond handling insurance, hiring, firing, and remind us of an employee’s birthday, what do human resource professionals really contribute? The question that should be asked is how can we use this area of the business more effectively, and what can we learn from the actions of the strategic human resources professionals at large organizations that will make our companies more profitable?

To utilize the benefits of a Strategic HR Department your organization does not have to have an actual HR Department or even a full time HR employee. In many organizations, the responsibility for HR falls solely on the owner, or another high-ranking employee in the building.

The first step we have to take is to change our thinking about HR. Like any other department in your organization, HR must have a strategy, set goals, and have metrics to understand when those goals have been achieved. The organization has goals and a strategy to achieve them. How does HR fit into the organization goals? How can the success or failure of HR’s goals affect the organization achieving its overall goals? Some questions to consider when completing this assessment? Is our compensation structure competitive with other businesses in our area? Do we offer the right benefits, time off, and other incentives? Where do we find our next generation of employees? How much time does it take to hire a new employee? How do we keep our employees properly motivated? It’s time to start asking your HR department more than, what doctor is in my network. Let’s take a deeper dive into some of those questions.

Is our compensation structure competitive in our labor market? To attract and retain the best employees you will need to have a competitive compensation package. The first step to answering this question is research. The Bureau of Labor Statistics offers this data free of charge by region and job style. www.bls.gov/oes/current/oesrcst.htm For example, if you want to look at Bus and Truck mechanics and Diesel Engine Specialists for the state of Illinois, see the included link. www.bls.gov/oes/current/oes493031.htm The BLS website also gives data on the top and bottom paying states once you click on a job title. This can be useful if your organization is near a state border, as your competition could be just over the border. This information is the first step in understanding the range of salaries for a given profession in your area. You will also need to understand the labor market around your business, did a new warehouse just open? Did a new manufacturing plant open within a short drive? As the workforce continues to evolve, employees are less likely to stay with an organization their entire careers. Employees are becoming more transient, following better pay, and benefits. It’s not enough to just look at an employee’s salary any longer. There are other factors revolving around pay that employees are using to make career decisions. In order to retain good employees, you have to provide them with good benefits as well.

Do we offer the right benefits, time off, and other incentives? Perks like paid time off, medical insurance, and retirement savings are also very important to employees. With the addition of millennials to the labor force, the need for a competitive benefits package is paramount. How many holidays do your employees have off? When and how do employees accrue paid time off? These are the things to consider. The current generation of workers is seriously considering time off when making a career decision. This is to the point where some will take a lower overall salary to have additional time off. How long do your employees have to wait until they begin to accrue vacation time? How does this compare to other organizations in your labor market? Again research is important. For the most part benefits are defined along with pay range, in online job postings. In the current competitive labor market, medical insurance is a topic we all struggle with. Considering the size of most of our organizations, our buying power with insurance companies can be limited. However, annually, you should be proactive and request quotes from several different carriers in your area for possible rate reductions or providing enhanced benefits. If you can offer better coverage to your employees at the same cost, or worst-case scenario minimize the increase to the employee and organization, your employees will thank you. As a result it will be easier to retain talent you have worked so hard to recruit and train.

How about retirement savings? Do you have a 401 k program for your employees? Does the organization match the employee’s contributions? Again, this is an area where we are not only considering recruiting the best talent, but retaining them for the long term. Most employers no longer match dollar for dollar, but a match of fifty cents on the dollar is a strong recruiting and retention tool. Again, time on the Internet, especially for publicly traded companies can identify what you are up against.

Where do we find the next generation of employee? In the Diesel Fuel Injection Industry, we have often thought of ourselves as a niche market. For a long time our technicians have been difficult to replace as the training period is long, and the skills are rare. However, as
we have seen with the drive-in service side portion of the industry, gasoline mechanics are becoming equal with the diesel mechanic for modern engine diagnostics. As we are moving further into electronic controlled pumps and injectors, the market is changing to that of a skilled assembler. So where do we find these potential employees? Are there manufacturing plants in your area? Just as local manufacturers are a threat to attracting your employees you have the opportunity to recruit their employees. This is where knowing your employment competitors in your market are important. Finding an experienced diesel fuel injection technician is difficult, as mentioned above employees with these skills are rare. So in this industry we have to develop our own technicians. If you have already been hiring a new generation of technicians, you are ahead of the curve. You have a unique opportunity to cross train this new generation with the longer tenured technicians. Hopefully your senior technicians have created a ‘Gift Culture’, in which they are willing to share their knowledge to develop the next generation of technicians. Unfortunately, that is not always the case. Some technicians see their knowledge as their only asset to ensure their knowledge makes them more valuable to the organization. We have to foster the Gift Culture by encouraging these employees to share their knowledge. Create a goal during their annual performance reviews to teach one of their skills to a different employee each year, and then tie a portion of compensation to that goal. Even consider a performance bonus for employees who go above and beyond to cross train.

In the modern market where do we find people already trained to use a multi-meter, a torque wrench, a dial indicators or a micrometer? If you do not have time to train them yourself, you can recruit from local high schools. Partner with local trade development programs in these high schools. Do they have an auto shop, or industrial technology department that is looking to place students after graduation? Contact the local guidance counsels to see if you can set up a meeting with the school’s administration to create a partnership. If you need new employees right now with the basic skill set, you can always recruit employees from a local manufacturer. The local manufacturer has already invested in training the candidates to use the required tools; they will likely have a good work ethic, and be accustomed to working in a professional environment. The downside to these employees is that you will pay more for them, but your expectations should be considerably higher than a student just out of high school.

Now that we have discussed how much we are going to pay our new employee, the benefits we are going to provide and how we are going to find our candidate, we need to look at a question too few companies ask themselves, How long does it take to hire a suitable candidate? By this, I do not mean someone to fill a space, I mean an employee you plan on keeping for the long term, and one that has the same intentions for the organization. As managers, we look at multiple metrics on a daily basis. We look at sales revenue, profit margins, on hand inventory, and the list continues. However, do you know how long it takes on average to hire a new employee? If you have an employee who is retiring in a month, and it takes two months to hire a new employee, how are you going to plan to meet your customers’ needs before you find a replacement? How would having this data affect your planning, or the strength of your organization? When measuring these metrics we want to start from the point where we post a Help Wanted Ad online, in the local paper, with a recruiter, etc. to the point of job acceptance. As mentioned this helps with planning in the near term. However, that is only the start of the process, and only one metric to look at. You will want to measure how many candidates you interview prior to finding a candidate you would consider hiring. This information allows you to measure how successful your recruiting efforts have been. It also lets you know if you are looking for employees in the right
places. How many times do you make an offer to an employee and it is turned down? This data will let you know if you are making job offers that are competitive in your local market. This also give you data on whether or not your organization gives a candidate a positive impression of your organization. You will want to measure the turnover rate of the new employees. Do the majority of your employees stay with the organization for the entirety of their careers, or do they look for new employment after 6 months? This lets you know if you are selecting the correct candidates to fit your organization. Cultural fit and job fit are important to your organization. Employees that do not match the culture or the job are not likely to stay in the organization long. You have invested your time/money/effort, to recruit/screen/hire/train these candidates. If you are choosing people that lead to a high turnover rate, your efforts are wasted, and now have to be repeated. Data on turnover will also give you insight into your screening process. Are the correct questions being asked? Should employees shadow a person already doing this job to make sure their expectations meet the reality? You may have to reevaluate how you select an employee from the candidates you interviewed. These data points are important to the strength of your organization. The information listed above is part of the transition from the Traditional HR Model to a Strategic HR Model. Your employees are already one of your biggest investments, and can be your greatest asset. So as a part of planning for the future of your organization, these data points should be analyzed and play a contributing factor into your overall organizational strategy.

At this point, we have hired a new employee using this method, we know we are competitive on compensation, benefits, and we have ensured that the employees will be a good fit for the organization. We have given the employee all the necessary tools for success except one. How do we keep this new employee, and our existing employees for that matter, motivated? Have you ever asked yourself why people are such loyal sports fans? Is it the stadium? The experience of seeing the sport played live? The players? Some of these factors may contribute, but ultimately it is the sense of the team. We love our sports team, because they are just that, our team. So how do we bring this team mentality into our organizations? First, we need to look at why teams are successful. Teammates share a common goal. That goal is to win a championship. For your organization the goal is to make a profit. How do we breakdown our employee's actions that generate a profit and use it to turn them into a team? Do your employees generate profit for you with their production? Ok, so we all understand that productive technicians are more profitable for their organization. Do you have a way to monitor productivity? If so, post the productivity of the team in a public area like the lunchroom, and incentivize the team based on an overall productivity goal. If they meet a monthly goal, buy them lunch or ice cream. Simple actions like this will help build a team, no one member will want to let the remainder of his teammates down. Moreover, the team will begin to hold team members responsible for failing in their contributions. The next step is include employees into the decision making process, if you are not doing so already. Get feedback from them, this will build buy-in from the employees. They will believe that they are part of a team and the manager is the coach. Just the feeling that employee's opinions matter will help create a more cohesive unit. By being involved in decisions, employees will feel that they are part of the decisions and accountable for the outcome. As a result they will try harder to complete tasks that they feel were their ideas. Taking this principle even further, employees should be involved in goal setting sessions. Numerous studies have shown that employees will accept, and work very hard for goals that they know to be unattainable as long as they are involved in goal setting process. This is referred to as creating “buy in and accountability”. Employees believe in the process for setting the goal as a result work harder to achieve the goal that was set for them. Motivation is heavily driven by leadership. Employees are far less likely to achieve a goal that is dictated to them as opposed to one they have not only agreed upon, but bought into.

After reflecting on some of the questions we should be asking, we can see that HR metrics can make your organization more profitable. These methods can prevent wasted effort and the undue expense of selecting the wrong candidate, by hiring to fit your culture. The organization will be less likely to disappoint your customers because you will not be left short staffed, as planning will be in place for the next generation of employees. Most importantly to profitability, current employees will be motivated and more productive. The methods outlined in this article are the new norm amongst human resources professionals. By understanding how these techniques fit into the organizations that form the Association of Diesel Specialists, we can all be more successful. In Good to Great, Jim Collins states that manager of organizations that are truly great, set up the next generation to be more successful than the outgoing leadership. We should all embrace that in our own organizations. Several lifetimes of work have been put into our respective organizations, and we need to utilize the methods above to foster success in the next generation.
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2019 ADS INTERNATIONAL CONVENTION & TRADESHOW
ATTENDEE REGISTRATION FORM

This form can only be used for one attendee and companion(s). Please make additional copies as needed. Please print or type clearly.

A. ATTENDEE

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Is this your first time at an ADS Convention & Tradeshow? □ Yes □ No
Are you 40 years of age or under? □ Yes □ No
I would like to have my email included in the PDF list of attendees. □ Yes □ No
I would like my email available to exhibitors prior to the event. □ Yes □ No

B. REGISTRATION FEES (check appropriate fee box)

Company Fee* □ $1,100 □ My Company is Exhibiting/Doesn't Qualify □ My Company already paid under ______ (Attendees' name) registration

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*ALL non-exhibiting (member or non-member) manufacturing companies (OEM, Replacement Parts, Allied Equipment or supplier of other parts) will pay, in addition to ordinary registration fees, a company registration fee of $1,100.

C. DONATE TO ADS/ORTNER FOUNDATION

I would like to contribute the following amount to the ADS/Ortner Foundation: □ $50 □ $100 □ $250 □ $ _______ Other

D. GET-ACQUAINTED OPENING RECEPTION

My company wishes to be a co-sponsor of the Get-Acquainted Opening Reception on Tuesday, July 30.

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Sponsorships:

- Hotel Key Card - SOL-D - Redat North America Inc. $2,500
- Lanyard Sponsor* $3,500
- Closing Reception $2,500
- Custom Notebooks* $2,000
- Quick Reference Schedule* $2,000
- Floor Clings $1,000
- Confirmation Email* - SOL-D - Cummins Inc. $2,500
- Convention Pens* $750
- Event Page Logo $500
- Networking Lunch $500
- Companion Afternoon Tea $400
- Morning Coffee $250
- Golf Hole Sponsor $125

*ONLY one available. These items are offered on a first come, first serve basis.

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Fee from Box B + Box C + Box D = TOTAL $ __________

□ Check made payable in U.S. funds to ADS enclosed. Check #: __________
Charge my: □ AMEX □ MasterCard □ Visa

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Cancellation/Changes/Refund Policy

Refunds for cancellations will be granted, provided ADS is notified in writing by Friday, June 28, 2019. All refunds will be processed after the Convention is completed and a $75 administrative fee will be retained on all cancellations. Cancellation notices received after June 28 will not be approved for a refund. 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 & Tradeshow, you understand that ADS may take your photo or video and use your image in future promotional materials.
**2019 Convention & Trade Show Sponsorships**

**HOTEL KEY CARD SPONSOR*  SOLD  $3,500**
Your company logo will be printed on all room key cards given to attendees staying at the Rosen Shingle Creek Hotel.

**LANYARD SPONSOR*  $3,500**
Your company logo will be printed on lanyards distributed at Convention check-in.

**CLOSING RECEPTION SPONSOR  $2,500**
Only four available. Your company logo and custom artwork will be featured on large signage, displayed at the Convention registration desk and the closing reception. You also receive a reserved table for up to ten registered attendees/companions in premier location at the closing reception and verbal recognition at the event.

**CUSTOM NOTEBOOK SPONSOR*  $2,000**
Your logo will be on the notebook placed at each seat at the beginning of the Convention on Wednesday morning.

**QUICK REFERENCE SCHEDULE SPONSOR*  $2,000**
Your company logo will be featured on the schedule distributed to all attendees. Schedule is designed to be kept in each attendee's badge holder.

**PREMIER GOLF SPONSOR  SOLD  $1,500**
Only two available. Your company logo will be featured on the ADS golf outing page and everywhere that the outing is mentioned.

**GET ACQUAINTED RECEPTION  $250-$1,000**
Your logo will be prominently displayed on large signage for the reception.

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**FLOOR CLING SPONSOR  $800**
Your full-color logo or ad will be displayed on large floor clings near the registration desk and the entrance to the Convention.

**CONFIRMATION EMAIL SPONSOR*  $750**
Your logo will be featured on the confirmation email sent to all attendees prior to the Convention.

**CONVENTION PENS SPONSOR*  $750**
Your company logo will be printed on the pens placed at each seat at the beginning of the Convention on Wednesday morning.

**EVENT PAGE LOGO  $500**
Only six available. Your company logo on the main event page on the ADS website

**NETWORKING LUNCH SPONSOR  $500**
Your company logo will be prominently displayed on large signage during the Networking Lunch on Wednesday.

**COMPANION AFTERNOON TEA  $400**
Your logo will be displayed on signage at the Companion Afternoon Tea on Wednesday afternoon.

**MORNING COFFEE SPONSOR  $250**
Your logo will be displayed on small signage by the coffee on Wednesday and Thursday morning.

**GOLF HOLE SPONSOR  $125**
Your logo will be printed on a sign placed at one of the holes during the golf tournament.

*only ONE available. These items are offered on a first come, first serve basis. For more information on availability, please contact marketing@diesel.org.