NOZZLE CHATTER
NEWS FROM THE ASSOCIATION OF DIESEL SPECIALISTS

New Diesel Technology
Saving Money & The Environment page 26-27

2018 Convention Wrap-Up
See page 18
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### Welcome New Members!

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http://www.ous.com.tr/

**Allied Equipment**  
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Bud McKinney  
Huntersville, North Carolina  
800.903.7489  
http://www.TruNorthWarranty.com

**Diesel Engine Service**  
Branch Automotive  
Parker Branch  
Highlands Ranch, Colorado  
303.771.2224  
http://BranchAutomotive.com

**Diesel Engine Service International**  
AP Diesels UK Ltd  
Mike Brown  
Englefield Green, UK  
44.17844372  
http://www.apdiesels.com

**Service - North America (Canada, Mexico & US)**  
CNH Industrial Reman  
Travis Stewart  
Springfield, Missouri  
417.893.2362  
http://www.whyreman.com

### ADS/Industry Calendar

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

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<th>Event</th>
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<td><strong>2018 AAPEX/SEMA</strong></td>
<td>October 30 – November 1, 2018</td>
<td>Sands Convention Center</td>
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<td><strong>2019 HDAW</strong></td>
<td>January 28 – 31, 2019</td>
<td>The Mirage</td>
<td>Las Vegas, Nevada</td>
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<td><strong>2019 ADS Latin Americana Meeting</strong></td>
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<td><strong>2019 ReMaTec</strong></td>
<td>June 22 – 25, 2019</td>
<td>Amsterdam, The Netherlands</td>
<td>ADS will display at Booth # 08-278</td>
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<td><strong>2019 ADS International Convention &amp; Tradeshow</strong></td>
<td>July 30 – August 2, 2019</td>
<td>Rosen Shingle Creek</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 scale integrity. We embrace the economical, durable and clean diesel engine as one of the key elements for addressing global pollution and fossil fuel depletion.

### 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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I'd like to start off by saying thank you for providing me the opportunity to serve as the first female President of our association. If you were unable to attend our convention in San Diego…. We missed you and it was exceptional! From a special day of training with Tony Salas, to our Keynote speaker Mary Feeley on “Embracing Change”, not to mention our fantastic member panels who spoke on sales and marketing in the digital age, industry secrets on the service side, hiring practices with today’s youth, and so much more.

Some of you may be wondering who I am and how I got here. I'm the third, second generation President and the 31st President of our association. I have a long history in the diesel industry, working in the family business. Thirty-four years ago, I was requested by my father to assist with inventory. Initially, my work at the company was going to be temporary. The reality is, I never left. This afforded me a unique opportunity to learn almost every facet of the business from the ground up. I facilitated the introduction of computers and supporting software into our company. I have participated in every aspect of the business, except turn a wrench.

The first International Convention I attended was in 1991. I joined YEO that year, which we know now as the Forerunners. I chaired that committee in 1998. I also joined the Communication Committee that year and later chaired it from 2005–2014. In 2001, I was elected to the ADS Board of Directors.

It's truly amazing to think about how much our industry has changed in the past 34 years. Just as my business has transformed, so has our association. Reinvention and diversification have always been keys to our longevity. Learning and adapting is a lifetime process. Trials and tribulations are part of the experience. Success comes from recognizing the continued challenges we face in reinventing ourselves as an association. It’s time to look at change as an opportunity, not a threat. I believe if you surround yourself with smart, supportive, and creative people you can accomplish anything.

As I look at our association, I see that we have those characteristics and more. I look forward to working with each one of you. Please join me as we embrace the future of diesel together. Remember, I am only a phone call away.

**About Laura Rountree:**

Laura Rountree is the President of Industrial Diesel Inc., a full-service engine and fuel injection specialist shop serving the southeast.

Industrial Diesel Inc., started in Norfolk, Virginia in 1973 by Laura’s father Harry M. Moore. During her 34 years of employment with the company she has held various positions leading up to her current position as President. She has also served as Treasurer and Vice President of the Association of Diesel Specialists and was elected as President in 2018.

Laura resides in Suffolk, Virginia with her husband, two children and one grandchild. She loves to travel and spend time with her family.
Post Convention 2018 Edition

I was pleased to meet with many of you during the ADS Convention & Tradeshow in San Diego this year. If you didn’t attend, then you certainly missed one of the most informative conventions in recent years as well as the many opportunities to network.

For those of you who did participate, I trust you got as much as I did from this annual event. The theme for this year’s convention was “Embracing the Future of Diesel Together”. As I mentioned during my opening remarks, “We live in a remarkable time,” with the promise of everything immediately, this immediate gratification can present a challenge in business, however with the help of ADS and your fellow members you can better align these challenges and stay focused on improving sales, support and the efficiency of your business.

The presentations at this year’s convention gave everyone insight as to how the industry is changing and what you need to do to plan for the future, all the way from our keynote speaker to the various training seminars and panel discussions, delegates heard from 29 different individuals. These valuable, informative and educational sessions help your business and demonstrate how you can take advantage of new opportunities coming your way. The Tradeshow, although not completely sold out, had eleven new companies exhibiting. This year we also faced a conflict from another show which took place at the same time. We understand some exhibitors cannot participate in both shows. This will not be the case in the future! There were several introductions of new products and equipment, all of which were on the show floor for the delegates to view and try out. One major introduction was that of the NEW ADS Partnership with the Bukaty Company. This company offers medical insurance, benefit administration, payroll, accounting, and many other options to members in the USA. For more information, please see pages 9 and 34 for more information. This is another new member benefit for your consideration.

Every year our aim is to grow the ADS show, this year was somewhat of an exception, attendance was down to some degree, however the quality of the show has improved tremendously. As the saying goes it is not quantity but quality that counts. We also made several changes to the convention this year, some major, others were more subtle. One major change this year was to go green, making all the materials for the convention available electronically and reducing the paper waste. One thing to keep in mind, the Association of Diesel Specialists creates the best possible conditions for forging new contacts and exchanging opinions and experiences with top executives, the movers and shakers, and decision-makers from the diesel fuel injection and turbocharger industry. As we have heard so many times before, it is the networking and the hallway conversations that assist you in turning those challenges into opportunities. No other industry association or event offers participants a better platform for a look beyond the horizon – which these days is extremely important for YOUR future.
Collaboration is a huge focus for us at ADS, and the more we can work together and get the input from all of our members, the more effective we will be as an association. In our continuous effort to improve and grow YOUR association and the convention we are always looking for ideas, suggestions, comments, feedback, etc. On that note, if you have any feedback that you would like to share with us please fill out the form on www.diesel.org/ContactUs.

The ADS show is designed specifically for you, the diesel fuel injection and turbo expert. For those who attended, we really appreciate your support. If you missed the show this year, start planning now for 2019. Mark your calendars for next year’s International Convention & Tradeshow on July 30 – August 2, 2019 at the Rosen Shingle Creek Hotel in Orlando, Florida, a favorite member requested location.

The “ADS show” is only one of the many benefits of being an ADS member; we have and offer many other benefits for you. If you have any questions, as always, feel free to contact me at 913.345.0288 or via e-mail at david@diesel.org.

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**ADS Endorses Bukaty Companies as Provider of Health Insurance & Employee Benefits**

The Association of Diesel Specialists (ADS) recently announced that it would endorse Bukaty Companies as the exclusive provider of health insurance and employee benefits to its members. The members of ADS will now be able to obtain insurance and other business services provided by Bukaty Companies through this endorsement.

“The rising cost of health care remains a primary concern for our members, which is why we’re thrilled to announce the endorsement of Bukaty Companies as our exclusive business service specialists. Bukaty Companies has a distinguished 25-year track record of success as a leading employee benefits and insurance brokerage firm. ADS members will benefit greatly from their competitive plan pricing, vast industry knowledge and extensive list of value-added services,” said ADS Executive Director, David Fehling.

Service efforts will be led by Bukaty Companies’ benefits consultants, Joe Ubalde and Kent Friend. Ubalde and Friend combined have more than 40 years of benefit consulting experience with small to large independently owned businesses. Both consultants will be available to ADS members to discuss employee benefits and other service offerings. To contact Bukaty Companies, call 913.345.0440 or visit www.bukaty.com.
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Improving Your Hiring Process

A follow-up article from the Forerunners Service Member Panel at the 2018 ADS Convention & Tradeshow.

Wow, I will have to admit that I was not expecting the feedback we have received from being asked to be on the Service Member Panel and discussing what has appeared to be a very hot and interesting topic that many of us are searching for answers to! I would like to start by saying that I greatly appreciate all the great words of support that Justin, Logan, and myself received both before and after our presentation. All three of us were approached on the days leading up to this discussion with words of encouragement and intrigue about any insight we might bring to this subject. It was our hope that you would be able to gain something from the conversation. However I felt when I left, there were still many questions unanswered and that I didn’t get to divulge all the great things that I was able to learn through my brief period of research on this topic. Outside of trying to present in front of a group of people (which I’m clearly not good at), I felt an article on improving our hiring process would give me the opportunity to dive a little deeper into the subject and maybe give all of us a little more clarity.

The major thing that I learned through doing this is that no one, either inside or outside our industry, has this process mastered, so don’t feel bad. Even the sources I have learned from do their best and have concentrated intensely on trying to get this subject right, yet at times still come up short. It’s an educated feeling at best and through these sources I have narrowed it down to what I believe to be five main steps each of us need to take in attempting to hire correctly and efficiently.

**Job Description:**

As I stated in my opening response to David Fehling’s question, I believe the process starts with having a very clear job description. This should not only be what the job at hand is, but also what you have to offer educationally for the candidate in terms of their career and personal growth goals. Everyone in this world needs a job description clearly defined so that they know what’s expected of them and what they can gain by working for your company. There are many people that are strictly money driven and the almighty dollar talks. We don’t want these people. However, there are just as many people searching to work for companies that have a greater purpose other than just making profit where they can have an impact on the future of other people. They want to work somewhere that they can grow their career as well as grow their personal development in order to be better members in our society. If you can state how this position can help the candidate achieve their goals, you will attract better people. Your description needs to read so goal oriented and purpose driven that if it doesn’t have the people “just looking for a job” saying, “Man this company look like they are expecting a lot” then it is not doing its job. You want to hire the best of the best and your job description needs to attract these type of people to your door!

**Screening Process:**

Each time that a potential team member walks in your door, it’s an opportunity to find out something about that person that can help you determine whether they may be a good fit for your organization. One of the things I have tried to instill in all of my current team members is that when someone comes to deliver their application and resume, talk with them for a few minutes. You need
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to be wise enough to decipher what your team tells you, but most people within your organization can determine within a few questions to a candidate, whether they could potentially fit into the current vibe and atmosphere of your shop. For the most part, our people work very well together, look forward to coming to work, and if they are smart they want to have future team members that have the same work ethic and values as the rest of the team. We all know the old adage, that one bad apple can spoil the bunch. So when I ask my team to do this initial "screening" process, they want to take part and feel as if they actually have a say about who enters their group... and I want them to feel that way! It's almost impossible to not build team unity if you adhere to this process and who doesn't want team unity. Once your team does their initial screening, then your job becomes much easier. They have narrowed your applications from 20–30+ down to 5–10 potentially really good hires who the rest of your team has already predetermined they wouldn't mind working with. Now you get the opportunity of finding those perfect gems and setting up the interview.

The Interview: My Dad, Donnie, is the leader of our company and has helped me develop my leadership skills over my 16 year tenure in the company. The one thing he has taught me in our process is to get the interviewee as comfortable as you can in the initial part of the interview. The goal is to get them talking as much as possible and be a great listener! It's amazing how someone with even a well rehearsed interview skit can expose themselves to their true nature if you make them feel comfortable and open the floor for them to talk. I never ask a serious business type question in the first five minutes. I see what type of truck they drove up in, or their front tag with their favorite sports team, or sometimes pick something totally random that's in the news and try to get them off on a tangent for a minute in order to build a sense of trust with this person. The more someone trusts you, the more information they are willing to divulge about themselves and you want them as exposed and raw as possible. You want to know WHO you are really interviewing. After I can get them talking, there are just a few things that I look for in a person: How they carry themselves. How they interview and whether they have poise through the tough questions. Do they have emotional intelligence? Do they have the ability to interact and play well with others? Do they possess the skill set to do the JOB? These are the important factors to discover. If they can pass all these to your satisfaction, you might just have a great team member in the making.

Follow-up: If you are only conducting a single interview with potential hires and then hiring the best one, like we have been for all these years, then that is one of the reasons you have been failing at this process, like we did for all these years. First, from this point on, I will have another team member in the room with me when I'm conducting an interview and preferably someone that is NOT in the department that I'm hiring for. The leader of a department who badly needs me to hire someone will not be as unbiased and clear headed as someone from another division who has nothing to gain.
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The last thing I’d like to say about follow-up is that by this point I would hope that you have been through at least a few different candidates before you make a decision on hiring someone. When you make your final decision on who your new team member will be, give the other candidates a call to let them know you have chosen someone else and that you appreciate them coming in to interview. You and your team thought enough of them to bring them in for an interview and they thought enough of you and your company to apply. Not only is the right thing to do because that’s what you would want someone to do for you, but as I stated earlier this process is an educated feeling. As much time and effort as we spend trying to get it right, sometimes it just doesn’t work out and wouldn’t you like to have your second choice left with a feeling of decency towards you because you were considerate enough to call them back that they might still consider taking the position. The answer is yes if my question came off unclear! Golden rule... treat people like you want to be treated and you’ll be ok in life and business.

**Keeping Great Team Members:** We typically have a 90 day trial period once we hire someone to see if they can live up to the expectations we have set for them. We strive to give them all the education and tools needed and give them every opportunity to succeed. Most of the time it works out, but sometimes it doesn’t and you have to have the strength to know when your new team member is not living up to the expectations. Let them go as quickly as possible and start the process over! When it does work out, all you have to focus on is keeping them. This really should be the easy part even though sometimes it doesn’t seem that way. The reason I say it should be easy is because you really have control of the situation. The hard part of trying to get a good person hired is over. You found them, they believed in what you had to offer and accepted the position. It’s now your job to create an atmosphere of benefits, both tangible and intangible, that makes it almost unreasonable for someone to leave. We truly treat our team members like family and they are in our minds. Just because they may not share the same last name, many of our people have shared the hopes and visions that my Great Granddad did when starting the company for many years. Our youngest manager in tenure is on his 12th year with the company and our oldest in tenure 33 years. We just had a lady retire a couple of years ago that was with us for 50 years and actually trained my Dad on pumps as a young pup in the industry. Treating people like family can go a long way and adds to the intangible nature of family. The tangibles are offering a good health insurance program, 401k program, training schools, paid holidays, buying lunch often, offering bonus and/or profit sharing programs, and maybe a company vehicle are just some examples of the things you can offer on top of a descent hourly wage or salary to keep your team members happy. I do want to clarify one of the benefits that we offer that I presented and that is our 401k program which I think everyone should offer if possible. I stated that we match up to 4% of our employees contributions and to clarify we match 25% of every dollar contributed up to 4% not 100% up to 4%. This was a unintentional mistake on my part that I wanted to clarify (you try speaking in front of 100+ people and not messing up so don’t judge lol!). Another intangible is changing the mindset of your company towards your people. Have you noticed that throughout this article I have referred to the people that work for us as “team members” and not employees. Employees show up to work, do their individual job, and go home. Team members work towards a unified goal and vision set by you, their leader, and all pull in the same direction... as a team. Altering this one thing within your company can have a dramatic change on everyone involved. Unity and synergy are very powerful in the workforce.

The final thing I want to leave you with is a video on Youtube that I found and there is no way I can do justice in trying to explain it so I won’t. One of the major concerns today is trying to hire Millennials and all the implied “complications” they can possibly bring. Google “Best speech ever Simon Sinek” and this video will help you better understand this group of people as well as your responsibilities as business owners and managers when attempting to hire. Great stuff! In all, I truly appreciated the opportunity to present and to focus in on this subject because I know it will make me a better leader and hirer going forward. I hope each of you that get to read this are able to take something away from it so that we all can become better at what we do. The hiring process is a long, tedious progression that affects every aspect of our company from our people to our bottom line and I guarantee that if you focus on this aspect of your business like you do the other aspects you will be surprised at the results that it will bring!
2019 Ford F-150 Limited Gets 450-hp Raptor Engine as Standard Power
Ford reports the 3.0L Power Stroke V6 diesel engine will be an option on the 2019 F-150. The Limited also will be the only Ford F-150 to sport a dual exhaust system. Other features of the top-of-the-line half-ton offers: Integrated trailer brake controller is standard equipment, as is a 360-degree camera with split-view display with dynamic hitch assist to simplify hooking up trailers; Pro Trailer Backup Assist is optional FordPass Connect 4G LTE modem provides Wi-Fi access for up to 10 devices; Updated interior incorporating new Camel Back two-tone color also includes heated, ventilated and massaging leather front seats, genuine ash swirl wood trim and aluminum-wrapped bezels.

VW Truck & Bus Now Traton
One of the world’s largest transportation groups has a new brand identity with Volkswagen Truck & Bus AG officially becoming Traton AG. The group, founded in 2015 as Volkswagen Truck & Bus GmbH, comprises the brands MAN, Scania, Volkswagen Caminhões e Ônibus and Rio.

Diesel Vans Beat Gasoline Models in Total Ownership Cost
Diesel-powered cargo vans are providing fleet buyers with a lower total cost of ownership than gasoline models, while many diesel-powered trucks aren’t recouping the higher acquisition cost. According to a Vincentric analysis, of 50 vans studies, 49 models were less costly to own and operate for a five-year period. At the same time, none of the 324 diesel trucks has a lower TCO. Diesel vans have an average price premium of $3,700 over a gasoline model, while the average diesel truck averages $8,300 more than its gasoline-powered counterpart.

Diesel trucks also needed more maintenance attention. They averaged $1,700 more than gasoline trucks, while vans needed an average of $540 more than a gasoline model for maintenance. Diesel passenger cars were more likely to deliver lower costs (19 of the 23 studied), while SUVs and crossovers powered by a diesel were less likely to deliver lower costs (nine of 22).

Fuel prices used in the analysis were based on a weighted average over the previous five months. The report also assumes the vehicle is owned for five years and driven 15,000 miles annually. Vincentric measured total cost of ownership using eight different cost factors, including depreciation, fees and taxes, financing, fuel, insurance, maintenance, opportunity cost, and repairs.

Class 8 Natural Gas Truck Retail Sales Down 18% in May
U.S. and Canadian Natural Gas Class 8 truck retail sales rose 13% in 2017 but were down 18% year-to-date through May 2018. Ken Vieth, Senior Partner and GM at ACT Research, said. Electric vehicle technology continues to make strides as it further penetrates the various commercial vehicle applications, with selected Class 8 vehicles on the docket. Initial EV orders are coming from delivery, transit and some school bus applications. Vieth continues, “All viable commercial vehicle power alternatives must now be considered to accurately measure potential cost savings for fleets and overall emissions, as we look to the future.”

Construction Equipment Market to Surpass $170 B by 2024
Global Market Insights Inc. announced the launch of its latest report on the construction equipment market featuring the key industry trends across the product and regional landscape. The company projects the global construction equipment market size to surpass $170 B by 2024. High product demand across the energy and telecom sectors is slated to drive the industry growth over 2018-2024. Rapid urbanization trends and infrastructure development across the BRIC countries have further stimulated the industry expansion.

The report details the latest advancement in technologies such as GPS, remote tracking, telematics, embedded sensors, and real-time tracking machinery have significantly
driven the global construction equipment industry trends. The earthmoving and road building machinery market is forecast to register a CAGR of 4% over 2018-2024. The considerable rise in construction activities have fueled the demand for sophisticated construction equipment and machines for commercial and residential projects. Robust product demand for excavators for underground and surface level operations is expected to further propel earthmoving and road building machinery market over 2018-2024.

The Europe construction equipment market accounted for more than $30B in 2017 and is projected to grow at a significant rate over the next six years. The key players profiled in the report are Caterpillar Inc., Hitachi Construction Machinery Co. Ltd., XCMG Group, Metso Corporation, J.C. Bamford Excavators Limited, Komatsu Limited, Liebherr Group, John Deere, Sany Group, Tadano Limited, The Atlas Copco Group, CNH Industrial, Wacker Neuson, Doosan Group, Volvo Construction Equipment, Zoomlion Heavy Industry Science & Technology Co. Ltd., Sumitomo Heavy Industries, Ltd., Palfinger.
EMBRACING THE FUTURE OF DIESEL TOGETHER

ADS INTERNATIONAL CONVENTION & TRADESHOW
AUGUST 7-10, 2018
MANCHESTER GRAND HYATT
SAN DIEGO, CA USA
The 2018 ADS International Convention & Tradeshow was quite a success. During the exciting four day Convention, members gained knowledge, created relationships, and traded experiences on how we can Embrace the Future of Diesel Together. Each year, this event aims to give those in the diesel industry the tools to better their business development. The 2018 Convention focused on more service member panels, technical information, new diesel technology, and networking time on the Tradeshow floor.

The Convention began on Tuesday with Tony Salas of Powertrain Performance LLC in an 8 hour class on *A Day in Diesel Diagnostics and Repair*. Salas discussed issues faced in every shop, every day. An overview of the diagnostic process including types of information, tools, programming, diagnostic was given during the session.

The Board of Directors and ADS Committees also met on Tuesday. At the conclusion of the Board of Directors meeting, Carl Fergueson, Adolfo Dittborn, Al Johnston, Charles Oliveros, and Tracie Parker completed their terms as members of the Board. The Board and Committees discussed association business and ways to help members get the most out of their involvement. If you are interested in being on a committee, the mainstays of the association, please contact casey@diesel.org.

The annual Ribbon Cutting Ceremony opened the Tradeshow on Tuesday evening and kicked off the Get-Acquainted Reception. Attendees enjoyed seeing old friends and meeting new ones during this time.

Educational and general sessions began on Wednesday morning and concluded with a full afternoon in the Tradeshow. Warm welcomes from ADS Executive Director, David Fehling and Outgoing ADS President Carl Fergueson opened the General Session. Keynote Speaker, Mary Feely, spoke about embracing the future together with the humor advantage. Mary’s presentation was the perfect blend of education and entertainment as she explained that positive and appropriate humor can create cooperation and minimize difference in the workplace. She spoke that humor has the power to transform the negative into positive and create change.
Wednesday’s events continued with more presentations and networking events into the evening. Tom Fulks of the Diesel Technology Forum discussed Trials and Tribulations: Diesel in the Moment. Fulks provided a broad global view on the state of diesel policy, politics, media and opinion. Knowing the trends of diesel technology helps to explain the future of where the industry is going.

EGC Enterprises Inc’s Brian Biller and Tim Seksinsky continued the presentations, discussing Exhaust Manifold, Slobber and Soot. Their presentation reviewed the concept/strategy for the product, the procedures and conditions of the testing, complete test date, manifold and inflow air temperatures and conclusions.

Alliant Power’s Nate Breunig presented a Technical Seminar in the early morning. He discussed the Class 8 Truck and its opportunities, as well as additional products for off-road equipment.

The first Service Member panel of the Convention was given by Warren Stewart of Industrial Diesel Inc., Faron Lofton of M&D Distributors, and Carl Ferguson. The session touched on a variety of methods to increase your business and bottom line. The panel also discussed what works and what doesn’t in regards to educational open houses, targeted product lines, advertising and bonus programs.

After presentations and panels of the day had concluded, the Annual Business Meeting was held. See a full list of award recipients on page 21. The new ADS President, Laura Rountree wrapped up the Annual Business Meeting with remarks on her role and hopes for the industry.

On Thursday morning, attendees received loads of information from training seminars and service member panels. Bob Pattengale of Robert Bosch LLC started of the presentations of the day speaking about Selective Catalyst Reduction (SCR) System Diagnostics. The presentation covered an overview of after-treatment system components, review of diagnostic and service procedures, and specific tools that are needed to service SCR systems.

Thursday’s first Service Member Panel was Insider Secrets Revealed by Curtis Owens of Area Diesel Service Inc., Mike Perkins of Diesel Plus LLC, Al Roberts of Turbo Diesel & Electric, and Paul Thoms of Midwest Fuel Injection Service Corporation. Their panel revealed how to obtain service information, part numbers, and cross reference information all free of charge.
Listing of Awards
2018 ADS International Convention & Tradeshow

Outgoing Board Members
- Adolfo Dittborn
- Tracie Parker
- Al Johnston

Outgoing Committee Chairs
- Dave Biegel – Technical Education Committee
- Chuck Oliveros – Convention Planning

Latin American Awards
- Franklin Chu & the Chu Family – Latin American Regional Meeting Host
- Ricardo Berrueta – Latin American Convention Planning Chair

Outgoing President
- Carl Fergueson

Staff Recognition
- David Fehling 25 Year Service Award

Exhibitor Awards
5 Year Awards
- Merlin Diesel Systems

10 Year Awards
- Area Diesel Service, Inc.

40 Year Awards
- Parker Hannifin, Engine Mobile OE Division
Next, Tony Walters of Hartridge Ltd gave a Technical Seminar. Walters has over 30 years of broad experience in the automotive industry with expertise in design, manufacturing, sales, and project management.

The next Service Member Panel of the day was given by Justin Greenberg of DieselCore, Logan Perkins of Diesel Plus LLC, and Brad Taylor of Taylor Diesel of Jackson. The panel focused on How to Improve Your Hiring Practices by discussing their perspective and experiences on a subject which in one way or another affects everyone in a company.

Thursday’s educational opportunities were wrapped up with three ADS Showtime Presentations given by Lucas Diesel Systems, Melett Ltd, and Robiel.

The evening concluded with a Happy Hour in the Tradeshow. This was a great way for attendees to mingle and explore more of what the exhibitors were offering.

The final day of the Convention and Tradeshow started with a Continental Breakfast in the Tradeshow and one final chance to finish up business with exhibitors. Some took advantage of show specials offered by companies, as well as booking follow-up appointments to continue communication and business.

The educational opportunity of the day was provided by ADS Member, Merlin Diesel Systems. Following the Showtime Presentations a video Business Seminar was given by Mike Lipkin of Environics/Lipkin. The presentation covered the Seven Insights that will inspire you to take charge of your most important aspirations. Attendees learned how to win people over by helping them win as well.

Friday’s presentations continued as Brett Delp from Dorman Products, Inc. who presented on the Dorman HD Solutions. He covered what Dorman Products are, what they are currently offering, and marketing resources that they have available.

Next, Toni Hickey of Cummins presented a Manufacturer Seminar. Toni is responsible for managing IP transactional activities of Cummins and presented about the Automotive Manufacturers Approach to Intellectual Property.

Fridays presentations were wrapped up by Patrick Harcourt of BorgWarner Turbo Systems, Shon Wright of Cummins
Turbo Technologies, and Tracie Parker and Harut Stepanyan of Garrett Transportation Systems. The four presented on Embracing the Future of Turbochargers Together.

The Convention’s events concluded on Friday evening with the Hats Ahoy event. This was a great final networking opportunity for attendees, where they could wear their favorite or funniest hat.

During the Convention, registered companions also enjoyed events. On Wednesday afternoon, they gathered at the Twisted Tea event hosted by Sandra Ferguson. The companions enjoyed beverages and snacks while mingling with other ADS companions. On Thursday, companions went on a tour of the Bernardo Winery. They took part in a 25-minute guided walking tour of the winemaking process from beginning to end. Companions also enjoyed the Tradeshow and other networking opportunities at the Convention.

Mark your calendars for July 30–August 2, 2019 when the ADS International Convention & Tradeshow meets in Orlando, Florida!
2018-2019 Leadership

**President**
Laura Rountree  
Industrial Diesel Inc.  
Norfolk, VA  
Tel. 757.857.8391  
laura@industrialdiesel.com

**Vice President**
Al Roberts  
Turbo Diesel & Electric Systems, Inc.  
Forest Park, GA  
Tel. 404.361.2222  
al.roberts@tdesystems.com

**Treasurer**
Paul Thoms  
Midwest Fuel Injection Service Corp.  
Palatine, IL  
Tel. 815.306.6049  
paul@mwfi.com

**Secretary**
Bryan Menke – Membership Committee Chair  
R & R Engine & Machine  
Akron, OH  
Tel. 330.724.5526  
blmrrengine@aol.com

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berrueta@prodigy.net.mx

Nora Chu  
Electro Inyección Diesel Chu, S.A.  
Panamá, Republic of Panamá  
Tel. 507.261.0212  
elindichu@gmail.com

Carl Fergueson - Convention Planning Chair  
Tel. 615.242.9550  
cferueson@aol.com

Saul Goldfarb – Replacement Parts Committee Chair  
Goldfarb & Associates Inc.  
Rockville, MD  
Tel. 301.770.4514  
saul@goldfarbinc.com

Patrick Harcourt  
BorgWarner Turbo Systems  
Ashville, NC  
Tel. 720-202-6534  
pharcourt@borgwarner.com

Sue Haven  
Oregon Fuel Injection Inc.  
Eugene, OR  
Tel. 541.485.1434  
sueh@oregonfuelinjection.com
John Hughes – Manufacturer Chair
Cummins Inc.
Columbus, IN
Tel. 812.377.6102
john.s.hughes@cummins.com

Von Leefers - Turbocharger Co-Chair
Area Diesel Service Inc.
Carlinville, IL
Tel. 217.854.2641
vonl@areadiesel.com

William McLaury
Superior Turbo & Injection
Detroit, MI
Tel. 313.842.4616
wmclaury@superiorturbo.com

Bill Oehlschlager
Central Diesel Inc.
Richmond, VA
Tel. 804.640.6877
billyo@centraldieselinc.com

Mike Perkins – Communications Chair
Diesel Plus LLC
Ringgold, GA
Tel. 706.866.3619
mikep@dieselplus.com

Christian Roth – Canadian Committee Chair
Valley Fuel Injection Ltd.
Abbotsford, BC, Canada
Tel. 604.853.6096
christian@bd-power.com

Mike Ruffing
Central Motive Power Inc.
Denver, CO
Tel. 303.428.3611
mruffing@centralmotivepower.com

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Turbo Diesel & Electric Systems Inc.
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Tel. 404.361.2222
john.griffin@tdesystems.com

Warren Stewart - Business Management Chair
Industrial Diesel Inc.
Norfolk, VA
Tel. 757.857.5391
warren@industrialdiesel.com

Brad Taylor – Forerunners Chair
Taylor Diesel of Jackson
Jackson, TN
Tel. 731.427.0856
bradtaylor@taylordiesel.com

Tom Wright – Technical Education Chair
BECS PACIFIC, LTD
Whittier, CA
Tel. 562.908.6890
tsw@becspacific.com
OVER 1/3rd OF COMMERCIAL TRUCKS USE NEW DIESEL TECHNOLOGY

According to Diesel Technology Forum, the use of the newest, cleanest diesel truck technology has jumped by 6 percent in one year and now makes up more than one-third of all trucks on the road, with some states having new technology diesel in more than two-thirds of their fleets. The study looked at commercial vehicles in operation data (GVW 3-8) provided by IHS Markit. The study showed 36 percent of all commercial diesel trucks on U.S. roads, from the box delivery trucks up to 18 wheelers, are now powered by the newest generation of diesel technologies (2010 emissions regulations), up from 30 percent in 2016 and 25.7 percent in 2015.
The U.S. trucking fleet is transitioning to newer diesel technology which means immediate fuel savings, lower greenhouse gas emissions and cleaner air. According to Fleet Advantage’s latest Truck Lifecycle Data Index, the newest Class 8 diesel trucks can save truckers up to $26,600 in fuel costs over a 2012 model – a 7.9 percent increase in savings, despite higher average diesel prices. These newest trucks also offer significant clean air benefits: NOx emissions that are 99 percent lower than previous generations, along with 98 percent fewer emissions of particulate matter. Beginning in 2011, all new heavy-duty trucks are equipped with selective catalytic reduction and particulate control technologies, which combine to achieve stringent new EPA emissions requirements for NOx emissions of no more than 0.20 grams per brake horsepower hour (g/BHP-hr.). This is in addition to particulate emissions levels of no more than 0.01 grams per brake horsepower hour (g/HP-hr.) established in 2007.

"In comparison, about 21 percent of all commercial trucks (Class 3-8) use gasoline and about 4 percent use other fuels, with those using natural gas amounting to less than 1 percent” said Allen Schaeffer, executive director of the Diesel Technology Forum. "Just a six percent increase in the number of new-technology diesel trucks on the road has delivered important benefits in the form of cleaner air, fewer carbon dioxide emissions in the communities in which they operate, as well as dramatic fuel savings to truckers,” continued Schaeffer. “The more than 4.9 million new-technology diesel trucks now on the road have removed more than 26 million tons of nitrogen oxides (NOx) and 59 million tons of carbon dioxide (CO2) from the air. On average, truckers saved $2,600 in fuel, which adds up to 138 million barrels of crude oil – that's 50 percent of the entire U.S. Strategic Petroleum Reserve, saved by just a few thousand trucks.”

According to the same dataset from IHS Markit, of Class 8 heavy-duty trucks – the big 18-wheelers on U.S. roads (all model years) – 97 percent rely on diesel fuel. Indiana, Texas and California rank highest in the greatest total numbers of new Class 8 heavy-duty trucks. The adoption rates of the newest diesel technologies in these states’ diesel fleets varies widely. Indiana, Tennessee and the District of Columbia have the highest percentage of new-generation Class 8 diesel trucks (IN 66%; TN 60%; DC 48%). Meanwhile, Florida, California and New Hampshire have the fastest-growing heavy duty clean diesel fleets (% change, 2016-2017: FL 81%; CA 37%; NH 35%).
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ADS Puts Members on the Map... Literally

The Association of Diesel Specialists (ADS) is helping drive business to its service members and their branches. The all-new, member only “Find a Diesel Repair Shop” provides a geo-locator service that lists all ADS service, diesel service and branch members. The basic listing is free for members. To view the locator map visit https://diesel.org/page/findadieselrepairshop. Starting at just $60/year, members can add a logo to their listing to drive even more business to their shop. To purchase this feature, go online to https://diesel.org/store and search for Location Map Logo.

The locator service also has a new filter feature that allows customers looking for a quality repair shop to locate ADS members that offer drive-in service and/or the ADS Nationwide Warranty. In addition, users can filter results by Authorized Service Locations.

As an added benefit to members, ADS has registered the domain name DieselRepair.Shop which will be built over the next few months. This site will feature the interactive map as well as the important reasons why potential customers should choose an ADS member shop.

Also, ADS will be promoting this site and seeking partnerships with related trade groups to gain more exposure for members.

“ADS is committed to helping our members grow their business,” stated ADS Association Manager Scott D. Parker. “This locator map is a powerful tool that will allow the association to provide even greater value to its membership.”

The association is adding Search Engine Optimization and will track analytics of the site to maximize traffic to ADS members.

If you have any questions, contact ADS at 816.285.0810 or marketing@diesel.org.
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