

# INTERNATIONAL TRUCK PARTS ASSOCIATION

December 2014



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Casino Night fun at 2014 Fall Meeting

## 2015 ITPA WINTER MEETING at HDAW

 <p><b>HDAW 15</b> Heavy Duty Aftermarket Week '15</p>	<p><b>ELEVATE YOUR BUSINESS</b></p> <p>January 26-29, 2015 The Mirage Hotel Las Vegas, NV</p> 	 <p>CELEBRATING <b>10</b> YEARS</p>
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**MARK YOUR CALENDAR!**

**Heavy Duty Aftermarket Week '15**

**JANUARY 26-29, 2015 - The MIRAGE, Las Vegas**

The ITPA will be hosting a Meet and Greet Reception on  
January 26th from 3:30-5:30pm in Martinique A&B  
This is a no charge event to our members and guests.

For information regarding; HDAW, hotel reservations,  
meeting registration and fees: visit [HDAW.org](http://HDAW.org)

(The ITPA is a revenue sharing partner of the HDAW.)

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## ITPA 2014 FALL MEETING RECAP

The Clearwater Meeting was a hit! The weather, the resort (Sandpearl), casino night, and great speakers, and of course wonderful people aligned to make the convention, as one member put it, "One of the best ITPA meetings ever."



### Speaker Donald Cooper

Let the members tell you about Donald Cooper, one of this year's speakers:

"You have given me so much information to improve my business. Thank you."

"Our company owner should have been here. He needs to hear your message."

"Incredible. I'm going to get my family back and drive my business forward."



2.



## ITPA FALL MEETING RECAP-con't.

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Aaron Bickford from Meritor, one of ITPA's newest members, gave an industry update. Aaron noted component durability has improved 150%, there's more industry consolidation, and there's 10,000 baby boomers retiring everyday. Moving forward, this will make for a very different landscape.

In a heartwarming speech Johnny Green from Consolidated Truck Parts thanked the ITPA. Not the organization, but the people of the organization. He talked about his battle with cancer and how people he met through ITPA would call and see how he was doing. He commented that this association is more than business. He attributed a lot of his recovery to caring folks he has come to know and respect in the ITPA. Johnny expressed how blessed he is and the blessings from the Lord.



Johnny introduced his boss Rudy Niswanger, who gave a virtual tour of Consolidated Truck Parts (Joe Gear Companies). They started in 1957 as a core supply company. They are now a rebuilders, truck service, military parts and power generation. Rudy said they 'do' truck parts and service but explained 'why they do' is so much more important. They do truck parts and service to help truckers provide for their families. Because there is genuine concern for their customers, it's helped keep great staff; some over 35 years. It's their staff who helped them get to levels they are now.

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### ITPA FALL MEETING RECAP-con't.



Departing Board  
Members  
Greg Mundy and  
Johnny Green

The ITPA welcomes newest Board Members Andy Mundy and Paul Cipolla.



Andy Mundy



Paul Cipolla

### CURRENT BOARD

Jake Rea	Second Term ending Oct 2015
Gerard Zentner	First Term ending Oct 2015
Doug Geiger	Second Term ending Oct 2015
Paul Cipolla	First Term ending Oct 2017
Scott Babich	Second Term ending Oct 2017
Andy Mundy	First Term ending Oct 2017
Shawn Andringa	First Term ending Oct 2016



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ITPA FALL MEETING RECAP-con't.

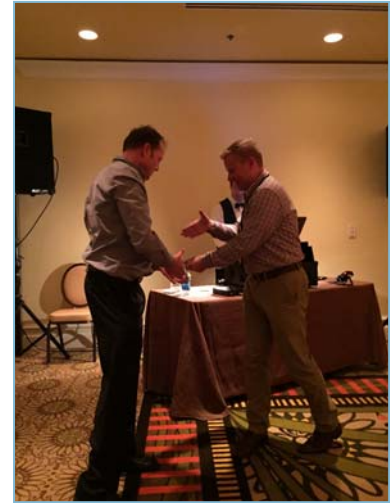
Congratulations to the Casino Winners! The evening provided fun and entertainment for everyone.



First Place  
Richard Enders—\$100



Second Place  
Kathi Mundy—\$75



Third Place  
Rodney Davies—\$50



If you haven't been to an ITPA meeting lately, it's time you attended!

A BIG THANK YOU TO OUR FALL MEETING SPONSORS:

Crane Carrier Corp.  
Truck Parts Solutions  
DT Components

S&S Truck Parts, Inc.  
Tor Truck (USA)  
Eaton Corp.

General Truck Parts  
Midwest Truck & Auto  
NTN Bearing



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## Staying Ahead of the Curve with Training



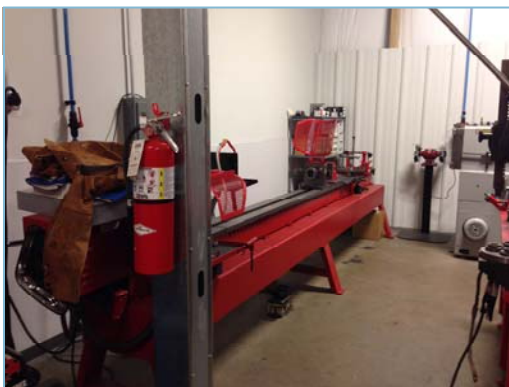
A lot of changes have been made at Inland Truck Parts over the past 15 years. But one thing has remained constant: the company's concerted effort to elevate market perception in every way.

"We emphasize clean, well-lit facilities," says Inland President and CEO Dave Scheer. "But appearance is only the beginning. Customers want to go to a place they believe is willing to invest in the tools, systems and technical training to get the job done right the first time so they can get their trucks back on the road. We want to be their first choice."

The latest testament to the company's commitment to leading the way in professionalism and expertise is the new training center Inland built in Olathe, a Kansas City suburb.

The 15,000 sq. ft. facility houses everything from traditional classrooms to 12 remanufacturing stations: six for manual transmissions and six for Allison automatics. The layout mimics actual shop environments in the 27 Inland locations. A pair of medium-duty trucks and a late-model Class 8 tractor were also purchased for training on everything from preventive maintenance and tune-ups to electronic diagnostics and troubleshooting.

"It's just like it is out in the store," Scheer adds, "so the student gets a full hands-on experience and then can take that knowledge and transfer it right to his main job. We even have two drive-in service bays to simulate the real work experience."



While Inland already employs two dedicated full-time trainers, they traditionally have conducted training inside the stores, which can disrupt business as well as distract students. The separate training facility provides an environment that promotes uninterrupted attention, for better results. Hands-on technician training is limited to small groups, so that every attendee gets ample opportunity to participate. In fact, Scheer suggests that a perfect class size is no more than six, giving trainees the chance to be fully engaged and instructors the chance to answer questions. Classes are developed to span no more than two or three days.

"If you go too long, you have a stamina issue that can affect the ability to absorb information," says Scheer. "These are hard-working technicians who aren't used to being in classrooms and training sessions all day."

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## Staying Ahead of the Curve with Training—Cont



With classroom space for up to 100 students, the Olathe training center also offers classes in communication, conflict resolution and other important “soft skills.” That emphasis is a continuation of the long-standing Inland commitment to providing superior customer service.

The Inland focus on customer relations is reflected in the way employees dress, how they answer the phone, and the way they interact with customers on a daily basis. Scheer credits the fact that since 2002, the company has been 100 percent employee owned. “Our employees are invested emotionally,” he says, “because they have some skin in the game.”

The curriculum at the training center is based on feedback from an Inland training advisory council comprising store, service and shop managers. They are the “boots on the ground” source for anticipating training needs. It’s a proactive approach to ensure that technicians, equipment and software are all aligned for future customers. Once a list of topics is established, the course outline is posted on the company’s Intranet. Employees then consult with their supervisors and sign up for classes according to individual interests and needs.

To encourage full engagement, the choice to take the training is generally voluntary.

Inland relies on suppliers for only about 20 percent of its technician training. That sets the company apart from independent shops that have traditionally relied heavily on outside sources. Another Inland difference is found in the range of offerings.

“We provide parts, of course,” says Scheer. “But we also do remanufacturing and drive-in truck service, all in a single facility. There are very few in our industry who can say that.”

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## FUTURE ITPA MEETING DATES

<b>2015 Spring</b>	<b>Indianapolis, IN</b> Omni Severin – April 15-17, 2015
<b>2015 Fall</b>	<b>San Antonio, TX</b> Hotel Valencia Riverwalk – October 15-17, 2015
<b>2016 Spring</b>	<b>Portland, OR</b> Courtyard by Marriott City Center- April 6-8, 2016
<b>2016 Fall</b>	<b>Ponte Verde Beach (Jacksonville), FL</b> The Lodge & Club -Oct 20-22, 2016
<b>2017 Spring</b>	Details coming soon!
<b>2017 Fall</b>	Details coming soon!

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## The True Professional

All positions within any organization bring with them a requirement for excellence. And striving for excellence in all phases of work is the mark of a true professional.

As we explore "professionalism," this article focuses on the qualities that characterize a professional individual or employee. The Merriam-Webster Dictionary defines professionalism as *"the qualities that characterize...a profession."* The idea of professionalism originates from standards set for prestigious occupations like medicine and law, but now applies to all areas and positions of employment.

Demonstrating professionalism on the job every day is critical for all positions. First of all, professionalism is critical to your customers. Professionalism ensures customer satisfaction. Professionalism builds customers' confidence in both you and the organization. When you are competent and business-like, your customers are reassured that their needs will be met in the most efficient and effective manner possible.

Further, professionalism is critical to the organization and its reputation. For those that you serve, you represent what the organization is all about. Their image of the organization is dependent upon the impression that you make on others. In other words, your organization benefits directly every time you make a favorable impression.

Finally, your professionalism is of vital importance to you personally. When you look and act the part of a competent and successful professional, you feel that way too. You gain more self-respect; you gain more respect from others inside and outside the workplace. A professional attitude will smooth your path when you are attempting to establish good relationships, and it will, therefore, make your job easier. Needless to say, your co-workers and superiors are also influenced by your professionalism. When you show professionalism in your work, you are presenting an image of yourself that says, ***"I am proud of who I am, and I care about what I do."***

As with good health, the absence of professionalism is usually more obvious than it is when it's present. Who will ever notice whether you are professional or not? Your superior definitely will as will your customers and co-workers and certainly the lack of professionalism will affect your success in your job and in your career. So what can you do to make sure you exhibit professionalism and what can you do to ensure that you don't show a lack of it? All employees in the organization should follow these do's and don'ts of professionalism:

**Always be on time.** Showing up late for work or meetings immediately gives the impression that you don't care about your job or those you are serving. Not only do you need to be on time for work and meetings, but also be on time when leaving and returning from breaks, lunch or personal errands.

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## The True Professional

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**Don't be a grump.** All of us have good and bad days. However, the professional leaves bad moods at the door when they come to work. Remember not to take your bad mood out on co-workers and especially your customers. If work is what's causing you to be grumpy, it may be time to rethink your profession.

**Dress professionally.** For many positions in the organization, suits and ties are required. However, all employees should always be neat and clean and wear appropriate attire. Even if you wear a suit and tie to work, always wear ironed dress shirts, polished shoes and pressed suits. Always follow dress code standards and always pay close attention to your grooming. Ensure your hair, nails and appearance are always clean and well kept. A professional appearance is very important as part of your profession and also builds self-esteem which, in turn, will increase your confidence. In addition, a professional appearance will influence your co-workers' respect for you as a professional.

**Watch your mouth.** There is absolutely no place for any swearing, cursing or inappropriate language in any workplace. If you wouldn't say it to your grandmother, refrain from saying it at work even if you think it is in private and with a close colleague. You never know who may overhear you or what habits may develop. Using bad language makes you look bad and it also makes it seem as if your vocabulary is limited.

**Offer to help colleagues.** A true professional is always willing to help his or her co-workers when they need help or are overburdened. Additionally, a professional isn't afraid to share knowledge, experiences or simply an extra pair of hands. A true professional will become a mentor to others and share their experiences and success.

**Don't gossip.** While you may be tempted to tell your colleagues what you heard about someone in the workplace or about a customer, gossiping makes you look like a juvenile or a middle school student. Also, you must always expect if you tell a close co-worker, "Don't tell anyone but did you hear about...?" you must assume it will be spread further. Gossip hurts others; gossip is workplace poison and certainly gossiping is non-productive and not professional. If someone wants to tell you something, re: gossip, you should let them know that you are not interested. For if you participate in gossip as a listener, you are no better than if you were a gossip yourself.

**Always remain positive.** Negativity at work brings everyone down and your superiors certainly will not appreciate a drop in morale among staff. Instead, if you think something can be improved, either try to do something about it or simply meet with your manager or organization owner and discuss your suggestions or concerns.

**Listen.** A professional demonstrates good communications skills, especially the ability to actively and accurately listen. Listening includes showing interest in what is being said to you. Always show your co-workers or customers that you are interested in what they have to say. Always have good eye contact and show interest with your facial and body movements. Lean toward them and nod approval. Paying attention to what is being said is also good listening. Don't give the impression that you are not fully there in body and mind. Always focus your full attention on your co-worker or customer who is communicating with you.



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## The True Professional

**Telephone and email etiquette.** A professional has good telephone etiquette which includes the following: speaks slowly and clearly, ensure your voice mail message is helpful, listen attentively and don't interrupt, introduce yourself by name as well as the organization, always thank the person for their time, follow-up with voice messages as soon as possible no later than the same day. As for email etiquette, consider: be formal and not sloppy, keep messages brief and to the point, use sentence case – using all capital letters looks as if you are shouting and using all lowercase letters looks lazy, don't use email as an excuse to avoid personal contact, remember that email isn't private and you must assume that whatever you put in an email will be read by someone that it was not intended, don't participate in chain letters and don't email anything that is not work related. Finally, always remember that your tone can be heard in an email. Emails should always contain a signature that includes contact information.

When considering your personal professionalism, do the following:

- Think of yourself and others as professionals.
- Treat people the way you wish to be treated.
- Be friendly and helpful.
- Smile
- Consider the opinions and feelings of others.
- Be generous with praise, cautious with criticism.
- Take time to make others feel comfortable.
- Always conduct yourself expertly in the performance of your job.
- Always look the part!

**It is true!** Being a valued employee of an organization requires certain obligations on your part as well as that of the organization. It is important to take pride in yourself and it is equally important to take pride in the organization.