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### ITPA 2012 Fall Meeting - Romance is in the Air

**Surf & Sand Resort - Laguna Beach, CA - October 18 - 20, 2012**



**Co-ed Volley Ball Friday**



**Dress For Luau Friday Night**



**Wine Tasting**



**Boutique Shopping**

Attend for networking and information to make your business more profitable.

Bring your significant other for the romantic setting and boutique shopping.

**See Details and Registration at the back of this bulletin.**

## **Fall Meeting Speakers**

### **Social Media Strategy: From Why Your Business Needs One to Creation & Implementation: Neal Schaffer - Windmill Networking**

“As a leading social media strategist, Neal has created social media strategies and coached implementation for dozens of companies since launching his consultancy in January of 2010, including a Fortune 50 software company, a Grammy award-winning musician with more than one million social media fans, and a public utility serving more than 20 million consumers.

Neal works with businesses of all sizes through his company [Windmills Marketing](#), where he personally provides social media audit & strategy consulting as well as social media coaching, speaking, and training services. Neal is also Vice President of Social Strategy for the social media agency [Green Dream Social](#).

Neal’s work has been recognized by the media and he has appeared in the Wall Street Journal, Bloomberg Business Week, Forbes, Yahoo!, and the American Express Open Forum. He has also spoken at leading social media conferences such as iStrategy Global Digital Media Conference, Online Marketing Summit, Gravity Summit, and LavaCon. A graduate of Amherst College, Neal is also fluent in Chinese and Japanese and currently resides in Irvine, California. *Source: Windmill Networking Website*

### **It’s All About the Numbers: Jim Counts – Counts Consulting Ltd.**

Learn how to properly design an “incentive pay program” that allows employees to make more money every time they fulfill their part of the production process. The more they do the more they make so you will have a staff that is looking for more work to do instead of you looking to see if they are working.

Jim will also talk about knowing what to measure in our business to spot areas of opportunity and areas of concern.

“After owning three successful automotive recycling businesses we have become the preferred consultant for hundreds of auto and truck recyclers from San Juan to Anchorage and Newfoundland to Australia. Jim has been a featured speaker at ARA, APRAA, IT conference, Parts Plus in Australia, Parts World in New Zealand, SGI Salvage, Ontario Auto Recyclers of Canada and most US state conventions. As author of the automated pricing and management assistant algorithms used in the Powerlink 2, Pinnacle, Inventory Buddy and Bid Buddy XL systems Jim has an intricate understanding of how the industry works. Jim is best known for simple solutions to what often appears to be complex problems.

We want to change the image of the junkyard and wrecking yard to that of a professional auto and truck recycler and this website is dedicated to that process.” *Source: Counts Consulting Ltd. Website*

**Request for Membership**

May 31, 2012

**Front Ends 4 Trucks LLC**

609 South 4th Avenue  
Mansfield, Texas 76063  
Ph# 817-233-3260  
Fax# 817-453-5951

Website: [www.frontends4trucks.com](http://www.frontends4trucks.com)

Year Established: 2007

Contact: Rick Purser (Owner)

e-mail: frontends4trucks@aol.com

Specialties: Manufacturer/distributor of truck parts

Referrals:

AMERICAN TRUCK PARTS, INC. - Jimmy Kitchens

T. H. EVANS ENTERPRISES, INC. - Thomas H. Evans

EAST COAST TRUCK PARTS & SALES, INC. - Michael Kane

BRANCHES:

2006 Hoitt Ave., Knoxville, Tennessee

3822 Hwy 367 N, Bald Knob, Arkansas

4081-A Southmeadow Parkway, Atlanta, Georgia

## **Election by Acclamation - Gerard Zentner**

Frank Camerota is not seeking another term on our board of directors. The nominating committee looked to our committees (as our strategic planning states) and recognized the work Gerard Zentner has done for the convention committee. Therefore, the nominating committee selected Gerard Zentner.

All effort has been made to solicit other nominees, through the mechanism provided in the Bylaws, for the board of directors. When positions on our board have only one nominee, election by acclamation will take affect instead of voting by ballot.

Below is the ITPA Bylaw regarding rules of order and Roberts Rule of Order regarding elections:

### **ITPA Bylaws: ARTICLE IX – RULES OF ORDER**

All meetings shall be conducted under the rules prescribed in Robert’s Rules of Order.

Roberts Rule of Order: XII. ELECTIONS:

C. Voting is usually done by voice, by roll call, by ballot, or by "acclamation" (when only one candidate has been nominated).

## **Introducing - Gerard Zentner of Capital Gear Ltd.**

Gerard Zentner is president of Capital Gear Ltd. He has been involved in the heavy parts industry for over 35 years. His career spans from Western Sales Manager to General Manager of national firms. His journeys have taken him, from Humboldt, SK to the Gulf Islands on the “Wet” coast of BC and finally to Edmonton, AB where he began his own business.

Capital Gear, like Gerard, has grown and flourished in the Canadian and American markets, as well as exporting around the world. After 7 years of operation, the company is proud to remain true in its values, and uncompromising in quality.

Gerard is “a gear guy”. He has learned the parts business through customers’ eyes and has a strong sense of customer service. He loves this business that is near and dear to his heart.

His time and effort on the convention committee has been instrumental in organizing convention programs. Gerard has worked hard for us and is very involved in our association.

Please contact your board if you have any questions regarding our 2012 election.

## **Truck Parts & Service Distributor of the Year Finalist - Inland Truck Parts Company**

Inland Truck Parts has been chosen as a finalist for the 11th annual Truck Parts & Service distributor of the year.

*The Distributor of the Year award stands as the independent aftermarket's most respected and highest honor. Top performing distributors are chosen by peers, manufacturer representatives and other industry leaders.*

*Five distributors are chosen and highlighted in the June-October issues of Truck Parts and Service. One finalist is then chosen and announced at the Heavy Duty Aftermarket Week in Las Vegas in January.*

*Source: Truck Parts & Service*

Congratulations and good luck to everyone at Inland Truck Parts Company from everyone at The ITPA.



**Dave Sheer, President and Chief Executive Officer**

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## **With Sympathy - Alan Lyons**

Alan Lyons from Jack Lyons Truck Parts passed away Sunday morning Sept. 2<sup>nd</sup> after a long battle with lung disease.

There will be no service as per his wishes.

We would like to extend their deepest sympathy to family and friends.

Sincerely  
The ITPA Members

## **Right to Repair - Massachusetts Legislation Passed**

August 7, 2012 - Massachusetts became the first state with Right to Repair legislation, as Gov. Deval Patrick signed into law legislation that will give consumers choices beyond dealerships for repairing their vehicles.

Specifically, the Right to Repair would:

- Mandate that car companies immediately make available to the independent vehicle repair industry the same tools, software and repair information that they make available to the franchised dealers.
- Require, beginning in model year 2018, that car companies maintain all of their software and service information in an electronic database that is available to consumers and independent service facilities on a subscription basis. Further, car companies would need to provide access to their diagnostic and repair software through a standardized interface that will mean reduced capital costs for independent repairers and that they will access to the most up-to-date tools that are now often only available to franchised dealer technicians.
- Prohibit the car companies from avoiding the bill's service information requirements should they attempt to provide vehicle diagnostic information to their dealers through telematic systems.
- Subject car companies to treble damages for non-compliance under the state's strong 93A consumer protection statute.

Questions, please contact [aaron.lowe@aftermarket.org](mailto:aaron.lowe@aftermarket.org)

## **OFAC Regulations**

Current regulations from the Office of Foreign Assets Control, also known as OFAC, requires all companies engaged in business transactions to screen the names of companies, individuals and countries against a list called the Special Designated Nationals List (SDN) before conducting business with that individual, company or country. All companies must ensure they are not entering into a business transaction with persons or entities on the Specially Designated Nationals List.

OFAC and other regulations also prohibit or limit U.S. persons (including businesses) from dealing with nationals, vessels or entities from any of the following countries: Iran, Cuba, Iraq, Sudan, Western Balkans, Burma (Myanmar), Liberia, North Korea, Syria and Zimbabwe.

To help your company comply with the OFAC regulations, NRAI offers the USA Patriot Act Search. This service allows you to search by individual name, company name and/or country. All reports are delivered electronically in an easy to read PDF format that you can retain in your records as evidence of your compliance with the OFAC regulations.

*Source: COMPANYGAURD Compliance and Governance Services*

**SESCO: ITPA Member Alerts, Information & Notices****SESCO UPDATE- Health Care Reform Law**

As well reported, on June 28, 2012, the Supreme Court of the United States ruled that the 2010 health care reform law is constitutional. In a 5 to 4 decision, Chief Justice John Roberts wrote that the law is constitutional as an exercise of Congress' power to tax.

Employers sponsoring group health plans must focus on ensuring compliance with the summary of benefits and coverage. The summaries must be distributed no later than the first day of the first open enrolment period beginning on or after September 23, 2012. Also, employers with 250 or more employees must prepare to issue Form W-2s for 2012 (to be distributed in January 2013) that include the cost of group health coverage.

Employers may immediately share more cost with employees as health insurance costs are projected to increase 15% to 40%. More employers will implement a cost sharing of up to 50% for employees and require employees to pay 100% of family/dependent coverage as employers cannot afford the expected sharp increases.

SESCO will continue to monitor developments in health care reform to include compliance as well as recommendations for employers on best practices for their firms. In the mean time, SESCO has recently updated "An Employer's Guide to Healthcare Reform" providing a detailed overview of what is required by the law, including a timeline indicating when different provisions are to be implemented.

This paper is available for \$10.00 for retainer clients and may be ordered by phone at [423-764-4127](tel:423-764-4127), or by email at [sesco@sescomt.com](mailto:sesco@sescomt.com).

**EEOC Guidance on Arrest and Conviction Records**

The Equal Employment Opportunity Commission (EEOC) has approved its first Enforcement Guidance in more than 20 years on **employers' use of arrest and conviction records** in making employment decisions.

In light of the EEOC issuing the Guidance and the commission's increased scrutiny of employers' criminal background check policies, SESCO recommends:

- Provide training on the requirements of Title VII and the EEOC's guidance to HR/Management who administer and/or consider criminal background checks
- Review your criminal background check policies and practices and, if necessary, revise them to take into account relevance of the offense to the job held or sought
- Adopt an individualized assessment of applicants as part of your process, and develop a formal and defensible screening and hiring process including customized questions, screening tools, skills and personality assessments and reference checking.

If you have questions or need assistance in addressing screening and hiring processes and systems including criminal background checks, contact SESCO at 423-764-4127 or by email at [sesco@sescomt.com](mailto:sesco@sescomt.com).

**When contacting SESCO you must state that you are an ITPA member.**

**Future Industry Events**

**2012 Absolute Auctions with Berryhill Auctioneers**

TRUCKS & PARTS OF OHIO 2012 AND DALE'S TRUCK PARTS  
New Paris, Ohio  
October 24 & 25, 2012

WORLD'S LARGEST TOY TRUCK AUCTION  
Jake Cohen Toy Truck Collection  
Flower Mound, TX  
November 10, 2012

**International BIG R Show**

October 27-29, 2012 in Las Vegas, Nevada at Bally's Hotel  
Visit [www.BIGRShow.com](http://www.BIGRShow.com) or [www.apra.org](http://www.apra.org) for details

**Heavy Duty Remanufacturing Summit**

January 21, 2013 in Las Vegas right before HDAW

**Heavy Duty Aftermarket Week**

January 21 - 24, 2013, Las Vegas, NV

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**FUTURE ITPA MEETING DATES**

ITPA 2013 Winter Meeting: January 21 - 24, 2013, Las Vegas, NV

ITPA 2013 Spring Meeting: April 18 - 20, 2013, Charlotte, NC

ITPA 2013 Fall Meeting: October 17 - 19, 2013, Scottsdale, AZ

ITPA 2014 Spring Meeting: April 2 - 4, 2014, Chicago, IL

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**Have news? Contact Bulletin Editors: Barb Froment or Scott Tetz**

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**INTERNATIONAL  
TRUCK PARTS  
ASSOCIATION**

Ph: 866-346-5692, Fx: 800-895-4654  
E-mail: [info@itpa.com](mailto:info@itpa.com)



[WWW.ITPA.COM](http://www.itpa.com)

**2012 ITPA FALL MEETING INFORMATION**

**ITPA FALL MEETING  
SURF & SAND RESORT & SPA  
Laguna Beach, CA  
OCT 18-20, 2012**



## **Romance is in the Air.**

(We know you love truck parts. Hint: bring your significant other.)

### **HOTEL INFORMATION:**

Surf & Sand Resort & Spa: 1555 South Coast Highway, Laguna Beach, CA 92651

Check out the hotel and spa information at <http://www.SurfandSandResort.com>.

\$250.00 (plus tax & resort fee) Single or double occupancy *before September 12, 2012*.

You may make hotel reservations by calling the hotel at 1-888-869-7569.

(Be sure to state that you are with the International Truck Parts Association group).

### **AIR SERVICE:**

John Wayne Airport: SNA (Orange County Airport) is the closest airport, approximately 20-30 minutes away. (The Pacific Coast Highway is a very scenic drive. Simply take MacArthur south about 4-5 miles.) Ontario International: ONT, with little traffic is 55 minutes away. Because of traffic, avoid flying into LAX International.

### **MEETING REGISTRATION:**

\$550 (USD) per meeting attendee or guest; \$350 (USD) per spouse or companion.

Registration includes receptions (open bars and refreshments); Thurs and Fri dinner; breakfasts; business programs and recreation.

**DRESS:** ITPA events are informal. The Friday night dinner will be a Luau. The weather should be mild.

**SPONSORS:** Pacific Parts Exchange, Valley Truck Parts Inc, S&S Truck Parts, Midwest Truck & Auto Parts, General Truck Parts & Equip, CCC Parts Company, DT Components, Dana—Spicer Service Parts, NTN Bearing, Tor Truck USA and Isoft Data Systems.

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**TIME SCHEDULE:****Thursday Oct. 18, 2012**

3:00 PM Board of Directors Meeting  
6:00 PM Reception, 7:00 PM Dinner

**Friday Oct. 19, 2012**

8:00 AM Breakfast (All meeting attendees, guests, spouses and companions welcome)

8:30 AM Annual Membership Meeting

Business Session:

9:00—9:45 AM	Industry Update—Larry Garabedian, LKQ Corp.
10:00—11:30 AM	Social Media Strategy: From Why Your Business Needs One to Creation & Implementation—Neal Schaffer, Windmill Networking

Adjournment at 11:30 AM

9:15—1:00 PM Ladies Program\*—Laguna Culinary Arts (includes lunch)

2:00-4:00 PM—Coed Volleyball E vs. W (Captains: F. Camerota & L. Garabedian)

6:00 PM Reception and Dinner - Dress for Luau

**Saturday Oct. 20, 2012**

8:00 AM Breakfast (All meeting attendees, guests, spouses and companions welcome)

Business Session:

8:30—9:15 AM	Virtual Tour—Tom Larson, Kadinger's Inc.
9:30—11:00 AM	It's All About the Numbers—Jim Counts, Counts Consulting

Adjournment at 11:00 AM

8:45 AM Ladies Program\*—Bus leaves. Meet in hotel lobby—Montage Hotel Visit

\*Included in spouse or companion registration fee.

**DETAILS ON THE LADIES PROGRAM (Included in Registration)****Laguna Culinary Arts**

Our classes focus on the art of cooking, emphasizing the use of the freshest seasonal ingredients at the height of their flavor, presented with maximum visual appeal. Our “hands-on” classes allow everyone to have fun while sharing in the experience of cooking. And of course, we sample the results of our efforts in a meal at the end of class. For those who are less sure of themselves in the kitchen, our instructors will work directly with them. Everyone will have a great time.

**Montage Hotel Visit**

Now a renowned artists' colony, Laguna Beach's artistic beginnings date back to the early 1900s - the heyday of the California Arts & Crafts movement. With distinctive period elements such as classic wood and stone architecture, crown mouldings, rich dark wood, copper gutters and a shingle-style roof, the beachfront resort's unique Craftsman-style design reflects this bygone era. Finished up with a wine and cheese tasting.

**Registration**

\$550 (US) for meeting attendee or guest  
 \$350\* (US) for spouse or companion

Registration includes all  
 receptions and dinners.

\*Spouse and women registration includes Ladies  
 Outings

**Hotel Reservations**

\*\$250 per night (plus resort fee) Single or double  
 occupancy

Reserve by calling 1-888-869-7569. (Be  
 sure to state you are with the International  
 Truck Parts Association group.)

\*Rates in effect until September 17, 2012.

Company Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Attendee List: (NOTE: Please also include spouses and companions in this section.)

*Name: _____	*Email: _____	<input type="checkbox"/> Meetings	<input type="checkbox"/> Ladies Outing
*Name: _____	*Email: _____	<input type="checkbox"/> Meetings	<input type="checkbox"/> Ladies Outing
*Name: _____	*Email: _____	<input type="checkbox"/> Meetings	<input type="checkbox"/> Ladies Outing
*Name: _____	*Email: _____	<input type="checkbox"/> Meetings	<input type="checkbox"/> Ladies Outing

<b>Meeting Attendees &amp; Guests:</b>	\$550 (US) per person	Number of Attendees	___ @ \$ _____
<b>Spouses or Companions:</b>	\$350 (US) per person	Number of Companions	___ @ \$ _____
			<b>Total</b> \$ _____

**Total Payment**

Please circle method of payment:      Visa              MasterCard              Check

Card#: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Address of Cardholder: \_\_\_\_\_

\_\_\_\_\_ Phone: \_\_\_\_\_

**Registration Deadline Sep 16. Please fax form to 1-800-895-4654.**

\*Please indicate any dietary restrictions. Full refunds made for cancellations received by October 1, 2012.