



## President's Letter

Greeting from Appleton,

Since this will be the last SSA Leaf in 2020, I wanted to take this opportunity to reflect on a few of the things that goes on behind the scenes that you might not be aware of. The Board of Directors has worked relentlessly to provide its members with new ways to participate in SSA with webinars and training sessions and most recently a virtual conference this past October. It would not have been possible without the efforts of Don Jones, our Industry Liaison. He was able to put together some great meetings and webinars focused on industry topics to help seasoned techs as well as a beginner tech. His relentless effort culminated at our virtual convention October 6-8 when Don locked in on two amazing speakers on the topics of OSHA and ADAS (Advanced Driving-Assistance Systems). Both speakers were outstanding in content as they continually spoke of issues we face daily in our shops and of issues that can "get you" if you are not prepared.

Every day in some way we use the word "Thank you", whether it is verbally or a nod of the head, it means being grateful. This is the time of year to say, "Thank You" to people who have helped you throughout this unique 2020. I have been thankful to have a group



**Mark Broehm**  
President

of employees who stayed the course and continued to keep the transportation industry going as others were shutdown due to mandates from Governors. Thank you to all the Suppliers who keep our shelves stocked so we can repair vehicles. Thank you to Supplier Reps who were stuck at home and unable to travel but made sure we had the tools needed to be successful. Thank you to the SSA-Family who were a phone call away during those tough times to lean on for support and finally, Thank you for allowing me to be your SSA President.

Blessing and Prosperity in 2021....  
See you in Savannah,

Mark

## 2020 SSA Virtual Conference: A Recap

On behalf of the Board Members of SSA, we want to thank each and every one of you (shop owners and suppliers) who participated in the events that were included this year! It was unfortunate, but unavoidable, that we had to reschedule our in-person meeting for Savannah, Georgia. Hence, the Board worked hard to deliver you all a worthy virtual series of events via Zoom!

On October 6th, we had a great presentation facilitated by Craig Downey of KPA on "Covid-19 Safety & Compliance." KPA is a company with the following mission statement: "KPA exists to help organizations be safe and compliant. We help organizations proactively identify risks, stay up-to-date on evolving regulations, and (most importantly) keep workers safe." The information was extremely pertinent to our business! Topics of discussion included recent OSHA regulations and increasing fines, Covid-19 safety procedures and training, recruitment safety training and general shop safety and tips!

The next evening, on October 7th, we were all "together" again during our very first virtual cocktail party! Thank you to Ken Mard for creating the Barry Ernst Signature Cocktail, the Pink Cadillac! We spent a few hours catching up and filling each other in on our lives, our families, our businesses and just reconnecting and enjoying the company! It was just wonderful to see all of your faces! And thank you to Jimmy from New York for providing us with lots of laughs! We look forward to more virtual happy hours in the future!

Lastly, on October 8th, we had a very thorough presentation by Chris Sterwerf from Fairfield Auto & Truck Service. The topic of discussion was "You Don't Know What You Don't Know: The Alphabet Soup of Vehicle Safety Systems." Chris delivered very high-level information about safety systems that benefited shop owners, managers and suppliers. Topics also included technical aspects of vehicle repairs in regards to safety, profitability and customer satisfaction. Great information as we move forward in an ever changing industry.

Again, thank you to our speakers and to everyone who participated! The SSA strives to keep us all connected! We hope to see you all next year IN-PERSON in Savannah, Georgia!

## SAVE THE DATE! Marriot Savannah Riverfront



CONVENTION 2021

October 5th - 7th

Savanna, GA



# SHOP PROFILE - TRUCK SERVICE INC.



Indianapolis, IN, October 1, 2020]. Truck Service Inc. (TSI), a premier independent provider of repair and maintenance services for light, medium, and heavy duty trucks, celebrates 25 years of business on October 1, 2020.

“This is an incredible milestone for our company. Our first core value, treat customers and team members with respect, compassion and professionalism is our foundation. With this in mind, we’ve achieved success through the hard work and dedication of our team members to provide an exceptional customer experience – regardless if it’s the customers’ first visit or hundredth visit. It means both our customers and team members believe the work we do is valuable.” shares Dennis

Meyer, President of Truck Service.

In 1995, three forward-thinking entrepreneurs, Darrell Fife, Don Jones, and Dennis Meyer established Truck Service, Inc. by acquiring five heavy-duty truck parts and service facilities located in Indiana, Ohio, and Florida. Truck Service has roots in the 1930s when Cleveland Spring and EAB Truck Service (Ohio) and Indianapolis Spring (Indiana) were originally established. The Horton Company (Jacksonville, FL) was started in the 1940’s. After three different corporate ownerships/ acquisitions in the 1980s and 1990s, these operations became the foundation of Truck Service, Inc. in 1995.

In 2008, TSI acquired two Warner

Spring locations (Indianapolis, IN and Noblesville, IN) with the Noblesville location being rebranded as Truck Service Noblesville. In May 2017, Truck Service opened Truck Service Columbus (Indiana). With the latest acquisition in July 2018, Black’s Spring and Alignment (Zanesville, Ohio), TSI currently has a total of eight locations.

Truck Service provides repair, maintenance and parts for all brands of light, medium and heavy duty vehicles including suspension, brakes, alignments, steering, A/C and heating, preventative maintenance, automatic lubrication, DOT inspections and general repair. In addition, manufacturing and fabrication capabilities include leaf springs, tubes and hoses, and brake lining.

*To learn more about  
Truck Service Inc. visit*

**[www.CallTruckService.com](http://www.CallTruckService.com)**

*and follow us on*

**LinkedIn:** truck-service-inc

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## **CONTACT:**

Truck Service Inc.  
Dennis Meyer – President  
(317) 248-5606  
[dmeyer@calltruckservice.com](mailto:dmeyer@calltruckservice.com)

# THOUGHTS FROM A SHOP OWNER

Hi everyone! As we approach these 2020 holidays, I just wanted to share some thoughts as to the last year from a personal perspective. But where do I begin? Where did it all begin for you?

Was it when the first news article came out on CNN? Was it a report from your local newscaster? Was it a friend or co-worker? Covid-19? What's that? I honestly don't even recall when I first heard about it. What I do recall is below (Remember, this is just my story. Each one of you have your own!). The first vivid memory was when my seven year old twins were sent home on a Friday afternoon from school and we got the email that said there would be no school on Monday...no school for the near future. The worries! What do I do? Who can watch them? I still need to work! Who can homeschooled them? What is remote learning? What is this going to cost me? I am still saving for summer camps! Summer camps will be open, right?

And then...the worry about my livelihood. Are they going to shut down my business? What about my employees? They have families. They have needs. How will I pay my mortgage? How will they pay theirs? Our job...our company...is our livelihood. Our protection against insecurity in an already insecure world. A saving grace to support our households. What would we do without it? What would I do, as a single mom, without a paycheck?

And then...what if we get it? Will it be mild? Will we be one of those awful cases we hear

about on Facebook or on TikTok? Who do I know that's too fragile to handle it? Who would be the one to succumb to it? Will it be me? My kids? A precious employee or neighbor? One of you?

I have to be honest, I wasn't really scared of it. I was scared about the consequences of getting it. Would I have to shut down my whole shop if I get it? Would everyone at Allied Spring be sent home? What would that mean for them? For my business? Would I have to quarantine without my children for two weeks? What if my kids got it while with their Dad? Would I not be allowed to have them for two weeks? That would be even more devastating for me.

Oh the questions! The anxiety. The sadness. The complete unknown for everyone.

Meanwhile, how about those riots that happened in May and June across the country? And, right here! In Rochester, NY. Will they come closer to my shop? They were only a few blocks away. Will it come close to my home where my children are?

Never before have I ever wanted a pistol permit. Never before have I felt the need to carry a gun just to deliver truck parts or head to one of my locations that's in a bad part of town. Where would I store a gun? Will I even be able to use it? I don't know. Truthfully, I don't know.

No, I didn't forget. I didn't forget the election. I'll just leave that one right here. But for so many of us, the anxiety over the outcome

was and is difficult. Each, for our own reasons. Reasons that touch our own hearts. And that's ok. Because we are all different, but still in this together no matter what.

For me, there was some hope. Some good hopeful moments. It was so fortunate that I did have some wonderful people to be with my children and facilitate remote learning on the days that they were with me. It actually went OK. It wasn't ideal, but it was OK. They are behind academically now, as are most children these days. We work hard at school now to catch up.

And how fortunate! How fortunate to be recognized as an essential business! I mean, Wow! Thank you, Lord! How fortunate for all of you, too! Grateful! So very grateful that each and everyone one of my employees was able to take home a weekly paycheck. Security is never overrated. Our livelihood is never to be taken for granted. And for the extra monetary assistance that some of our businesses received, a relief. A stepping stone out of the red. A stash of cash for round two. Because baby, here we come. Round two.

For now, I am ok. My kids are ok. My friends and family are ok. My employees are all ok. We are all ok. For those who didn't fare as well and for those who weren't able to fight Covid-19, my prayers are with you and your families. You are out there and I recognize that.

We hopefully move on into 2021. We hopefully continue to fight the good fight for the right reasons. One day at a time. Literally. And we do it beside each other. Both personally and professionally.

Finally, I want to take a minute and wish you

all a happy and healthy holiday season. Be safe, but enjoy it all! Be grateful for all that you have this year, but don't forget about those who are in need! They are out there. In your town. We know life is short on this earth! Love on one another...

"Be devoted to one another in love. Honor one another above yourselves."

*Romans 12*

Most Sincerely,

Jodie Cresswell

*SSA Vice President*

*Owner of Allied Spring Company*







# HDAW 21

**Heavy Duty Aftermarket Week '21**

Like most things these days, HDAW 21 is going virtual. Planners of the event are working to make this year as exciting and informative as previous years. The virtual conference will feature traditional HDAW opening sessions with the HDAW 2021 co-chairs and a comprehensive conference program that will provide highly useful

information on doing business in the current environment. The conference will feature education workshops including SOLD! (Service Opportunities & Learning Day), designed for distributors with service and repair technicians. Additionally, the highly popular pre-scheduled One-on-One meetings between distributor and supplier executives will also be held 100% virtual as part of HDAW 2021. More virtual programs to ensure industry leaders can glean the valuable information they expect from HDAW will be announced soon on HDAW.org

## HOLIDAY COCKTAIL PARTY 2020

Come raise a glass of holiday cheer with your fellow SSA members on December 17th at 8:00pm EST. Our last virtual cocktail party was such a success we have decided to do it again. Everyone's favorite mixologist Ken Mard is hard at work sampling options for a signature cocktail to be announced soon! Keep an eye on your email for a ZOOM invitation to the event. From all of us on the SSA Board, we would like to wish you a happy and healthy holiday season!

