



President's Letter

The Las Vegas Convention

The 2024 Las Vegas SSA Convention was a tremendous success, providing an excellent opportunity for networking among longtime shop members and suppliers in the vibrant atmosphere of Las Vegas. As we conclude the SSA, we take a moment to express our gratitude to all those who have served on the SSA board this year and in the past. The SSA was built on the dedication and effort of many volunteer individuals who generously shared their time and expertise. Thank you to all the members and suppliers whose contributions have made this organization thrive. We genuinely look forward to ensuring a smooth transition into 2025.

We extend our heartfelt thanks to our 2024 board of directors, industry liaison, and operational directors for their efforts in making the convention run smoothly. A special acknowledgment goes to our loyal members, whose participation, engagement, and willingness to share knowledge have made this convention a unique experience for the past 45 years. The SSA has always prioritized the value of your time, successfully combining education, supplier presentations, and networking in an exceptional setting. Recognizing the importance of your time, the SSA board diligently planned our annual convention and related events, encouraging members to make the effort to attend.

The Merger with CVSN

The SSA members have decided to join the CVSN (Commercial Vehicle Solutions Network). Moving forward, the SSA board will maintain representation on the CVSN board with two experienced members: Toni Nastali (Spring Align) and Ken Mard (Superior Spring & Mfg.). Their commitment and dedication to our community will continue as they serve on the CVSN board. Additionally, Warren Wild (McBrides Spring) will act as an alternate representative. We are optimistic that our new CVSN representatives will carry the SSA spirit into the future. CVSN is dedicated to our success within their new Service Center framework. To keep the spirit of the SSA alive, we encourage our members to actively participate in CVSN activities as we integrate into



Warren Wild
President

this new family. For the calendar year 2025, CVSN will be reaching out for membership registration.

PAID CVSN Dues

All current SSA paid shop members will have their annual CVSN dues covered by a special fund established as part of the merger agreement. CVSN is eager for the SSA membership to transition smoothly into their association. They invite all current SSA shop members to join and will cover their annual membership dues for at least two, potentially three years. This offer will remain valid as long as the SSA member stays active by attending at least one event per year. CVSN aims to engage our membership and hopes this incentive encourages participation. Details regarding membership will be shared soon, or you can reach out through the CVSN link below to sign up.

HDAW Sign-Up

HDAW is just around the corner, and we hope to host a reception or event where SSA members can gather and connect with fellow CVSN members as we kick off our new Service Center pillar. We look forward to continuing the valuable networking opportunities with our suppliers and shop members. Please sign up at the link below.

LINKS: [HDAW.org](https://www.hdaw.org) , [CVSN.org](https://www.cvsn.org) , [SSAtruck.org](https://www.ssatruck.org)

El Presidente, Warren Wild

== THE ==
SEMINAR
TRAINING WEEK
— CVSN —

SAVE THE DATE
May 14-16, 2025

Hyatt Regency DFW Texas Hotel
Dallas, TX



Dear SSA Members,

The SSA convention in Las Vegas was a great event. There was Golf (a rather hot 18 holes), and entertainment (Elvis, a Magician and the Rat Pack) and the meals and cocktail hours (sponsored by our supplier partners), to all the networking with fellow SSA members and the Suppliers, to the programs, this was one convention for the books. This event was the final stand alone SSA convention In our 42 years of existence as at the end of the Year we will be merging our organization with CVS.N. The union of our 2 organizations will bring a synergy of 2 well run organizations that exist to forward the aims and goals of the Truck Repair Industry.



I had the privilege of being at the very first organizational meeting of SSA in Orlando Florida in 1981. Back then the organization was called the Spring Service Association as all our members were in the Spring Business and the Spring Manufacturers were instrumental In bringing this organization into existence. Over the years we reinvented ourselves and went to the name Suspension Service Association and finally the Service Specialist Association. But we were always known as the SSA, and never forgot our roots. Since the early days the SSA was all about the camaraderie of individuals in the Truck Repair business, who shared a very common purpose of meeting and exchanging ideas to make their business run better.

We had many great conventions in such cities as Toronto Canada and San Francisco, CA to name a few. But always it was the comradery of its members both Shop and Suppliers that made the organization. Over the years, we had a lot of dedicated people who served the organization as Administrators and Board Members, too many to name them all. These individuals helped to shape and guide the organization, helping to direct this organization.



This final convention was bittersweet for the Board of Directors, our Members and our Supplier Partners.

I consider It a privilege to have been at the First and Last Convention of the SSA, to have served on the Board of Directors and worked with the many outstanding people who served to direct this organization and to have met so many people who have become friends over the years.

Sincerely,
John Messina, Jr-Vice President of SSA.



The Magic of Big Rig Trucks Decked Out in Holiday Lights

As the holiday season approaches, something truly magical happens on the roads: big rig trucks, usually associated with heavy hauling and long distances, transform into dazzling displays of festive lights. These enormous vehicles, with their towering trailers and roaring engines, become moving works of art, spreading holiday cheer to everyone they pass. From small family-owned fleets to large trucking companies, many drivers go above and beyond to decorate their rigs with thousands of twinkling lights, creating a spectacle that captures the spirit of Christmas.

The Tradition of Holiday-Decorated Big Rigs

The tradition of decorating big rigs for the holiday season has grown over the years, particularly in regions where truckers gather for annual "truck parades" or special events. In the United States, this practice is seen in places like the "Tractor-Trailer Christmas Parade" in New Jersey or the "Lights on the Highway" event in Alabama, where fleets of trucks, all adorned with lights, drive through the streets, creating a mesmerizing scene of festivity.

Truckers often take pride in the art of decoration, sometimes spending hours meticulously arranging lights, garlands, and even inflatable characters on their rigs. Whether it's a simple string of twinkling fairy lights or an elaborate design that includes reindeer, snowmen, and a glowing Santa, these trucks become more than just vehicles – they're part of a larger holiday experience that spreads joy and excitement wherever they travel.

Why Do Truckers Decorate Their Rigs?

For many truckers, decorating their big rigs isn't just about making the roadways more festive. It's also about spreading holiday cheer to people who might not otherwise experience the season's warmth and joy. Truck drivers, especially those who travel long distances, often spend much of the holiday season away from their families. For these hard-working men and women, decking out their trucks provides a small, yet meaningful way to share the spirit of Christmas with others.



Moreover, the holiday lights serve as a reminder of the vital role truckers play in the economy. These drivers transport goods across vast distances, and often, their holiday decorations help them stand out in the hustle and bustle of the season. From hauling gifts to ensuring food and supplies make it to local stores, truckers are the unseen heroes of the holidays.

A Light Display for All Ages

One of the most heartwarming aspects of decorated big rigs is how they bring together people of all ages. Children in particular seem mesmerized by the sight of these gigantic trucks covered in lights. It's not uncommon for families to make a night out of driving through neighborhoods where decorated trucks are on display. The twinkling lights and festive atmosphere create a sense of wonder and excitement, much like the anticipation of Santa's arrival.

But the lights aren't just for kids. Adults who remember the joy of holiday parades as children often find themselves enchanted by the sight of a truck decked out with Christmas lights. For some, it's a nostalgic trip down memory lane. For others, it's simply a celebration of the season's cheer.



The Future of Holiday Truck Decorations

As technology advances, the creativity behind these holiday truck displays continues to evolve. LED lights, which are energy-efficient and durable, have allowed truckers to design even more intricate and colorful light displays. Some trucks now feature animated light shows or entire digital displays that can change patterns or images with the press of a button.

In the coming years, it's likely that we'll see even more innovation in the ways that truckers decorate their rigs. Perhaps we'll even see holographic displays or solar-powered lights that will allow for even more sustainable, eco-friendly holiday cheer. One thing's for sure—holiday decorated big rigs are here to stay, and their growing popularity ensures that each year brings even more light, magic, and joy to the roads.

As you drive through the streets this holiday season, keep an eye out for these extraordinary trucks. They may be transporting freight, but they're also delivering something just as valuable—holiday spirit. Whether it's a brightly lit truck parade or a lone rig twinkling against the backdrop of a winter night, these festive big rigs serve as a reminder of the joy and warmth that the holiday season brings, no matter where you are.

What is the Goal of the CTA?

The CTA aims to increase transparency and combat money laundering by requiring businesses to disclose their true ownership.

Deadlines for Compliance

Businesses formed before January 1, 2024: Deadline – January 1, 2025 (if you meet the ownership threshold)

Businesses formed after January 1, 2024: Deadline – 90 days after receiving approved state business registration

Helpful Resources

For simple questions, you may find some answers on the Financial Crimes Enforcement Network website under Beneficial Ownership Information.²

Don't Go It Alone

Despite the significance of these changes, many small business owners are unfamiliar with the new requirements. A 2024 survey found that nearly 47% of small-business owners were unaware of the CTA, while another 25% were unsure whether they were required to report.³

Failure to report ownership information to FinCEN can result in criminal and civil penalties. Willful noncompliance can also result in fines of up to \$591 per day for each violation.³

We're providing this information to help you stay abreast of current legislation. It's not a substitute for real-life guidance, which should come from your tax, legal, or accounting professional. But if you're struggling to find more detailed information or if you have questions about how business ownership fits into a family's overall financial strategy, we may be able to help. We can introduce you to tax or legal professionals who can speak to the new rules and share some insights.

1. Federal Register, 2024

2. Morgan Lewis, April 19, 2024

3. WSJ.com, February 8, 2024

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We work with many business owners, including some of you, and each of you may have friends who own a business, so we thought it would be helpful to share information about a recent regulatory change that may be relevant: the Corporate Transparency Act (CTA).

The CTA requires that any business owner with more than a 25% direct or indirect interest in a company must be included in the company's beneficial ownership information (BOI) report. This report, which is filed with the Financial Crimes Enforcement Network (FinCEN), includes details such as your name, date of birth, address, and other identifying information.¹

Who Needs to File?

If you own more than 25% of a company, directly or indirectly, you may be included in the company's BOI report.

The new BOI rules apply to a wide range of business types, including limited liability companies (LLCs).¹

Exemptions ¹

- Sole proprietorships and general partnerships typically don't need to file.
- Federally regulated businesses, such as publicly traded companies, financial institutions, and insurance companies, may be exempt.
- Businesses with at least 20 full-time employees, more than \$5 million in revenue, and a substantial footprint in the US may also be exempt.