

CONNECTING TO THE FUTURE



January 28-31, 2019 are dates you'll want to mark on your calendar. That's when the 14th annual Heavy Duty Aftermarket Week will take place at the Mirage Hotel and Casino in Las Vegas, Nevada.

"We have been here for all 14 conferences, and it keeps getting better and better."

If you've ever been to an HDAW convention in the past, then you know it's the one event each year where you'll find the most heavy-duty products and services on display under one roof.

"The expo provided great networking and product information."

Add to that executive business conferences, one-on-one meetings with suppliers and first-rate educational sessions and you can see why this is the most valuable can't-miss event of the year.

Every Major HD Manufacturer

It's true. Literally every major manufacturer of heavy duty equipment will be there. As you wander up and down the aisle, you'll be able to talk to them, see their latest products on display, pick up their literature and learn what's new. And it's not just the trade show. At private meetings, distributors and suppliers will get together and discuss pricing, availability, delivery schedules and training programs in a way that's beneficial to everyone.

"We feel that the one-on-one meetings are one of the most important pieces of the conference, and are incredibly valuable."

This year, HDAW is forecasting that there will be over 1,800 one-on-one meetings. How many of them will you be at?

Last year, there were close to 2,500 attendees at the event. That was a record. But with the current strong economy, this year's is expected to be better than ever, which means you

don't want to take any chances. Make sure you're signed up for the event, have a room booked and travel plans all in place.

For complete show details and to register, go to ...

www.hdaw.org



HDAW 19
Heavy Duty Aftermarket Week '19

Rocky Romanella Addresses SSA

At the 2018 SSA Convention in Asheville North Carolina this year, our keynote speaker was Rocky Romanella talking about leadership. As the retired CEO of UPS, he certainly has some expertise on that subject.

Whenever team members feel valued, they feel empowered. They make smart decisions that benefit themselves and the whole team. By setting the example, a leader can strive to develop a culture of integrity, honesty, respect and service. As Rocky delivered this message to the SSA group, it clearly hit home. Here's a sampling of the comments we received.

"Very energetic. Great info and all useful."

"Loved the energy."

"Relevant. Enjoyable."

"Challenging in a positive way."

We thank Mr. Romanella for his dynamic presentation and look to continue enjoying inspirational management seminars like this in the years ahead.



A man with a beard and short hair, wearing a light-colored button-down shirt, stands in the foreground. Behind him is a long, single-story industrial building with a light-colored metal exterior and a stone base. The building has several large white roll-up doors. A sign on the building reads "ACCURATE PARTS DEPT. 1000 North 10th Street". The building is situated in a paved parking lot under a clear blue sky.

A photograph of the interior of a retail store, possibly a bookstore or record shop. The store features wooden counters and shelves. In the foreground, a counter holds several books and a small cup. Behind the counter, a person is visible. The background is filled with shelves stocked with books and records, and a red carpeted area is visible in the distance.

A large industrial garage with a high ceiling and concrete floor. In the foreground, a white semi-truck is elevated on a lift. The front of the truck is being worked on, with the hood and front fender visible. The truck has a yellow license plate that reads "114501". A red truck is visible in the background, parked on a lift. Various tools and equipment are scattered around the workspace.

Nashville Convention Report

The 2018 SSA Convention was both well attended and much appreciated by everyone who came. The management seminars were some of the best ever presented at an SSA event. In addition to the keynote speaker, Rocky Romanella, the group enjoyed presentations from Derek Kaufman, Don Jones and John White.

Derek Kaufman talked about trends in technology that have already hit the road and those just over the horizon. Shipping ports and urban congestion are driving the advent of electric vehicles. Terminal yards have already become early adopters of autonomous vehicles. Blockchain technology is finding its way into fleet management. FSMA is driving telematics. Augmented reality is finding its way into the service industry. None of this is science fiction. All of it is happening right now.

Don Jones talked about the impact of OSHA on repair shops, how to prepare for and survive an OSHA audit. His years of real-world experience were evident as he fielded unending questions from the group.

John White has always been one of the most popular speakers at SSA events and this year was no exception. John's knowledge of air brakes and how to service them is second to none.

And then, of course, there was the city of Asheville. Sometimes referred to as the Paris of the south, Asheville is a city bursting with cul-



ture. The town is filled with unique shops, museums and places to eat. But one of the highlights of the trip was a tour of the Biltmore Estate the day after our convention. The largest private residence in the United States, most of the world-famous house is open to the public for tours and many of the convention attendees took advantage of SSA's offer of complimentary tickets on Friday. What a place! What a convention!



Understanding Ransomware: Passwords

4th in a series of articles designed to help SSA members avoid ransomware
By Jim Idle – www.celeretech.com



It has been common practice to require strong passwords that are at least 8 characters, upper and lower case, numbers and symbols. Here's the problem, they are very hard to remember. And when a system mandates a password change, studies have shown that users will just add a "1" or "!" to the beginning or end of the current password. The bad guys know this.

Something that is even more secure than a password, and easier to remember, is a "passphrase", a long string of everyday words but not a quote from a famous source like Shakespeare or the Bible.

Passphrases differ from passwords only in length, which is what makes them secure. So a phrase such as "warm sky brings sunny days forever" is an extremely strong password and it would take brute force hacking millions of years to hack. Yes, I said millions.

A real easy way to come up with a good passphrase is to use the Diceware technique. Here's a couple of links that explain how it works but essentially here's what you do:

- Roll a die 5 times to get a 5-digit number
- You do this 7 times
- Now you have 7 5-digit numbers
- Look up the numbers in the Diceware word list at <http://world.std.com/~reinhold/dicewarewordlist.pdf>. There is also an alternative English language word list at https://www.eff.org/files/2016/07/18/eff_large_wordlist.txt if you prefer.
- The words are your passphrase

Write it down if you need to in order to memorize it. It should only take a few days. Then destroy the paper. Some sites or your network may still require certain rules be observed, such as upper case, numbers or symbols. In that case just capitalize a letter, add a number and add a symbol.

Finally, ask yourself these questions:

- Is cybersecurity important to me? Important enough to have a dedicated budget?
- Has somebody in our organization been

made responsible for cybersecurity? Are they up to the task?

- Do I have a cybersecurity road map and are we implementing it?
- Do I know what we are wanting to secure?
- Do I understand what is at risk?
- Do I have at least a basic cybersecurity awareness program for training myself and my employees?
- Do I have the expertise to implement a cybersecurity program in-house?
- Even if I have in-house IT people, or a basic IT support person, have I considered outsourcing the cybersecurity aspect of our company?
- Have I considered outsourcing other critical aspects of my network, such as patch updating and backup?
- Do I have a general IT budget or am I "winging it" every time something happens?
- Do I have a budget to replace my computer equipment on a 3-4 year basis?

Unfortunately, we live in a world where cybersecurity is something we have to worry about. Hopefully the tips I've presented in this series will go a long way toward making your business more secure.

THE LEAF



A NEWSLETTER PUBLISHED FOR THE MEMBERS
OF THE SERVICE SPECIALISTS ASSOCIATION

VISIT OUR WEBSITE AT WWW.TRUCKSERVICE.ORG

From the desk of Jim Parsons



Season's Greetings!

It's winter here in Maine! Early snow and record low temperatures has been great for business and keeping me busy. While great for business, I never got a chance to rake the yard, so I will have my work cut out for me in the spring.

It was great seeing everyone in Ashville. Even better was seeing members who hadn't attended in a few years. I am already looking forward to SSA 2019 in sunny Newport RI. We'll be meeting at the Newport Marriott located on

Americas Cup Avenue. The golf outing will be Tuesday, October 1st. The meeting will be Wednesday and Thursday, October 2nd and 3rd.

HDAW19 will be here before you know it, so hopefully your rooms are booked for the event. Once again, the SSA intends to have an intimate gathering Tuesday evening at the Mirage with details to follow.

Our dedicated board of directors have some creative ideas for the association in 2019. So stay tuned.

Happy Holidays to all. Make the time to spend with your family and loved ones.

Jim Parsons
SSA President

Visit the SSA Website at:
WWW.TRUCKSERVICE.ORG

THE REMEMBRANCE RESCUE PROJECT



Eleven firefighters from the FDNY rode this truck (Rescue 5) to the World Trade Center on 9/11/01 to rescue survivors from that tragedy.

None of them returned.

Today, Rescue 5 has been restored and turned into a rolling monument to all the firefighters who lost their lives that day.

But even monuments need to be serviced from time to time. When Rescue 5 was traveling through the Midwest and needed service, they took it to a shop they knew they could trust, Spring-Align in Palatine, IL, an SSA member shop of course.

Shop Manager, Mark Michalski and his crew were proud to have a part in keeping the memory of our brave first responders alive.

Learn more about the project at www.RemembranceRescue.com

