

To Our SSA Family Members:

We hope this letter finds you all well and healthy! As an industry, we are very fortunate to have remained essential! The Board of Directors is hopeful that your businesses and families have continued to prosper, or at least stay above water, during this time.

Covid-19 has certainly caused some unusual circumstances and uncertainty for everyone across our entire nation. While certain geographic areas are beginning to open, the progress is slow and the results are unknown. With respect to the health and safety of our members and their families, the SSA Board of Directors has decided to postpone the upcoming 2020 Conference in Savannah, Georgia until 2021. It was not an easy decision to make, but we feel it is the most responsible course of action.

In an effort to continue to be a resource for our members, the SSA plans to hold virtual events in place of the 2020 meeting. We will be in touch soon with more information on this!

If you have any questions, please reach out to us

Email: servicespecialists@outlook.com

Phone: (224) 990-1005

Website: www.servicespecialistsassociation.com

For news and updates. Be sure to connect to our Facebook page for future announcements as well.

We thank you for your understanding and look forward to connecting in person with you as soon as we can.



the LEAF

SUMMER
2020

President's Letter

Greetings SSA Family,

Warm weather is upon us; however, it hardly seems like summer at all. Every time you look at a newspaper or listen to the radio, it seems like something new is getting canceled or postponed because of COVID-19 and social distancing guidelines. I had my first zoom meeting in June. It was wonderful. It is not the same as meeting in person, but you still have the face to face connection. This July, we are going to kick off a new feature for SSA members with webinars and Zoom roundtables. It is our way of helping you with your business development. Through these webinars and Zoom roundtables, we hope to share ideas, ask questions, and help one another with the issues each of us may be facing in our shops. I pray that you are doing well emotionally and physically



Mark Broehm
President

during these trying times. Lastly, I hope your businesses can sustain this downturn and bounce back stronger in the second half of 2020

Thank you,

Mark Broehm
President/CEO

SSA Roundtable Discussions

To help us all get through this unique summer of isolation, the SSA would like to invite you to join your fellow shop owners for a set of Zoom Roundtable Discussions. This is an opportunity to connect with friends to find out how everyone is managing everything from staff health concerns, slow bays due to shut downs and tips to stay moving forward.

Exact dates and times will be announced soon, but we can tell you they will be happening the weeks of July 13th, July 27th, August 10th and August 24th.

SHOP PROFILE - SUPERIOR SPRING



For nearly one hundred years Superior Spring has been serving the automotive industry.

The company was founded in 1922 by Martin Mard and two partners in New Haven, CT, and it remains family-owned and operated by the fifth generation of the Mard family. Through the years the company had expanded to a second location in Hartford, CT, and a third location in Cheshire, MA. In 1980 Superior Spring consolidated its two Connecticut locations a single new purpose-built location in Hamden, CT.

The Hamden shop remains our flagship location with eight full-length drive through bays, a fabrication department, frame-straightening machine, vehicle lifts, and two Beeline laser Alignment bays. Our Cheshire location provides service to western Massachusetts, up-state New York, and Vermont. This loca-

tion boasts a multi-bay repair shop and a separate building which houses parts, offices, and a customer showroom.

Superior Spring has a long association with the Service Specialists Association: our third generation owner, Martin Mard, was one of its founding members, and we are proud to remain a part of this wonderful organization. Through our years of attendance of SSA conventions we have developed lasting personal and professional relationships across the industry. From the invaluable education provided by the various presenters, to “talking shop” with industry veterans from all across North America, we have learned a tremendous amount—tips and tricks we were able to apply immediately and effectively to our own business.

This has never been more true than today when Superior Spring was faced with the question, “How do we do busi-



ness during a global pandemic?” Superior Spring was fortunate to exchange ideas and new policies with other SSA members. Like the other shop owners in our group, Superior Spring is considered an essential business, and we are proud to say that we have never closed or reduced our hours, and have not lost a single employee. We also took this time to do improvements around the shop: equipment was tuned up and recalibrated, we installed a new product wall featuring a full range of vehicle accessories, and epoxy sealed the floor in our alignment bays. Most of all we are proud of how everyone at Superior Spring pulled together through an unprecedented time and worked as a team to keep each other, our customers, and their vehicles safe and healthy.

While many of our competitors in Connecticut have disappeared over the years, we have not only remained, but have seen remarkable growth. Our enduring success in the marketplace is due to the efficiency of our skilled and knowledgeable staff, who strive to provide superior service to every customer. We owe our success to the quality, dependable and honest service that has become our

hallmark, which is why the company remains a leader in suspension systems, frame straightening, front-end alignment, and braking systems in New England.



SUMMER WEBINAR TRAINING

The SSA is pleased to announce a summer of webinar training, starting with **Dayton Parts** who presented a 45-minute Steer Axle Training Webinar on Tuesday, July 7th at 10:00 am EST and Thursday July 9th at 3:00 pm EST.

This was a comprehensive PowerPoint Go-to-Meeting training webinar covering:

- General Information
- Manufacturers Axle Build Information
- Components
- Maintenance Inspections
- Diagnostics Dayton Parts First Fit Components
- Dayton Parts 3 Different King Pin & Bushing Replacement Kits
- Lubrication

Steer axle components “Fit, Form and Function,” including trouble-shooting tips were offered, detailing the complete truck and tractor systems.

Enrollment is open to currently active SSA shop members wanting to gain the newest and most accurate knowledge for the latest maintenance update procedures. Counter personnel, outside sales employees, warehouse personnel, drivers shop technicians and managers are encouraged to attend.

Be sure to keep an eye out on our website and social media for information on the rest of the summer webinars...

Meritor: Complete Brake Job

July 21st @ 11am and July 23rd @3pm

Weller: Steering Gear Diagnosis and Installation

August 4th @ 10am and August 6th @ 3pm

Universal Group: Utility Trailer - Axle / Components / Maintenance

August 25th @ 10am and August 27th at 3pm

If you have been an SSA member, but have not paid your 2020 membership dues, please consider renewing your membership to take advantage of current-members-only opportunities like this. The SSA strives to provide quality content for its members, and we appreciate your support.

SSA APP ANNOUNCEMENT

You have seen the website... You have liked our Facebook page... You have connected with us on LinkedIn... Now you can download the SSA app to your Apple and Android devices. This new app works along side the website and also offers the option to sign up for push notifications on different SSA events.



Search for **Service Specialists Association** in the Apple App Store or Google Play and download today!

THE AUTOMANN JOURNEY: THROUGH THE EYES OF A SEASONED SALESMAN



2301 W. Haven Ave., New Lenox, IL

Automann launched in 1994 with the clear vision and unwavering work ethic of Dennis Singh. Although the launch of Automann was humble and simple, the company has grown exponentially over the past 26 years to be one of the major players in the aftermarket parts industry. The Automann story is an example of the American dream; with hard work and perseverance success follows. When I joined the team in 2000 the company was still in its initial growth phase with only a small number of products to offer and one warehouse. Fast forward to 2020, Automann now offers over 30,000 items and operates four strategically placed distribution centers in the US and one in Canada, with an upcoming relocation to a 365,000 square foot distribution center in New Jersey expected to open in the early fall of 2020. What a difference 20 years has made!

Dennis had a vision to create a high-quality aftermarket company while still providing Automann customers a price point that allowed them to diversify their business and remain competitive. Throughout the years, I've witnessed firsthand Automann's significant growth, in spite of catastrophic events such as the September 11th terrorist attacks, the 2008 recession and currently, the 2020 pandemic.

Automann's success is largely attributable to its passion and drive for continuous improvement; instilled by its leadership and embodied by its dedicated workforce. As Dennis' sons, CJ and Jeev, joined the company, they have helped take the company to the next level utilizing their respective strengths and visions. The Automann team has evolved into a diverse group of industry

experts with a wide range of experiences and backgrounds from engineers, product managers, business owners, service managers and industry sales professionals alike. Automann has also brought on young team members to train and mentor into our future industry experts.

As Automann continues to broaden their product offering they have also provided the heavy-duty market with industry leading parts identification tools such as their, user friendly e-commerce platform, category specific print catalogs and make model specific cataloging. The creation of the industry's most comprehensive heavy-duty website has been a huge asset and tool to my customers, but the good news is we still print catalogs for us old guys too!

Looking back over the past 20 years, Automann's ever-expanding product offering and forward-thinking leadership has helped spring shops to better service their customers with great prices, dealer captive items and expand into markets previously unthought of. Automann has also had a positive impact on the industry by pushing other companies to improve just as Automann has learned from many of the same companies over the years.

We are all just pilgrims here on this short journey of life and I am thankful I was able to join Dennis and be part of Automann for the past 20 years.



400 Docks Corner Rd., Monroe Township, NJ