

From: Greg Carlile
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October 8, 2012



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Management Expert to Present Pricing Strategies to Distributors at HDAW'13

Dr. Michael E. Workman, of Workman Associates, LTD, will present *Unbundled Services: Is It Time?* during the Education Program at Heavy Duty Aftermarket Week 2013 (HDAW'13) to be held at The Mirage in Las Vegas, Monday, Jan. 21 to Thursday, Jan. 24, 2013.

An accomplished author, speaker and instructor of management, Workman has focused on leadership and business development programs for small business, distribution and production industries. He has performed extensive international research in wholesale distribution, family business and economic influences on businesses. He is currently professor emeritus in the College of Engineering at Texas A&M University, where he taught for 20 years and held the Harvey Hubbell Endowed Professorship in Industrial Distribution.

Workman's presentation will address the impact of increased business costs combined with a slow economy on the profit margins yielded by current business practices. In this session, Workman will outline effective pricing models currently being used in other industries, identify services in the heavy duty industry that may be unbundled effectively, and provide options for phasing in an unbundling process.

Workman's work experience has been in the areas of distributor services, marketing, industrial sales, sales management, operations management, strategic and succession planning as well as profitability improvement, making him an exceptional presenter for the segment. Each of the education program segments have been designed to support the HDAW'13 theme, **Formula for Success**—

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Intro to Ford PowerStroke 6.0L

Nov. 5–6

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Focus on the Future.

For more information on Workman and his presentation for HDAW'13, visit www.hdaw.org.

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Dodge Cummins NEW

December 4-5

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Ford PowerStroke 6.4 L

Introduction NEW

December 6-7

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[Diesel Mechanics in High Demand](#)

Owners of diesel service centers in northern Nevada say journey-level diesel mechanics are getting increasingly hard to find, and a manager at Elko County's largest service center says it's a struggle to find even entry-level diesel mechanics.

[California Gasoline and Diesel Demand Rose in Second Quarter](#)

Diesel consumption increased 1.3 percent in the second quarter of 2012 as prices averaged \$4.25 per gallon. This is the fifth consecutive quarter of rising diesel consumption. Generally, diesel use follows economic activity and is closely related to construction and transportation of goods.

[Diesel Cars Are Fun High-MPG Alternative to Hybrids](#)

Thanks to a combination of cleaner low-sulfur fuel, advanced engine design, and particulate scrubbers and filters, total emissions from modern clean diesel cars like the Volkswagen Jetta TDI and Passat TDI have been cut by more than 90 percent.

[2013 Volkswagen Beetle Convertible to Offer Clean Diesel Engine](#)

The big news for will be the first time availability of a 2.0 liter TDI "Clean Diesel" engine in the Beetle convertible. A diesel has been offered in the drop-top Beetle in Europe for years, but will now be available in the United States. The engine produces 140 horsepower and a twisty 236 lb-ft of torque. This engine will likely make this car the most fuel efficient convertible available in America with an EPA estimated 41 mpg on the highway.



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Deeply reduced credit card processing rates with First Data

After hearing about First Data at the annual ADS meeting in Orlando this year, we decided to look at switching our merchant services for credit card transactions. I was contacted by Ashley Boozer, and the process sounded too good to be true as far as ease of operation and cost savings. Ashley was incredibly efficient and thorough in the review of our account, and the information she provided resulted in us switching our services to First Data. I then worked with Alan Catterton to switch our existing terminals

over to be supported by First Data, and again was very impressed with the timeliness and thorough service I received. Thanks to Ashley and Alan for exceeding expectations! -- *Ron Johnson, Oregon Fuel Injection, Inc.*



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Dodge / Cummins Diesel

Oct. 16–17

Location/Host: [Diesel Forward Inc.](#) · Windsor, Wis.

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AAPEX – Automotive Aftermarket Products Expo

Oct. 30–Nov. 1

Sands Expo Center · Las Vegas, Nev.

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ADS-Sponsored Training Course

Intro to Ford PowerStroke 6.0L

Nov. 5–6

Location/Host: Mid-South Power Distributors · Memphis, Tenn.
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ADS-Sponsored Training Course

Ford PowerStroke 6.4L

Nov. 7–8

Location/Host: Mid-South Power Distributors · Memphis, Tenn.
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ADS-Sponsored Training Course **NEW**

Dodge Cummins

December 4-5, 2012 (2 Days)

Location/Host: Central Motive Power Denver, Co.

[Online Registration](#) | [Printable Registration/Course Description](#)

ADS Sponsored Training Course **NEW**

Ford PowerStroke 6.4 L Introduction

December 6-7, 2012 (2 Days)

Location/Host: Central Motive Power, Denver, Co.

[Online Registration](#) | [Printable Registration/Course Description](#)

2013 HDAW – Heavy Duty Aftermarket Week

Jan. 21–24

Mirage · Las Vegas, Nev.

ADS will be exhibiting at this industry event—please join us!

[Registration](#) | [Housing/Hotel](#) | [More Info](#)

ADS Latin American Regional Event

April/May 2013

Puerto Vallarta, Mexico

Questions? / ¿Preguntas?

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PAACE Automechanika Mexico

July 10 – 12, 2013

Mexico City, Mexico

[More Info](#)

ADS International Convention & Tradeshow

July 30–Aug. 2, 2013

Manchester Hyatt, San Diego, Calif.

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