



Between The Lines

JANUARY 2009



**FROM THE HDRA BOARD OF DIRECTORS,
WE HOPE ALL OF YOU HAD A
GREAT HOLIDAY SEASON AND HAPPY NEW YEAR!**

Mid America Truck Show 2009

The 38th Annual Mid-America Truck Show will take place from Thursday, March 19 through Saturday, March 21, 2009. It will be in Louisville, KY at the Kentucky Exposition Center. HDRA will once again have a block of 70 rooms at the newly renovated Crown Plaza (Executive West Hotel).

**To make your
reservations please call
1-800-626-2708
directly and let them
know that you are with
HDRA.**

We will once again be having our annual breakfast at the Executive West on Mar. 19 from 7:00am to 9:00am. All HDRA members, manufacturers, prospective members and guests are invited. After the long day walking the Mid-America Truck Show everyone is welcome to come to the HDRA reception which will be held at the Kentucky Exposition Center in room C109 on Mar. 19 from 6:00pm to 7:30pm.

The HDRA member meeting will be held a half hour before the reception begins. Please meet at 5:30pm in the same room as the reception, room C109 at the Exposition Center.

VIP badges are also available for HDRA members who need them. Please send an email with the names and email addresses of those individuals in your company that will be needing a badge.

They will then receive an invitation to register as a VIP. Once the individuals complete the registration process, they have established their VIP credentials. The badges will be sent to our office, and we will then mail them to the individual.

Please send in VIP badge requests by February 14, 2009. If any requests are sent in after

the deadline there will be a \$5 charge for each badge.

Send any questions or VIP requests to Kelly Holliday at kholliday@wade-partners.com.

**For more information, check out
www.truckingshow.com.**

Make sure to stop by the HDRA booth in the North Wing Lobby, near the Registration area. Our booth number is 40572.



WWW.TRUCKINGSHOW.COM

Update on HDRA Insurance

We recently surveyed the association for interest in medical insurance in hopes of creating workable plans that could provide some premium savings based on the buying power of the group. What we found is that there is little interest on the part of the insurance carriers to provide true group medical coverage for small associations.

Secondly, many of you have already found suitable options for your companies or are already covered by Medicare. As a result, there are no "true group" medical coverage options to offer at this time.

Having said this, there are other employee benefits we could pursue if there is sufficient interest.

First, there are options available for non-medical, ancillary lines of coverage for dental, group life or group disability income plans. The size of the discount offered the association from standard rates would be determined by an insurance company based on a review of the overall "census" of the group. This would require the cooperation of those firms who did not respond to provide this data. The plan would be written on a voluntary basis where each employee would be given an opportunity to participate at their own expense (conversely the company could pay part or all of the premiums if they elected). Again, the key is getting census information on the entire group.

Secondly, we would be able to discount typical administration fees for various types of corporate retirement plans for 401k, profit sharing and/or pension plans.

There is a highly respected Chicago firm willing to work with us on a national basis providing individual analysis to each member company at no initial cost. Again, the "census" information is the key.

Lastly, there are a number of individual health insurance plans allowing flexibility to design different coverage levels for different employees. These would be subject to individual underwriting employee-by-employee by the insurance carriers. Limited benefit plans would be available to those with existing medical problems. Many small companies find this flexibility cost effective. This also allows specific employee-by-employee coverage which could include health savings accounts etc.

Please advise of your interest so we can continue to pursue these options for you.

Insurance consultant: James Juengling

Juengling & Associates
115 West Main St., Ste. 210
West Dundee, IL 60118
Phone (847)836-2400
FAX (847)836-2405

Hertz Member Benefit Program for HDRA Members

When you're flying on business, depending on the length of your stay, your car rental can be more expensive than your airfare. That is why HDRA has joined forces with Hertz to give members the opportunity to save on car rentals from Hertz.

Now when you rent from Hertz, you can take advantage of special year-round savings through the Hertz Member Benefit Program. HDRA members receive a discount off Hertz Daily Member Benefit Rates, Hertz U.S. Standard Rates; and Hertz U.S. Leisure Rates.

With approximately 7,000 locations in more than 150 countries, Hertz is also able to offer you special discounts on your rentals in Canada, Europe and worldwide.

At Hertz, you'll find time-saving options like Computerized Driving Directions, Hertz NeverLost (GPS system), Express Return, 24-Hour Emergency Roadside Assistance. To keep the car ride entertaining, Hertz vehicles also include Sirius/XM Satellite Radio.

The key to your savings is your Hertz Discount CDP# 1827627. Just mention this number when making your reservation. Then present your Hertz Member Discount Card at the time of rental.

Six Hertz Member Discount Cards have been included in this mailing for you and your associates to use whenever a rental car is needed.

Hertz Member Discounts include:

- **United States:**
10% Discount on Hertz Daily Member Benefit Rates (car classes A—F Compact 2 Door—Full-size 4 Door); 10% Discount on Hertz Standard Daily, Weekend, Weekly and Monthly Rates (all car classes); 5% or greater Discount on Hertz Leisure Daily, Weekend, Weekly and Monthly Rates (all car classes).
- **Canada:**
10% Discount on Hertz Standard Daily, Weekend, Weekly and Monthly Rates (all car classes); 5% or greater Discount on Hertz Leisure Daily, Weekend, Weekly and Monthly Rates (all car classes).

For more information or to make reservations, call Hertz' "Members Only" toll-free number at 1-800-654-2200 or visit www.hertz.com.

HDAW '09

HDAW is two months away, Are you ready to go?

The dates for the event are Mon., Feb. 16—Thurs., Feb. 19, 2009. The location of the event is the Rosen Centre Hotel and Resort and Orange County Convention Center in Orlando, FL.

The three hotels featured on the HDAW website are the Rosen Centre, Rosen Plaza and Peabody Orlando.

These hotels are filling up fast so please make your reservations soon.

Early registration for HDAW ends January 7. After that day the rates for distributor registration will go up.

We will once again have a booth at HDAW so please make sure to stop by, take a load off and chat.

This year's registration and hotel reservations can both be done easily online at www.hdaw.org.

NTEA Work Truck Show

Revitalize yourself and your business at The Work Truck Show® 2009 and 45th Annual National Truck Equipment Association (NTEA) Convention. With four days of educational and technical training programs designed specifically for truck dealers, equipment distributors and vehicle upfitters.

The Work Truck Show 2009, North America's largest work truck event, is held in conjunction with the 45th Annual NTEA Convention at the McCormick Place West Building in Chicago, IL, March 4-6, 2009. The Convention and educational sessions kick off March 3.

There are nearly 40 concurrent educational sessions held outside of show floor hours beginning on Tuesday, March 3 through Thursday, March 5. Courses cover a range of topics, from technical training to business improvement.

**For more information on The Work Truck Show please visit the NTEA website:
www.ntea.com.**

News and Notes

Upcoming Events

- **January 11-15:** Transportation Research Board 88th Annual Meeting in Washington, D.C.
- **January 24-29:** The NATSO Show in Nashville, TN.
- **February 9-13:** TMC's 2009 Annual Meeting & Transportation Technology Exhibition at the Orange County Convention Center in Orlando, FL.
- **February 16-19:** HDAW at the Orange County Convention Center in Orlando, FL.
- **February 22-24:** ATA 2009 Winter Leadership at the Westin Arlington Gateway in Arlington, VA.
- **March 4-6:** NTEA – The Work Truck Show 2009 at McCormick Place West Building in Chicago, IL.
- **March 19-21:** 2009 Mid-America Trucking Show at the Kentucky Exposition Center in Louisville, KY.

Dues Renewal

Please renew your HDRA membership today! Invoices have been sent out, either through e-mail or with this newsletter. Make sure to send in dues and any updated information about your company as soon as possible.

We would like to have a new 2009 Membership Directory done for the Mid-America Truck Show. To be included in this directory have everything sent in by the end of January.

Checks and updated company information should be sent to HDRA · 160 Symphony Way, Suite 2 · Elgin, IL 60120.

Thank you for your continued participation in HDRA!



**HEAVY DUTY REPRESENTATIVES
ASSOCIATION**

160 Symphony Way, Suite 2
Elgin, IL 60120
Phone: 847-760-0067

**HDRA WEBSITE:
WWW.HDRA.ORG**

ABOUT HEAVY DUTY REPRESENTATIVES ASSOCIATION

HDRA is a network of independent manufacturers representatives marketing products to the heavy-duty industry (Class 6,7 and 8 tractors and trailers), both OEM and aftermarket. The association was founded in 1973 to establish a criteria for marketing excellence in the heavy duty industry. All members are independent agencies that meet certain high standards and share the HDRA Code of Ethics.

For more information on HDRA or to view a complete list of HDRA members, please visit the HDRA website:
www.HDRA.org.

ONLINE APPLICATIONS AVAILABLE NOW FOR 2009 GAAS SCHOLARSHIPS

Online applications are now being accepted for 2009 Global Aftermarket Symposium scholarships awarded to students planning aftermarket careers. The application process is now entirely electronic through the scholarship website: www.automotivescholarships.com.

The deadline to apply is Monday, March 31, 2009.

The scholarships are available to students in two-year technical college programs and vocational schools as well as four-year college programs. To receive a scholarship, applicants must be enrolled full-time in a college-level program or a NATEF (National Automotive Technician Education Foundation) accredited automotive technical program. Graduate programs and part-time undergraduate programs do not qualify.

These scholarships are unique in that technician recipients can receive two financial grants: one while in school to assist with tuition and an equivalent grant awarded to scholarship recipients who graduate from their program and show proof of post-graduation employment as a technician in the automotive aftermarket for at least six months.

By completing a single online application at the GAAS Web site, students will be considered for scholarships from a number of industry partners.

In 2008, a total of 150 students were awarded 170 scholarships by the GAAS scholarship fund, its contributors and other groups collaborating with GAAS. Individual scholarships ranged from \$250 to \$2,000, and, in total, more than \$165,000 was awarded. In its 14-year history, the fund has presented more than \$1.4 million in awards to approximately 1,400 students.

One-hundred-and-fifteen GAAS scholarships were awarded in 2008, including 10 awards received by students from Canada. The annual investment to develop future aftermarket industry leaders is funded through proceeds from the annual Global Automotive Aftermarket Symposium.

Additional scholarship funding comes from industry contributions from individuals, companies and foundations.

For more information, contact Susan Medick at AAIA, at 301-654-6664 or susan.medick@aftermarket.org.