



News Release

2017 VIPAR Heavy Duty Annual Business Conference Punctuates Future Growth and Support for Distributors and Suppliers

- *2017 Annual Business Conference held Oct. 15-20 at JW Marriott Orlando, Grande Lakes celebrating “Foundation for the Future” theme*
- *More than 1,500 one-to-one stockholder/supplier partner meetings were conducted*
- *Included keynote speech by baseball executive Billy Beane*

Crystal Lake, Ill. – Nov. 14, 2017 – Celebrating the theme “Foundation for the Future,” the 2017 [VIPAR Heavy Duty](#) Annual Business Conference was held Oct. 15-20 at the JW Marriott Orlando, Grande Lakes. The event included nearly 95 percent participation from VIPAR Heavy Duty stockholders and an increase over last year in supplier participation.

“Our 2017 business conference provided the opportunity to highlight a successful year of growth and change as an organization,” explained Chris Baer, president and CEO, VIPAR Heavy Duty. “We have aggressive growth plans based on strategic initiatives that support the core business of our distributors and suppliers, while preparing for what the future of the supply chain and commercial vehicle technology will bring.”

The Annual Business Conference included a keynote speech by Billy Beane, the executive vice president of baseball operations for the Oakland A’s, on “Moneyball: The Art of Winning an Unfair Game.”

Donald Cooper, an international business speaker and coach, provided presentations on “Succession Planning” during the stockholders meeting and how to “Accelerate Your Business” during a distributor educational session. Cooper told distributors that leaders

need to provide clarity to help move their businesses forward. Cooper says it starts with an operational vision statement which he defines as a “clear, specific and measurable statement of what we commit to become to be a more profitable and responsible market leader in three to five years.”

A Young Leaders Forum and Lunch brought together young industry leaders for networking and collaboration and included a presentation by Dr. Frank Morgan, adjunct professor at Northwood University, on “Leadership for 2020 and Beyond.” For a second year, the Young Leaders programming included a GenNext Speed Mentoring event.

The VIPAR Heavy Duty Annual Business Conference brings together distributors, supplier partners and industry associates in a forum for information exchange, open dialogue, and an opportunity to share insights on navigating the challenges and opportunities in a rapidly evolving, independent, heavy duty aftermarket. The event included the annual stockholder meeting, a general session, trade show, more than 1,500 one-to-one stockholder/supplier partner meetings, as well as networking events. The 2018 VIPAR Heavy Duty Annual Business Conference will be held Oct. 14-19, 2018, JW Marriott, Marco Island, Florida.

For more information on VIPAR Heavy Duty, visit www.vipar.com or email: info@vipar.com.

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Image Attached:

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About VIPAR Heavy Duty

VIPAR Heavy Duty is North America’s leading network of independent aftermarket truck parts distributors. VIPAR Heavy Duty distributors serve the needs of their customers from more than 630 locations across the United States, Canada, Puerto Rico and Mexico. VIPAR Heavy Duty distributors are specialists who understand the demands of their local, regional, and national customers for quality parts and exceptional service. VIPAR Heavy Duty also operates two wholly owned subsidiaries, Global Parts Network,

LLC and Power Heavy Duty LLC, as part of the VIPAR Heavy Duty Family of Companies. For more information, visit www.vipar.com.

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