



News Release

Donald Cooper Will Address Business Acceleration and Succession Planning at 2017 VIPAR Heavy Duty Annual Business Conference

- *Donald Cooper, MBA, will speak at the stockholders meeting and the distributor educational session*
- *Cooper brings real-world experience as both a manufacturer and retailer*
- *Will provide insights on succession planning during one session and ideas for business acceleration during a separate session*

Crystal Lake, Ill. – Oct. 11, 2017 – Donald Cooper, an international business speaker and coach, will provide two thought-provoking and inspiring presentations during the 2017 [VIPAR Heavy Duty](#) Annual Business Conference, Oct. 15-20 at the JW Marriott Orlando, Grande Lakes. Cooper will provide insight on “Succession Planning” during the stockholders meeting and address how to “Accelerate Your Business” at a distributor educational session.

“Donald Cooper is respected by clients in over 40 industries around the world as a thought-leader and passionate visionary in the areas of management, marketing and profitability,” said Chris Baer, president and CEO, VIPAR Heavy Duty. “As a former manufacturer and retailer, Donald brings real-life experiences from being in the trenches. His work with businesses is focused on creating compelling customer value, clarity of purpose and long-term profitability. These are all valuable insights that can help our distributors with their business operations.”

Cooper earned his MBA from the Ivey Business School in London, Ontario. He worked 18 years at the family business, Cooper Canada, a world-class leader in protective sports equipment. At the age of 43, Cooper reinvented himself as an award-winning

fashion retailer. For the past 20 years he has worked as a management speaker and business coach at The Donald Cooper Corporation.

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.

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

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Image attached:

Download image: <https://goo.gl/uizELz>

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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