

2020 PERA News

September 2020

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**2020 Convention
Greenville, SC
Has been postponed to 2022**

**Join us in 2021 in St. Louis
September 21-24, 2021
Live by Loews**



View of Busch Stadium during Opening Reception!

Check out this exciting brand-new hotel in the heart of St. Louis across from the Cardinals' new ballpark. <https://www.loewshotels.com/live-by-loews-st-louis-missouri>

And while you're at it, take a look at everything St. Louis has to offer: <https://explorestlouis.com/>



Elections

To say 2020 has been a strange year is really understating what has happened. Who would have thought we wouldn't be resting up and remembering what a great time we had in Greenville last week? I know I certainly didn't! It was a very strange summer for me with it not filled with all the preparation for the annual convention.

One of the casualties of the cancelled convention was the election of new directors and a treasurer this year. Ballots were emailed to the remanufacturer members to approve the slate of candidates presented by the Board of Directors. With a majority of the 26 ballots approving the slate, the election is official as follows:

Directors:

Fay Owings, Titan Engines; Ocala, FL
Paul Hauglie, QualCast LLC; Nashville, TN
Devereaux Jones, Devereaux Jones Company; Eads, TN
All will serve a three year term expiring in 2023.

Treasurer:

Mike Schweitzer, REVIVA; Minneapolis, MN

In addition, the Board appointed Juan Bernal of LKQ Remanufacturing—Mexico to fill Mike Schweitzer's term expiring in 2022.

Leaving the Board are Ben Steine, Tri Star Engine Supply; Luis R. Garcia, Safety Auto Parts; and Larry Haswell, Larry Haswell & Associates, Inc. We thank all of you for your service over the past three years.

As a normal course of business, Randy Bauer of Jasper Engine & Transmission Exchange moves up to President, Harry "Skip" Hartley, II moves up to Vice President and Matt McGraw, AER Manufacturing replaces Scott Miller, LKQ Remanufacturing as the Immediate Past President advisor to the Board.

New Member

Choate Engineering Performance
30 Morris St.
Whiteville, TN 38075-6298
(901)553-9847
eMail: office@diesel911.com
Website: www.choateperformance.com
Cass Choate, Owner
casschoate@gmail.com
Kelsi Owen, Parts Manager
choatesales@diesel911.com
Abigail Gade Parts@diesel911.com

See Spotlight column on page 6

Webinars & Member News

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Webinars & Sponsorship

11 Webinars for 2020

We have a full webinar schedule for 2020. This series has become very popular and we currently have a waiting list in case of any cancellations.

- January 15: Taylor Friend, Jasper Engines
The 3.6L GM Engine Family
- February 19: Chuck Lynch, MAHLE Aftermarket Inc.
Valve Train Material
- March 18: Ron Sledge, King Engine Bearings
Problem Solver Solutions
(engine failures)
- April 15: Moved to May 20
- May 20: Matt Meyer, RMC
Engine Testing & Other Equipment
- June 17: Randy Neal, CWT Industries
New Developments in Balancing
- July 15: Tim Golema, MAHLE Aftermarket
Turbos
- August 19: Charles Barnett, Dura-Bond Bearings
Machining Powdered Metal Valve
Seats
- September: Lake Speed, Jr.,
Total Seal Piston Rings
- October 21: Rottler Manufacturing
Cylinder Finish
- November 11: Mike Osterhaus, Melling Engine Parts
TBD
- *December 9: Randy Neal, CWT Industries
Over/Under Balancing

* December date subject to change depending on finalized PRI Show dates.

2020 Sponsors:

We have the maximum of eight fantastic sponsors for the 2020 webinar series! A big thank you goes to:

CWT Industries
The ERI Group
Dura-Bond Bearing Company
Hastings Manufacturing Company
King Engine Bearings
Mahle Aftermarket, Inc.
QualCast, LLC
Rottler Manufacturing

For further information, contact:

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Elgin Expands Ford 5.0L Coyote Engine Offering

Elgin Industries has expanded its popular Elgin PRO-STOCK offering of performance engine parts with a full portfolio of parts now available for Ford 5.0L "Coyote" engines. These naturally aspirated, DOHC engines are found in Mustang GT, Mustang Boss 302 and F150 models.

The Elgin PRO STOCK lineup for these engines now includes the following precision-engineered, original equipment-quality performance parts:

Camshafts
Hydraulic Lash Adjustment Lifters
Cam Followers
Cam Phasers
Crankshaft Sprocket
Tensioners – Primary and Secondary
Tensioner Guides
Timing Chains – Primary and Secondary
Valves – Intake and Exhaust
Valve Springs
Valve Locks
Valve Stem Seals
Valve Guides
Oil Pump Screen

"As a leading OE manufacturer, Elgin has unique insight into the operating demands of many of the most popular performance engines. Our modern muscle car offering, including parts for the popular 'Coyote' platform, is an outstanding choice for any engine builder or performance enthusiast," said Rick Simko, sales and marketing manager, Elgin Industries.

SCHAEFFLER

Schaeffler Americas' automotive aftermarket division recently named Anna Heinendirk director of marketing, strategy & business development in the region Americas. Heinendirk joined Schaeffler in 2016, primarily supporting strategy development and corporate alignment for the then newly established business division.



In her new role, Heinendirk is now leading all marketing activities for the automotive aftermarket in the Americas region. She is also overseeing all customer programs and digital marketing initiatives pertaining to the further development of the REPERT portal, which is designed to assist mechanics in everyday repairs and diagnostics.

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“Maxiforce and IPD have recently entered into a co-branding agreement where IPD will sell Maxiforce’s range of Caterpillar engine parts directly to their customers. The program is called IPD Extra. The IPD Extra program will allow IPD and its customers access to engine parts covering the entire range of Caterpillar equipment! This Co-Branding agreement is really one of kind and a first in our industry,” says Paul Kelly, Vice President of Maxiforce Inc.

IPD announced their new brand IPD Xtra that was launched in July for its North American customers and will eventually roll out worldwide.

“IPD Xtra is comprised of carefully selected partnerships with other manufacturers that share our commitment to quality and are a strong fit with the IPD brand. These partnerships will be chosen to expand IPD’s product reach in markets that complement our customers’ needs,” Michael Badar, IPD President stated. This means IPD will only partner with companies that share IPD’s commitment to quality products, meet their rigorous quality standards and testing, are ISO 9001: 2015 certified and are fully dedicated to customer satisfaction. IPD Xtra’s first partnership will be with Miami-based Maxiforce and will expand IPD’s product reach to include engine parts for the small-bore construction and power generation markets. IPD will offer its customers engine parts as small as the Caterpillar 1.5, as large as the 3500, and all Cat engines in between. “This partnership provides IPD customers the most comprehensive replacement parts coverage in the construction industry – offering many engine kits that are hard to find,” Bill Mirth, IPD’s Director of Business Development, Americas added.

Maxiforce is a brand devoted to manufacturing and distributing diesel engine parts for Caterpillar®, Perkins®, John Deere® and other manufacturers. “Working with IPD is a true honor and a great opportunity for Maxiforce to break into new markets with our unique Caterpillar line of engine parts. We are excited and ready to be the first brand to work with IPD Xtra” Paul Kelley, Vice President of Maxiforce commented.

By adding access to Maxiforce’s three additional distribution centers in Florida, Indianapolis and California, plus IPD’s current six global centers, IPD Xtra shipments will reach customers quickly.



Goodson Is 75 Years Old This Year!

“While we’re having an interesting year, we thought we’d lighten things up a bit with a good old fashioned contest”, says Goodson National Sales Manager Dave Monyhan.

The Rules are simple!

- Must be photos using a Goodson koozie. You can send pics of another koozie, you just won’t be eligible to win the contest.
- Photos will be judged on creativity and location
- No entry limit, send as many as you want!
- Deadline is August 31st at 11:59 pm
- Send photos to webtech@goodson.com (or simply reply to this email) or DM to our social media platforms: Facebook, Twitter, Instagram.

The winner will receive a Goodson 75th Anniversary t-shirt, Goodson 75th Anniversary koozie and a Goodson racing hat!

“So get those creative juices flowing and think of some awesome photos to capture once life gets back to “normal”! We can’t wait to see them! Good luck!”, added Monyhan.

Need A Goodson Koozie? Get one now by clicking the Koozie. Sorry, you’ll have to provide your own beer this time.....



California Announces Zero-Emission initiative

Governor Gavin Newsom has announced that he will aggressively move the state further away from its reliance on climate change-causing fossil fuels by issuing an executive order requiring sales of all new passenger vehicles to be zero-emission by 2035 and additional measures to eliminate harmful emissions from the transportation sector.

Just wondering where he’s going to get the electricity to charge all those electric vehicles. Will he pull from fossil fuel plants in other parts of the country? Just say’n.....

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PERA member Modal Software Corporation has released a management software package for rebuilders under its Actionrev brand. This software package includes the following modules:

- Inventory Management
- Core Tracking
- Fleet Management
- Multi-Locationss
- Integrates With QuickBooks
- Cloud Based

Call 844-535-4919 for a free demo or visit <https://actionrev.com/>



Back on Track with King's "Protect your Build Rebate"

As the racing world gets back to on-track action following the COVID-19 pandemic shutdowns, King Engine Bearings is supporting high revs and horsepower with a "PROTECT YOUR BUILD REBATE" that will help race engine builders more easily afford this ultimate engine parts choice. A \$10 rebate is available for every \$100 spent on these King race bearing products: XP- pMax-Black™ or XPC- pMaxKote™. The rebate program is effective August 1 through September 30. Rebates are available up to a total of \$300 per person!

The rebate covers all XP and XPC engine bearing part numbers purchased new and in original King Racing packaging. Additional terms and conditions may apply.

Dan Qualls, King's North American sales manager, said "King is committed to supporting motorsports' comeback after this lengthy period of downtime. There is still plenty of racing coming up in 2020, and we know for a fact that engine builders appreciate all the help we can give them to get blowin' and goin' again. We are excited for everyone coming back to take the green flag".



For Rebate details, click here: <http://kingracebearings.com/10rebate/>



Dorman Releases Second OE FIX Guide

To help auto care shops learn about all these OE FIX solutions meant to save time and effort while increasing customer satisfaction, Dorman has released its second OE FIX Guide, a 24-page print publication showcasing dozens of Dorman's most innovative new products. The guide is already being distributed to tens of thousands of garages across North America, and shops who haven't received a print copy can order one for free right now.

"These OE FIX parts are the clearest evidence that Dorman is committed to giving people greater freedom to fix their vehicles right the first time, by offering aftermarket solutions that feature improved designs, and offer time and cost savings," said Jeff Darby, senior VP of sales and marketing. "These products provide ideal solutions for service techs and DIYers. Our product designers and engineers truly go the extra mile, finding creative ways to serve common needs, because we are passionate about solving repair problems."

This second edition features an entirely new design that goes into even more depth, offering behind-the-scenes stories and technical details to fully explain each innovation.

Dorman has more than 1,000 OE FIX solutions in its catalog, and they all fall into at least one of the following categories:

- Improved designs, which are meant to reduce known failure points in the factory designs, or increase serviceability for more convenient maintenance in the future.
- Time savers, which are meant to speed up the removal, repair, installation or setup process, reducing labor time and helping installers turn service bays faster.
- Cost savers, which are meant to eliminate unnecessary costs normally associated with getting replacements from the original manufacturer, such as needing to buy an entire assembly just to fix a failed component.

To learn more about all Dorman's OE FIX solutions, and request your own OE FIX Guide, visit DormanProducts.com/OEFIX. You can also make sure you never miss a new OE FIX by signing up for Dorman's monthly newsletters at DormanProducts.com/signup.

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Jasper Engines Promotes Randy Bauer

Long-time associate Randy Bauer has been named Vice President of Support Services at JASPER Engines & Transmissions. Over his 29 year career with Jasper he has served as customer service manager and as the Gas Engine Division manager for both the Jasper and Crawford County facilities.



Randy currently serves as the director of JASPER's Maintenance Department, Fleet Service Department, Environmental Department, and Facilities Group for all manufacturing facilities.

In addition to these responsibilities, Randy's new role will be expanded to include overseeing the Indiana Tool and Die Division, as well as the Construction Department.

"We are excited to have Randy in this new role and look forward to his leadership in these additional areas," said JASPER President Zach Bawel. "His cross-functional experience with JASPER will continue to help us grow."

"I'm very excited for this new opportunity," said Bauer. "I am looking forward to working with our support teams to help drive improvement in safety, quality, productivity, customer service, and reduction of waste. This will equate to improved ESOP value for our JASPER Associate-Owners."

Randy is PERA's newly elected President taking over the office from Matt McGraw. He will serve a two-year term as president.

SCHAEFFLER

In other Schaeffler news, Matt Lundh has been added to its automotive aftermarket sales team for the U.S. and Canada.

Lundh will be responsible for promoting Schaeffler's expansive portfolio of solutions for the automotive aftermarket, with a strong focus on growing sales of the company's FAG, LuK and INA product brands to both traditional and retail customer segments.



"We are extremely pleased to be adding Matt's more than two decades of experience to our team," said Mac

Eash, sales manager – USA for Schaeffler's Automotive Aftermarket division. "We are very much looking forward to the future success that we will develop together."

Lundh joins Schaeffler with more than 25 years of experience in the automotive aftermarket gained on both the supplier as well distributor side of the business with companies such as DANA and CARQUEST.

"I am very excited to be joining the already formidable Schaeffler team. Promoting and representing product brands with the storied history and reputation for quality and excellence that LuK, INA and FAG enjoy is something that I look forward to," said Lundh. "This industry is all about partnerships, and my goal is to build and grow these for Schaeffler."



Champion Brands is looking for distributors. Call 660-890-6231 for details.

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Spotlight



Choate Engineering Performance

They say necessity is the mother of all inventions and this is certainly the theme of Choate Engineering Performance. Because they are family owned and their name is on the product they will do whatever it takes to ensure a standard of excellence from each product sold!

While Diesel Doctor, their drive-in facility, started by an inability to find great technicians to diagnose, Choate Engineering Performances' engine department actually started much in the same manner due to frustrations with their machine shops.

Finding themselves in the pit of despair with no help from the machine shops they dealt with they made the decision to either completely get out of this business or invest thousands and thousands of dollars to become one of the top machine shops in the country.

Through these efforts and finances Choate Engineering was born. "We have amazing capabilities that we always wanted the machine shops we dealt with to have, but they would never make the investment. With 4 and 5 axis capabilities as well as flow bench and testing equipment we can handle anything that comes thru our doors!

Assuring that quality control stays in our hands and in-house we sleep better at night knowing that each engine that ships out all over the country have met or exceeded the high standards we have for it," say Cass Choate.

"With all that equipment, we also decided, why stop there? We can make a better mousetrap than the aftermarket, especially having everything made right here in the U.S.A. Also having the advantage from our sister company we see common failures of these trucks and the causes for them. This prompted us to address the issues with parts engineered for performance and longevity."

Choate Engineering Performance offers a full line of Powerstroke and Duramax engines plus 5.9L and 6.7L Cummins. They offer specialized machining operations

as well as inhouse designed and produced parts designed to solve issues inherent in these OE engines.

Their extensive dealer/installer network across the U.S. can be viewed online at <https://www.choateperformance.com/dealer-locator/>.

*From left to right:
Katie Grapes, Justin Noble,
Charles Bennett, Levi, Jack
Miller, Fred, Cass Choate, Au-
bry Choate, Clint Wallace,
Niesel Gade, Abigail Gade,
Billy Miller*



2021 Webinars

Now is the time to get your request in to do a webinar in 2021. I normally fill in the schedule at the PRI Show, but with the cancellation of the PRI, I'll have to revert to email and phone calls. To guarantee your spot in the 2021 schedule, give me a call or drop me an email so I can sign you up.

There is no charge to do a webinar or to listen to one. This is possible through the generosity of our sponsors.

We have been setting records for registrations three of the past four months. Randy Neal of CWT Industries started the ball rolling 456 with his webinar on balancing. Tim Golema of Mahle with his webinar on Turbo Chargers came in at 423. Dura-Bond with Charles Barnett and Chuck Lynch of AERA came upped that 513 registered. But not to be outdone, Lake Speed, Jr. and Keith Jones of Total Seal Piston Rings shattered the record with 563 registered.

Recordings

Keep in mind that all webinars are recorded and are available 24/7 through our website at www.pera.org/webinars so if you missed one, you can always go back whenever you have free time to watch it. They are also a great resource for reviewing these important messages. We now have over 60 recordings available.

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