



*News Release*  
**FOR IMMEDIATE RELEASE**  
Sept. 30, 2015

**Coaching Legend Lou Holtz Will Keynote  
2015 VIPAR Heavy Duty Annual Business Conference**

**Crystal Lake, Ill.** – Lou Holtz, the popular former football coach and ESPN football studio analyst, will serve as the keynote speaker for the [VIPAR Heavy Duty](#) Annual Business Conference scheduled for Oct. 18-23 at the JW Marriott San Antonio Hill Country in San Antonio, Texas. The theme of this year’s annual conference is Vision, Innovation, Performance, Action and Results.

Holtz’s lunch presentation Thursday, Oct. 22, will address a “Game Plan for Success.” He is the only coach in the history of college football to take six different teams to a bowl game, win five bowl games with different teams and have four different college teams ranked in the final Top 20 poll. Despite never inheriting a winning team, Holtz compiled a 243-127-7 career record that ranked him third in victories among active coaches and eighth in winning percentage. He is best known as the Notre Dame head coach for 11 seasons. From 2004 to 2015 Holtz was a college football analyst for EPSN.

“We are eager to have coach Holtz come to inspire and challenge us,” said VIPAR Heavy Duty president Steve Crowley. “He has built a reputation as a motivator, a demanding disciplinarian and someone who relishes challenges and hard work. We look forward to his presentation on overcoming difficult challenges by setting your own goals and working to achieve them.”

Each year the Annual Business Conference brings together VIPAR Heavy Duty distributors, supplier partners and industry associates to exchange ideas and share information. The 2015 VIPAR Heavy Duty Annual Business Conference will feature a general session, trade show, over 1,650 one-on-one stockholder/supplier partner meetings, the annual stockholder meeting, as well as networking events. Additionally, the conference will feature several value-added sessions including a GenNext reception, Young Leaders Forum and Lunch, and distributor educational session.

For more information on VIPAR Heavy Duty, visit [www.vipar.com](http://www.vipar.com) or email: [info@vipar.com](mailto:info@vipar.com).

###



**Image attached:**

**Download image:**

**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 over 500 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. For more information, visit [www.vipar.com](http://www.vipar.com).

**For further product information, contact:**

Jeff Paul  
Director of Marketing  
VIPAR Heavy Duty  
815-893-5965  
[jpaul@vipar.com](mailto:jpaul@vipar.com)

**For further PR information, contact:**

Gary McCoy  
Public Relations Director  
The Marx Group  
847-622-7228  
[gmc coy@themarxgrp.com](mailto:gmc coy@themarxgrp.com)