



*News Release*  
**FOR IMMEDIATE RELEASE**  
October 14, 2013

**2013 VIPAR Heavy Duty Annual Business Conference  
Will Celebrate “Success through Collaboration”**

*Event set for October 20-25 at Marco Island Marriott will feature NFL great Joe Theismann*

**Crystal Lake, Ill.** – The 2013 [VIPAR Heavy Duty](#) Annual Business Conference will be held under the theme “Success through Collaboration,” October 20-25 at the Marco Island (Fla.) Marriott. Each year the Annual Business Conference brings together VIPAR Heavy Duty distributors, supplier partners, and industry associates to exchange ideas and share information.

The event will be highlighted by a keynote address by Joe Theismann, an entrepreneur and the former star quarterback for the Washington Redskins. Theismann spent many years working for ESPN on their NFL broadcast and now works for the NFL Network doing their show called “Playbook.” He is a much sought after motivational speaker and also oversees a popular Washington, D.C. restaurant called “Joe Theismann’s.”

A record number of distributors, suppliers, service partners and industry associates have pre-registered to attend this year's conference.

“We strongly believe that one of the key factors to the success of VIPAR Heavy Duty is the strong collaboration that takes place between our stockholders, supplier partners, and our corporate organization,” said VIPAR Heavy Duty president Steve Crowley. “With a record turnout expected, this year’s conference will give us the opportunity to celebrate and further strengthen these relationships.”

The 2013 VIPAR Heavy Duty Annual Business Conference will include a general session, tradeshow, 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: the effects of the Affordable Care Act and how small businesses can navigate the intricacies, succession planning, trends in fleet purchasing, effective store merchandising, and power branding.

A new feature of this year’s conference is a Young Leaders Forum luncheon, giving emerging leaders the opportunity to network with each other. The young leaders will also hear from John Passante, a well-known industry speaker and leader. Passante will provide a keynote presentation on “What’s Your Leadership Style?”



For more information on the 2013 VIPAR Heavy Duty Annual Business Conference, visit [www.vipar.com](http://www.vipar.com) or e-mail: [info@vipar.com](mailto:info@vipar.com).

####

**Image attached: 2013 Theme Logo**

**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)