

Commercial Vehicle Research Council



Purpose:

The mission of the Commercial Vehicle Research Council (CVRC) is to discuss key trends affecting the commercial vehicle on and off-highway original equipment and replacement markets, and to provide consensus forecast support. The CVRC will establish itself as an ongoing industry group that will sponsor and participate in HD CV industry benchmarking and market analysis programs. The Council shall not discuss issues involving matters of a proprietary nature; nor shall the council engage in lobbying or any projects not related to the planning and conducting of its scheduled meetings.

Transition from AMRC to CVRC

1. The AMRC Board will serve as the charter Board of Governors and help to establish the council. A 5th BOG position will need to be elected in Q4 2016 from the new CVRC membership for the 2017 calendar year.
2. The council will be capped at XX participants from HDMA member companies – to be determined by the CVRC Board, but most likely to be 55.
3. Transition AMRC members to CVRC and recruit members beginning in Summer 2016
4. Hold first CVRC meeting October 6, 2016 to discuss market research data as well as continue to plan, organize and recruit to ensure future growth of the council.

Commercial Vehicle Research Council (CVRC) FAQ's

Q. What is HDMA?

A. HDMA stands for Heavy Duty Manufacturers Association, currently consisting of approximately 220 manufacturer members. HDMA is the commercial vehicle supplier's primary advocate to advance the image and interests of the industry and its members. The HDMA member value proposition is directed at several organizational components: Networking Events and Member Councils, News and Information, Industry and Government Affairs Advocacy and Education. HDMA is a market segment affiliate of the 1000 member Motor and Equipment Manufacturers Association, MEMA, founded in 1904.

Q. What is the Commercial Vehicle Research Council (CVRC)?

A. The CVRC will be a dedicated research council, managed by HDMA, that will provide a forum for the presentation and discussion of key trends and issues regarding market data, research and consensus forecasting trends within the Heavy Duty Commercial Vehicle industry. This Council will also report its findings to other HDMA councils that focus on the HDCV and OHV markets; and support a variety of member-focused HDMA research projects.

Q. Who will manage and control the CVRC?

A. While still under the bylaws of HDMA and MEMA, the affairs of the CVRC will be self-governed with a formal and elected structure; using a Chair, Vice Chair and a 5-member Board of Governors, all of which are current CVRC members and elected by the membership of CVRC. The CVRC will be self-funded and the board of governors will develop and administer the annual budget in a manner that best serves the membership.

Q. What are the requirements for a supplier manufacturer company to join the CVRC?

A. To qualify for membership, the company must:

- Be a current HDMA member, in good standing at all times, during the tenure as a member of CVRC.
- Each member will be required to fully abide by the CVRC by-laws, as established by HDMA legal counsel.
 - Appoint the appropriate executive to hold the seat, as defined by title and/or scope of their responsibilities with said member company (Director of Market Research, Market Research Analyst, Marketing Research Manager, Director of Marketing, Marketing Manager, Business Analyst, Business Analysis)
- Participation in meetings is expected. Members failing to attend two (2) consecutive meetings will be reviewed by the board of governors and may result in suspension or revocation of membership. Membership is granted to an individual executive, not the corporate entity. There is a provision for replacing the seat under certain circumstances; in some cases the seat may “move” with the executive if they change employment with the corporate entity. Each situation will be evaluated by the CVRC Board of Governors on a case-by-case basis.

Q. What are the requirements for an OEM company to join the CVRC?

A. To qualify for a CVRC OEM Seat, the company must:

- Be a viable OEM in the Class 4 - Class 8 on-highway CV Market, or in the Off-Highway Commercial Equipment markets of construction, agriculture, mining, and industrial, hp 50+
- Each OEM will be required to fully abide by the CVRC by-laws, as established by HDMA legal counsel.
 - Appoint the appropriate executive to hold the seat, as defined by title and/or scope of their responsibilities with said member company (Director of Market Research, Market Research Analyst, Marketing Research Manager, Director of Marketing, Marketing Manager, Business Analyst, Business Analysis)
- Participation in meetings is expected. OEMs failing to attend a reasonable number of meetings will be reviewed by the board of governors and may result in suspension or revocation of the OEM seat. The seat is granted to an individual executive, not the corporate entity. There is a provision for replacing the seat under certain circumstances; in some cases the seat may “move” with the executive if they change employment with the corporate entity. Each situation will be evaluated by the CVRC Board of Governors on a case-by-case basis.

Q. What happens if I cease to be employed by an HDMA supplier member or OEM?

A. Eligibility for suppliers' membership requires membership with HDMA as an association at all times; eligibility for an OEM seat also requires employment with an OEM in the defined HD CV and OHV markets. The CVRC member is required to notify the Board of Governors of any change in this status. The Board of Governors will review eligibility to determine the CVRC member's membership status, or transfer the seat if necessary.

Q. How many meetings will there be each year?

A. This will be determined by the CVRC Board and council members in the fall of 2016 at their first meeting. The CVRC hopes conduct one (1) regular meeting each year, and two smaller meetings, one for each market (on /off highway) approximately 5 or 6 months apart from the regular annual meeting. The annual meeting shall be held in the spring at a location TBD. The locations, frequency and duration of the meetings will be determined by the Board of Governors. In addition, the Board of Governors will meet throughout the year via brief phone conferences, to plan and administer the affairs of the Council.

Q. What can be expected at a regular meeting?

A. Other Councils of HDMA have planned meeting forums consisting of a membership meeting, industry speakers and other related events. Once the council matures, this is usually a 2, half-day event, typically noon to noon.

Q. What is the cost to join the CVRC?

A. Annual dues will be determined by the Board of Governors each year to cover the costs of the meetings, events and HDMA administration. The annual dues for the CVRC will be set at \$2,000 for the supplier manufacturers and \$3500 for the OEM Seats. This amount is subject to change as the events and services are determined by the membership and the Board of Governors. Secondary seats for individual meetings may be available upon approval of the Board of Governors, with pricing TBD and set by the Board of Governors.

Q. Are there separate dues for joining HDMA and CVRC?

A. CVRC members as individuals will pay dues for this council directly to HDMA. The supplier manufacturers as a company, will pay separate membership dues based on annual sales, to be a HDMA member. The OEM Seats are for this CVRC council only and do not involve membership with HDMA.

Q. Who will have custody of the records and funds of CVRC?

A. HDMA shall have control of all Council records and funds and handle such official correspondence and execution of documents as may be delegated to the executive secretary from time to time by the Board of Governors.

Q. Who is the executive secretary?

A. The executive secretary is appointed by the Board of Governors and shall serve as the secretary/treasurer. This position will be an HDMA executive or senior staff member.

Q. What other duties will the executive secretary have?

A. The administrative and support services provided for the CVRC shall be coordinated and provided by the executive secretary and include financial and administrative record keeping, handling incoming and outgoing mail, provide a Council mailing address and provide such other services as may be needed from time to time. The executive secretary also shall arrange for CVRC legal counsel support, as required for meetings and affairs of the Council in a framework agreed to and established by the board of governors and the membership. Such support and costs will be covered as budgeted expenses within the CVRC financials.

Q. How will CVRC be identified within HDMA?

A. HDMA produces a range of printed, electronic, Internet based, tradeshow booth, media and collateral materials. CVRC will have a unique logo that blends with the logos of the family of Councils and Forums already within HDMA.

New Council Logo: (Approved)



This logo will be featured on most HDMA materials, in print, electronic and a full membership listing on the council's section of the HDMA website, which will include web-links to rep firm websites where available. Members will also have access to a password protected, CVRC member-only page for council news and information. A description of the CVRC and its position in the organization as an official HDMA council will appear on the HDMA website.

Q. Can I use this logo in my company presentation?

A. Once a member of CVRC, each member will be allowed the use of the copyrighted, trademark CVRC logo in the presentation material of their company. The version members may use will contain the word "member" and the current calendar year as part of the logo.

Q. What services will CVRC provide?

A. First and foremost, the definition of CVRC above states the purpose. The meeting Forum format will allow for induction of new members, education, identification of industry trends, sales strategy, industry news and information, communication, survey results of pertinent topics and other areas of interest as determined by the Board of Governors. This Council will also report its findings to other HDMA councils that focus on the HDCV and OHV markets; and support a variety of member-focused HDMA research projects.

Q. Once CVRC is in place how will this be communicated to the industry?

A. HDMA will make a significant announcement through its 2-times weekly newsletters, in the daily MEMA News and will provide news releases to the trade media and other organizations on their contact list. CVRC will be an integral part of HDMA member services and they will report on significant news and events originating from the council. As part of the HDMA member value proposition, CVRC will be included in all new HDMA member orientation and member updates with existing supplier members.

Q. Who is involved in the planning/steering committee of this new organization?

A. A steering committee of the following individuals was formed to address the needs of the potential membership and to develop and refine the initial documents (By-laws, Statement of Purpose, Code of Ethics, Mission/Vision Statement):

- Tim Kraus, President and COO, HDMA
- Richard Anders, Sr, Market Research Analyst
- Beth Barkovich, Senior Director, Membership Development, HDMA
- Deanne Ottaviano, Partner, Arent Fox, HDMA Counsel
- Rick Hehman, Borg-Warner/Remy, Past AMRC Board Mbr /Founding CVRC Board Mbr
- Adrian Ratzam Hino, Past AMRC Board Mbr /Founding CVRC Board Mbr
- Asa Veek, Horton Inc., Past AMRC Board Mbr /Founding CVRC Board Mbr
- Russell Cox, Paccar, Past AMRC Board Mbr /Founding CVRC Board Mbr

Q. What is the next step for membership?

A. If you have received this information, your company has been invited to consider membership in CVRC.

If interested, please indicate your interest via email or phone to Beth Barkovich. bbarkovich@hdma.org 919-406-8831. We will circulate submitted membership applications to the founding CVRC Board of Governors to confirm all elements for eligibility have been met. Once approved, you will then become a charter member of CVRC. (Individuals joining in 2016 will be Charter Members)

After the original member recruiting period, beginning January 2, 2017, the Board will move to a regular voting process to review and approve new applications. The Board then submits approved nominees to the membership for a vote to accept the nominees as new members. A 75% approval of current members will be required for all applications.