

TruStar Unveils New Benefits at National Sales Conference

TruStar Inc. announced several new benefits for its warehouse members during the program distribution group's annual national sales conference April 9-13 in Naples, Fla.

Among the benefits are the new TruStar Distribution Center, the TruStar Master Brake Catalog and the TruNet Electronic Data

Interchange system. Under the new electronic ordering system, information can now flow in both directions between the member warehouse and the manufacturer.

"This is an exciting year for TruStar and its members," said Steve Upton, president. "These new programs will differentiate TruStar members from their competition. The TruStar brand brake program and the TruStar Distribution Center are like none other in the industry today. These new programs, along with membership support, will add value for both the distributor



Audrey and Marty Lebo of Nevada Brake and Auto Warehouse, Las Vegas, won a new truck.

and the installer."

A number of members also went home with prizes and honors. Marty and Audrey Lebo of Nevada Brake and Auto Warehouse, Las Vegas, won a new vehicle. Each warehouse owner was given a key the final day of the event. Marty had the 29th key, which started the vehicle. Longtime undercar-warehouse veteran Terry Willis, the head of National Warehouse, Kansas City, Mo., was named member of the year, and Rob Wright of Undercar Express, Cleveland, was named supplier of

the year.

Upton noted that TruStar continues to develop new programs for its membership – programs that strengthen relationships, increase sales and improve profits. He added that membership support has improved substantially and new-member growth is increasing rapidly, both of which are creating opportunities for success. Seven new distributors have joined the group so far this year. **UD**



Terry Willis (left) of National Warehouse, Kansas City, Mo., receives the Member of the Year Award from Steve Upton.



Rob Wright (left) of Undercar Express, Cleveland, receives the Supplier of the Year Award from Steve Upton.