



## ***News Release***

### **Power Heavy Duty Announces Launch of Business Resource Center at Members Meeting**

- *Power Heavy Duty rolls out its Business Resource Center to members*
- *Business Resource Center will help distributors to plan for business continuity*
- *Meeting features entrepreneur and strategist, Dirk Beveridge, as guest speaker*

**Crystal Lake, Ill.** – (Mar. 5, 2020) – [Power Heavy Duty](#) recently extended additional benefits to its members with the launch of its Business Resource Center, which was announced during a members meeting coinciding with Heavy Duty Aftermarket Week.

The Business Resource Center is a tool that aids Power Heavy Duty distributors in planning their business continuity. Distributors can use this new online platform to access extensive support, including best practices, testimonials and other resources, throughout the lifecycle of their business.

“Assisting members with their long-term planning is a priority for Power Heavy Duty. The Business Resource Center is a valuable tool that supplies our members with a variety of resources to support their goals through all stages of their business,” said Jim Pennig, vice president of business development, VIPAR Heavy Duty.

At the meeting, which took place at the Gaylord Texan Resort and Convention Center in Grapevine, Texas, members also heard from Dirk Beveridge, an entrepreneur, researcher, author and strategist. Beveridge presented *The Innovative Business™*, providing a framework to a practical model that creates transformative and innovative change. Beveridge discussed how innovation begins by envisioning a future reality, how to create a culture of innovation and how to put an obsession with your customers at the core of your value proposition.

For more information on Power Heavy Duty, contact [info@powerheavyduty.net](mailto:info@powerheavyduty.net), or visit [www.powerheavyduty.net](http://www.powerheavyduty.net).

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Image attached:

Download Image: <http://bit.ly/31djm9l>

**About Power Heavy Duty**

Power Heavy Duty helps independent distributors and service specialists of all sizes to be competitive in today's market. From nearly 200 locations across the U.S. and Canada, Power Heavy Duty members provide customers with quality heavy duty parts from many of the industry's leading manufacturers. In addition to quality parts, Power Heavy Duty members offer quality repair service backed by professionals with the experience and knowledge to help get trucks back on the road quickly. For more information, visit [www.powerheavyduty.net](http://www.powerheavyduty.net).

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