



2017 AASP-MN Annual Meeting & Leadership Conference

Thursday, April 13, 2017

Doubletree by Hilton Bloomington - Minneapolis South, Bloomington, MN

Agenda At A Glance

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|-------------------|---|
| 8:00 - 9:30 a.m. | Opening General Session: Nice Bike – Making Meaningful Connections
Mark Scharenbroich, Scharenbroich & Associates |
| 9:45 - 11:30 a.m. | Roundtable Discussions (three 30-minute sessions) |
| 11:30 - 1:30 p.m. | Membership Meeting & Luncheon Keynote: The 3 Cs: Choice, Chance, Change
Mike Anderson, Collision Advice |
| 2:00 - 4:00 p.m. | Positioning Yourself in the Collision Repair Industry AMi
Mike Anderson, Collision Advice & Raymond Chew, CCC Information Services |
| 2:00 - 4:00 p.m. | Maintenance Profit Master AMi
Jeremy O'Neal, Advisorfix |
| 2:00 - 4:00 p.m. | Lead! Create! How to Adapt Your Business & Thrive
Josh Dye, Convene, LLC |
| 4:00 - 6:00 p.m. | Vendor Showcase & Social Hour |
| 6:30 - 8:30 p.m. | Industry Night Out at Pinstripes |

COURSE DESCRIPTIONS

Opening General Session: Nice Bike – Making Meaningful Connections

8:00 - 9:30 a.m.

Mark Scharenbroich, Scharenbroich & Associates

Mix thousands and thousands of black leather, bandana wearing, tattoo bearing Harley-Davidson riders with a 100th Anniversary and one beige rental car and the end result will be the perfect metaphor for connecting with others: “Nice Bike.”

Nice Bike acts as a powerful catalyst to help build stronger, more unified teams. The message inspires audience members to be more engaged and passionate about connecting with others.

Emmy award-winning speaker, Mark Scharenbroich, takes you for a fun ride on how to be effective at making meaningful connections in both your professional and personal life. His Nice Bike principle is supported by three strong actions: acknowledge, honor and connect.

Mark has spent his career working in both industry and education discovering how some of the best organizations and team leaders build a culture that encourages people to perform at a higher level through greater engagement.

Roundtable Discussions (3 - 30 minute sessions)

9:45 - 11:30 a.m.

You will have the opportunity to participate in 3 roundtable discussions facilitated by AASP-MN member experts.

Roundtable topics:

- Creating a marketing plan
- Apprenticeship programs
- Strategies for employee recruitment
- Parts management & tracking
- Inventory management
- Equipment maintenance best practices
- Working with extended warranties
- Parts Sourcing – tips & tricks of trade
- Benchmarking – internal KPIs for business operations
- OEM certifications
- Scanning – processes, equipment, OE positions

Luncheon Keynote: The 3 Cs: Choice, Chance, Change

11:30 a.m. - 1:30 p.m.

Mike Anderson, Collision Advice

It is often said that the key to success in life is to turn negatives into positives. To do this, you must practice the 3 Cs: You must make a choice to take a chance or your life will never change.

Do you choose to be the wind- the agent of change - or do you choose to be the flag, blown about by circumstance? You alone are responsible for your success. You determine the outcome. You dictate your future. You choose your destiny. Success or failure – it is your choice.

Positioning Yourself in the Collision Repair Industry

2:00 - 4:00 p.m.



Mike Anderson, Collision Advice & Raymond Chew, CCC Information Services

Whether you are a collision repair center or a jobber supporting your customers, it is critical to understand how to best position yourself to succeed. To do this, you need to focus on

the business analysis metaphor of the three-legged stool:

1. Sales and Marketing
 - How to attract and increase sales in today’s competitive environment
 - The growing role of the OEs in the collision repair industry
 - The importance of your online presence
 - The 3Cs (CSI, Closing Ratio and Cycle Time)
2. Production
 - Improve your blueprinting and estimating process
 - New estimating tools to help capture more not-included operations
 - Key KPIs both OEMs and Insurers are and will be monitoring in the future
 - Specific ways you can use data to improve your performance
 - Latest trends affecting collision repairers
3. Accounting, Finance and Human Resources
 - Finance and human resources trends
 - Most profitable sales mix
 - How to develop and train new hires

Maintenance Profit Master

2:00 - 4:00 p.m.

Jeremy O’Neal, Advisorfix



The ultimate Service Advisors’ guide to selling maintenance on 2013 – 2016 model year vehicles. Bring your maintenance sales skills up-to-speed by learning insiders’ secrets that the dealership Service Advisors are using to sell maintenance on today’s new vehicles. Students will get behind-the-scenes access to what the top 1% of Service Advisors are doing to create massive profits selling maintenance on newer vehicles. Includes vehicle-specific information for the following manufacturers: Ford, GM, Chrysler, Honda, Toyota and Nissan.

The session includes an advanced sales guide to help you create additional profits from the first day back at the shop. Your customers will love the expertise you gain from this course.

Lead! Create! How to Adapt Your Business & Thrive

2:00 - 4:00 p.m.

Josh Dye, Convene, LLC

Leadership and creativity is no longer about hierarchy. It can come from anywhere in your company, if your culture is ready for it. Adapting your company requires empowering staff to take initiative, inspiring them to have the guts to do something different, and risking failure. It also requires that you embrace the impact of new technology, make learning more efficient, and be willing to engage in difficult conversations about what is and is not working.

In this presentation, Josh Dye will show you how to adapt your thinking and business, so it will thrive for generations to come.

Vendor Showcase & Social Hour

4:00 - 6:00 p.m.

You’ll have the opportunity to visit with industry sponsors while catching up on the latest and greatest in products and services. You can make some new contacts or get answers to those questions that you haven’t found the time to pick up the phone and ask, all in a fun and relaxing setting.

Industry Night Out – Bowling, Bocce & Cheer, Pinstripes, Bloomington

6:30 – 8:30 p.m.

Join fellow AASP-MN members where sophistication meets fun—Pinstripes! Unwind from the busy day by challenging colleagues in a game of bocce or lace up the bowling shoes to enjoy a classic American pastime. Plush seating and professional game-side service invite you to connect, play, and change your frame of mind.

HOTEL ACCOMMODATIONS

Doubletree by Hilton Bloomington - Minneapolis South, Bloomington, MN
7800 Normandale Blvd.
Bloomington, MN 55439
1-800-222-TREE



The DoubleTree by Hilton Bloomington – Minneapolis South is conveniently located at the intersection of Interstate 494 and Highway 100. The newly-renovated full-service property is minutes from all of the Twin Cities area attractions, with the world famous Mall of America just a short shuttle ride away from the front entrance.

Make your reservation by calling 800-222-TREE and be sure to tell the reservationist you are with the Alliance of Automotive Service Providers room block to get the discounted room rate. Reservations must be received by April 3, 2017 to guarantee the rate of \$85+ per night.

MEET THE SEMINAR SPEAKERS



Mark Scharenbroich has spent his career working in both industry and education discovering how some of the best organizations and team leaders build a culture that encourages people to perform at a higher level through greater engagement. Part motivational speaker, part thought-provoker and pure comedic entertainer, he will inspire, teach and engage you. Mark is an award-winning author, Emmy Award® winner, National Speakers Association Hall of Fame Inductee, and a Golden Apple, Silver Screen Film and International Film Festival award winner for his movie, “The Greatest Days of Your Life...(so far).”

Mike Anderson is the former owner of Wagonwork Collision Centers, two highly-acclaimed collision repair shops located in Alexandria, Virginia. He is an Accredited Automotive Manager (AAM). He has served in many positions over his career, including the Mitchell and MOTOR Advisory Boards, ASE Test Review committee, Director of ASA Operations Committee, Board of Directors for WMABA, Virginia Automotive Legislative Committee, and Chair of the State of Virginia Skills USA/VICA contest. Mike is also an active member in many industry associations. He is the owner of Collision Advice, a consulting firm to the collision industry, and currently serves as a facilitator for Axalta Coating Systems’ highly recognized Business Council 20 Groups in the United States and Canada. He also facilitates numerous courses for Axalta’s Educational Series.



Raymond Chew is a National Account Manager for CCC Information Services, Inc. He has been with CCC for over 17 years in a variety of customer-facing roles. He also serves as consultant and provides his expertise across a wide breadth of industry topics, working primarily with repair organizations with multiple locations.

Jeremy O’Neal grew up in a service station and began his career in the auto repair industry by washing headlights at 8 years old. He’s been recognized as one of the industry’s most talented and skilled service advisors. In 2010, he founded Advisor Fix in an effort to help service advisors master the skills needed to excel in their field. Having worked in independent repair facilities, as well as new car dealerships, Jeremy draws from personal experience and provides real-world training to his clients.



Josh Dye currently serves as the Marketing & Outreach Coordinator for HousingLink, a Minneapolis-based nonprofit. During his tenure at HousingLink, the organization reached all-time highs in website traffic and individual donations. He also spearheaded the recent launch of HousingLink’s first earned income ventures, Twin Cities Rental Revue and Housing Hub. Josh is also the Founder and President of Convene, LLC, a speaking, training, and consulting company for associations, nonprofits, and small business.

REGISTRATION FORM

Name: _____
 Company: _____ Email: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____

Please indicate sessions you plan to attend: **Package Price** \$ _____

Registration Options	Early Bird Pricing (before 3/31/17)	Standard Pricing (after 3/31/17)
Full-Day (includes lunch)	\$175 Member / \$200 Non-Member ea.	\$200 Member / \$225 Non-Member ea.
Half-Day (Lunch not included. See additional options below)	\$95 Member / \$120 Non-Member ea.	\$125 Member / \$150 Non-Member ea.

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| <input type="checkbox"/> 4:00 – 6:00 pm | Social Hour & Vendor Showcase |

Additional Options:
 Luncheon & Keynote Address, 11:30 am – 1:30 pm (included in full-day package) _____ @ \$25 ea...\$ _____
 Industry Night Out at PinStripes, 6:30 – 8:30 pm _____ @ \$40 per person..... \$ _____
 AMI Credit @ \$10 per AMI course attended _____ @ \$10 ea..... \$ _____
Total: \$ _____

Payment Options: Check enclosed. Payable to AASP-MN Credit Card (Visa, MasterCard, Discover & Amex accepted)
 Number: _____ Expires: _____ CVC#: _____
 Billing Address & Zip Code: _____

Return to: AASP-MN, 1970 Oakcrest Ave., Suite 102, Roseville, MN 55113 • Phone: (612) 623-1110 / Fax: (612) 623-1122 • Email: aasp@aaspmn.org
Cancellation Policy: Cancellations must be received no later than 4/3/17 in order to qualify for a full refund. After 4/3/17 no refunds will be issued and no-shows will be billed.