



# 2018 Annual Meeting & Leadership Conference

**Thursday, April 5**

**DoubleTree by Hilton Bloomington - Minneapolis South  
Bloomington, MN**

## **AGENDA AT A GLANCE**

- 8:00-9:30AM** Opening General Session: Bring It! Terry Watson, Easify, Inc.
- 9:45-11:30AM** Roundtable Discussions (Three-30 minute sessions), AASP-MN Member Experts
- 11:30AM-1:30PM** Luncheon Keynote: Momma Told Me There'd be Days Like This, Mark Mayfield, Mark Mayfield Presentations
- 2:00-4:00PM** Can I Have a Side Order of Service With That? Creating Dazzling Customer Service, Mark Mayfield, Mark Mayfield Presentations
- 2:00-4:00PM** The Secrets of America's Greatest Body Shops – Six Secrets Revealed, Dave Luehr, Elite Body Shop Solutions (Collision)
- 2:00-4:00PM** Survive & Prosper in the Auto Repair Business, Dan Gilley, RLO Training (Mechanical)
- 4:00-6:00PM** Vendor Showcase & Social Hour
- 6:00-9:00PM** Industry Dinner & Casino Royale

## Opening General Session: Bring it!

8:00 — 9:30AM

*Presented by Terry Watson, Easify, Inc.*

*Sponsored by CBIZ AiA, AmeriTrust Group (formerly Meadowbrook Insurance Group) & United Fire Group*

The auto industry is experiencing rapid, disruptive change. Expensive technology is changing faster than you can learn the old one. Profits are being squeezed. One well-written negative Yelp review could actually affect your bottom line. Good people are harder to find and autonomous vehicles are on the horizon. Every week it seems like a new monkey is being added to your back. This session aims to change that!

You will discover:

- Super simple tweaks to keep you nimble, profitable and more efficient!
- How to stand out in a crowded marketplace!
- How to compete on value instead of price!
- The reputation management tweaks that you must do TODAY if making profit is important to you!
- The biggest reputation management mistakes that you are making that you don't know you are!
- The most important question that you must ask the public that you certainly are not!
- The workplace changes that make your staff want to retire with you!
- The one simple thing that will dramatically reduce your stress and increase your energy!
- And more!

## Roundtable Discussions

9:45 — 11:30AM

You will have the opportunity to participate in three 30-minute sessions facilitated by AASP-MN member experts.

Topics include:

- KPIs
- Protecting against employee fraud
- Employee meetings
- Estimating resources
- Tech tools that save time
- And more!

## Luncheon Keynote: Momma Told Me There'd Be Days Like This

11:30AM — 1:30PM

*Presented by Mark Mayfield, Mark Mayfield Presentations*

*Sponsored by FinishMaster & PPG Automotive Finishes*

Mark will help you identify your major stressors and help you find balance in this fast-paced world.

You'll learn stress management techniques while you hold your sides laughing, because Mark believes you remember things that make you laugh. Why can't you remember where you put your keys, but you can remember a funny line from one of your favorite movies?

Get better at managing people and managing stress in this fast-paced, outrageously funny program that will help you get more done, enjoy life more and LIVE LONGER.

## Can I Have a Side Order of Service With That? Creating Dazzling Customer Service

2:00 — 4:00PM

*Presented by Mark Mayfield, Mark Mayfield Presentations*

*Sponsored by AASP National*

This lively program will help you see the customer's perspective and examines issues like credibility, reliability and responsiveness. You'll understand the myths and principles of customer service and see how to move them beyond satisfaction to advocacy during this time of great and rapid change. Hold on to your seats! This is a rapid-fire, entertaining look at what makes customers do what they do.

## The Secrets of America's Greatest Body Shops – Six Secrets Revealed (Collision)

2:00 — 4:00PM

*Presented by Dave Luehr, Elite Body Shop Solutions*

*Sponsored by Axalta Coating Systems*

In this session, Dave Luehr will explain why he feels that right now in history is the greatest time ever to be in the collision repair business, but only for those with the right mindset! Dave will share insights obtained from over 30 years as an industry leader, and share the Six Secrets that are currently being used by America's Greatest Body Shops to rise to higher levels of success than their competition.

Some of the habits taught in this session include:

- Busting old beliefs and staying out of the victim zone
- How to make your family-owned business more successful
- How to build a sustainable business model that will create consistency and quality while reducing the chaos many see as normal
- Modern leadership and how to attract customers in a way that will lessen your DRP dependence
- Much more!

## Survive & Prosper in the Auto Repair Business

2:00 — 4:00PM

(Mechanical)

*Presented by Dan Gilley, RLO Training*

*Sponsored by Auto Value Parts Stores/APH*

This program will look at what today's customers (both external and internal) want and what shops need to do to meet or exceed expectations. Attendees will also learn ways to improve business efficiency through processes and tracking vital numbers.

Attend this session to learn about:

- Managing your labor inventory
- Opportunities to improve gross profits
- Service advisor productivity

## Vendor Showcase & Social Hour

4:00 — 6:00PM

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 Dinner & Casino Royale

6:00 — 9:00PM

*Sponsored by Dent Impressions*

Become the High Roller you've always wanted to be at AASP-MN's Industry Dinner & Casino Royale. Eat, drink (cash bar) and be merry while enjoying the evening with fellow members and industry professionals. Choose between Black Jack, 3 and 4 card Poker, Red Dog and more, as you wager your "casino money" in hopes of having enough at the end of the night to win valuable prizes.



## HOTEL ACCOMMODATIONS

**DoubleTree by Hilton Bloomington - Minneapolis South**  
7800 Normandale Blvd. Bloomington, MN 55439



The DoubleTree by Hilton Bloomington – Minneapolis South is conveniently located at the intersection of Interstate 494 and Highway 100. The 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 (approximately 10-15 minute drive). The DoubleTree is also just 10 minutes from the Minneapolis/St. Paul International Airport (MSP) with complimentary airport transportation. The hotel features 568 beautifully-appointed guest rooms, which feature complimentary wireless or wired high-speed internet, iHome alarm clock/radio's MP3/IPOD connectivity and premium channels on a 40" flat screen television.

Make your reservation by calling 800-222-TREE and be sure to tell them you are with the AASP-MN group, (group code AAS) or online at

[http://doubletree.hilton.com/en/dt/groups/personalized/M/MSPBSDT-AAS-20180401/index.jhtml?WT.mc\\_id=POG](http://doubletree.hilton.com/en/dt/groups/personalized/M/MSPBSDT-AAS-20180401/index.jhtml?WT.mc_id=POG).

**Reservations must be received by March 19, 2018 to guarantee the rate of \$89++ per night.**

## Meet the Speakers



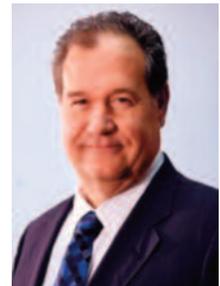
**Terry Watson** is the "AHA guy," who makes people, companies and organizations, large and small, aware of the conscious and unconscious ways they sabotage their businesses and lives. He teaches audiences how to improve relationships with customers, close transactions more efficiently and work smarter, not harder. Terry will demonstrate "real world" tactics and provide ridiculously-effective and easily-implementable strategies. Terry is also a recipient of the Certified Speaking Professional (CSP) designation from the National Speakers Association.

**Mark Mayfield** is known as "The Corporate Comedian" because he merged his corporate background as a lobbyist and his comedy background as a nightclub performer to create an extremely unique and comedic presentation style. Mark is author of the popular book, *Mom's Rules*. He has received two degrees from Kansas State University and is a recipient of the Certified Speaking Professional (CSP) designation from the National Speakers Association and has been inducted into its "Speaker Hall of Fame."



**Dave Luehr** has experienced the challenges of the independent collision repair shop owner for the past thirty years. With a background in lean operations, he has worked for several organizations, including Manheim and ABRA Auto Body & Glass. Dave has served as the Chair of Middle Tennessee's I-CAR committee, taking an active role in the development of students. Dave uses his vast industry knowledge to help independent collision repair shop owners win by offering hope and practical advice as a coach, mentor and consultant.

**Dan Gilley's** automotive career began when he bought, repaired and sold a 1959 Cadillac convertible at age 14. Since that time, he's worked both as a technician and service advisor at several independent repair shops and new-car dealerships. Dan's real skills were developed as an independent auto repair shop owner for over twenty years. Early in his career he became passionate about learning all he could about the auto repair business. He attended seminars, business schools and was a member of RLO's Bottom-Line Impact Groups™. Dan joined the RLO team in March of 2003 as a full-time instructor and coach and became President and owner in 2010.



# AASP-MN Annual Meeting & Leadership Conference **Registration Form**

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_ Email: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Registration Options	Early Bird Pricing (before 3/15/18)	Standard Pricing (after 3/15/18)
Full-day (includes lunch)	\$175 Member/\$200 Non-Member ea.	\$200 member/\$225 Non-Member ea.
Half-Day (lunch <b>not</b> included)	\$95 Member/\$120 Non-Member ea.	\$125 member/\$150 Non-Member ea.

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

- \_\_\_\_\_ 8:00 – 9:30AM Opening General Session: Bring It!, Terry Watson
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**Additional Options:**  
 \_\_\_\_\_ Luncheon & Keynote Address, 11:30AM – 1:30PM (lunch included in full-day package)..... @ \$30 ea. \$ \_\_\_\_\_  
 \_\_\_\_\_ Industry Dinner & Casino Royale, 6:00 – 9:00 pm..... @ \$40 ea. \$ \_\_\_\_\_

**Payment Options:** **Total Price:** \$ \_\_\_\_\_  
 \_\_\_\_\_ Check enclosed. Payable to AASP-MN  
 \_\_\_\_\_ Credit Card. (Visa, MasterCard, Discover & American Express accepted)  
 Number: \_\_\_\_\_ Expires: \_\_\_\_\_ CVC #: \_\_\_\_\_

**Return with payment to:** AASP-MN, 1970 Oakcrest Ave., Suite 102, Roseville, MN 55113  
Phone: (612) 623-1110 • Fax: (612) 623-1122 • Email: aasp@aaspmn.org  
*Cancellations must be received no later than 3/29/18 in order to qualify for a full refund. After 3/29/18 no refunds will be issued and no-shows will be billed.*

AASP-MN  
 1970 Oakcrest Ave., Suite 102  
 Roseville, MN 55113