

# 2016 ANNUAL MEETING & LEADERSHIP CONFERENCE



**THURSDAY, APRIL 14**

**Ramada Plaza Minneapolis  
1330 Industrial Blvd., Minneapolis, MN**

## AGENDA AT A GLANCE

8:00 – 10:00am	<b>Mastering the 5 Skills for Effective Leadership</b> , Richard Flint, Richard Flint International <b>AMI</b>
10:15 – 11:15am	<b>Help – My Industry is Consolidating!</b> Brad Mewes, Supplement!
11:30am – 1:15pm	<b>AASP-MN Membership Meeting &amp; Keynote Address: “No More Excuses, It’s Non-Negotiable!”</b> Sam Silverstein, Sam Silverstein, Inc.
1:30 – 2:15pm	<b>Building Your Accountable Organization</b> , Sam Silverstein, Sam Silverstein, Inc.
1:30 – 3:30pm	<b>Increase Your Diagnostic Labor Sales</b> , Kelly Bennett, Business Training International <b>AMI</b>
1:30 – 3:30pm	<b>Collision Workflow: Better Scheduling = Greater Success</b> , Kent Carlson, Collision Resources, Inc.
2:30 – 3:30pm	<b>Authentic Persuasion: Communication That Moves Others to Action</b> , Josh Dye, Convene, LLC
3:45 – 4:45pm	<b>Networking Roundtable</b>
4:45 – 6:00pm	<b>Social Hour &amp; Vendor Showcase</b>
6:30 – 9:00pm	<b>Industry Dinner &amp; America’s Everyday Comedian</b> , C. Willi Myles

## **Mastering the 5 Skills for Effective Leadership** **AMi**

**8:00 – 10:00am**

*Presented by Richard Flint, Richard Flint International*

**Sponsored by Axalta Coating Systems**

Management teams today are facing a period of major leadership transition. The way they've always done business in the past is being challenged in every way. Times of transition are almost always met with uncertainty, confusion and stress for everyone in the company. What is needed during these times is EFFECTIVE LEADERSHIP from all managers.

There are five skills that effective leaders MUST possess, and that must be MASTERED in a particular sequence, in order for them to establish true LEADERSHIP within their company. These five skills are tied together – one does not function without the others.

- Listening
- Communication
- Confrontation
- Delegation
- Decision-Making

This program examines each of these skills and prepares leaders with the insights and information to make these five skills the foundation for leading people.

## **Help – My Industry is Consolidating!**

*Five fool-proof strategies to trounce the competition in 2016, whether you are a jobber, collision repairer or automotive service shop*

**10:15 – 11:15am**

*Presented by Brad Mewes, Supplement!*

**Sponsored by Bill Smith Foundation**

Consolidation is significantly changing the landscape of the automotive industry. The entire automotive aftermarket is consolidating. Dealers, tire vendors, parts distributors, paint distributors, software providers and collision and mechanical repair shops are all consolidating. But were you aware that industries tend to follow a predictable path of consolidation?

Attend this session to learn:

- The current state of industry consolidation
- The three stages of consolidation
- How consolidation will impact your business, including implications for operations and competition
- The challenges and opportunities that consolidation presents

Consolidation is a trend that will continue to shape the industry and one that you need to know more about to appropriately manage the risks and take advantage of the opportunities it presents for your business.

## **AASP-MN Annual Meeting, Luncheon & Keynote Address:** **“No More Excuses, It's Non-Negotiable”**

**11:30am – 1:15pm**

*Presented by Sam Silverstein, Sam Silverstein, Inc.*

**Sponsored by CBIZ AiA and Meadowbrook Insurance**

During the AASP-MN Annual Meeting, you will hear about the association's accomplishments in 2015, what's planned for 2016, and meet the new Board of Directors. Following this brief presentation, Sam Silverstein will explain the importance of establishing accountability within your company.

A **Non-Negotiable** is a positive standard you create that respects the rights of others and is absolute. It reflects who you are as an organization and where you want to go. In it lies your true source of organizational power and control.

In this keynote presentation you will learn the five essential elements present in an organization that creates a culture that prioritizes and inspires accountability:

- What you believe as an organization
- Your mission and purpose as an organization
- What is in your control
- The true value of people
- Establishing your Non-Negotiables

## **Building Your Accountable Organization**

**1:30 – 2:15pm**

*Presented by Sam Silverstein, Sam Silverstein, Inc.*

**Sponsored by United Fire Group**

For years, organizations have focused on traditional leadership skills, customer service training and team building. While these elements are important, organizations must have a fundamental understanding of what they believe, what their mission and purpose is, and what is non-negotiable in their culture in order to sustain and go beyond their current level of success.

Learn how to build an organization that consistently outperforms the competition. In this session we will go deep in understanding:

- The importance of understanding what you believe and value as an organization
- How to create an environment where people help each other be accountable
- How to make decisions rooted in your core values and beliefs

## **Increase Your Diagnostic Labor Sales** **AMi**

**1:30 – 3:30pm**

*Presented by Kelly Bennett, Business Training International*

How much diagnostic time has your shop given away? Getting paid for all of your diagnostic time is a major challenge for most repair shops. There are so many variables to selling the full range of diagnostic labor. This workshop covers the full, seven-step process to ensure you properly quote a specific price (no ranges or ball park figures) and get authorization from the customer. You'll learn how to consistently get the symptoms in writing with the customer's input and ensure the diagnostic technician follows the written procedures to properly diagnose the vehicle.

We will cover the following common types of diagnosis:

- Drivability problems that are constant, intermittent and random
- Air conditioning
- Fuel systems
- Fluid leaks
- Electrical systems
- Device failure: fuses, battery, alternator, starter
- Noises - constant and intermittent
- Vibration
- Brakes

You will also learn how to create “recipes” for selling diagnostic work that will ensure you get paid for all your diagnostic sales.

## Collision Workflow: Better Scheduling = Greater Success

1:30 – 3:30pm

Presented by Kent Carlson, Collision Resources, Inc.

### Sponsored by PPG Automotive Refinishes

Every collision center schedules...some just do it better than others. When scheduling improves, assets can be used more productively, sales can increase, cycle times can shrink, quality can improve and stress levels can drop. Better scheduling sets you up to succeed. Poor scheduling sets you up to fail.

Among the items covered in this session are:

- How to know if you are scheduling well
- How the scheduling challenge has changed over the past 15 years
- Key variables to account for when scheduling
- How scheduling differs between centers that write estimates and those that don't
- Steps you can take to schedule better

Participants will return to their collision centers with a greater appreciation for how better scheduling sets them up to succeed and what they can do to begin reaping the benefits of scheduling better.

## Authentic Persuasion: Communication That Moves Others to Action

2:30 – 3:30pm

Presented by Josh Dye, Convene, LLC

As an automotive service provider it is essential that both you and your staff have a solid grasp of sales persuasive skills. Employees need to get sold on your ideas and processes, and your business negotiations and personal communications rely on persuasion, as well. This is the persuasion master-class that will make your communication easier and produce better results.

In this session you will learn:

- Unselling: How to effectively sell your ideas, plans, and processes without coming across as 'sales-y'
- Whose Agenda? Guiding customers, staff and business partners to win-win outcomes
- How to lead conversations to get positive results
- How to assertively ask for what you want without feeling awkward.

This is great training for those who want to communicate more persuasively while remaining authentic and kind.

## Networking Roundtable

3:45 – 4:45pm

You'll have the opportunity to participate in two 25-minute roundtable discussions facilitated by AASP-MN member experts. Choose from the following topics:

- Dealing with online parts price shoppers
- Retaining high-performing employees
- Marketing your shop on Facebook – what's changed?
- Top challenges facing independents and how to overcome
- Top opportunities for independents and how to leverage
- Free for all – bring your own issue for group discussion and input.

## Social Hour & Vendor Showcase

4:45 – 6:00pm

Continue visiting with the members and sponsors you met during the networking roundtable, 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 & America's Everyday Comedian

Presented by C. Willi Myles

6:30 – 9:00pm

### Sponsored by Dent Impressions

Eat, drink (cash bar) and be merry while enjoying a few good laughs with industry peers.

C. Willi Myles is a veteran performer and extremely funny guy, who has the gift of connecting people with each other through humor and storytelling. His stories and jokes give a unique spin on life's everyday challenges by applying humor to them. Performing across the US and abroad, his career highlights include several appearances on national television and at the legendary Apollo Theater in New York City. He has toured with and opened for a wide range of performers such as Fleetwood Mac, The Spinners, Toby Keith and many more. Referred to as "America's Everyday Comedian," Willi is truly comedy at its best!



## HOTEL ACCOMMODATIONS

### RAMADA PLAZA MINNEAPOLIS

1330 Industrial Blvd.

Minneapolis, MN 55413

(612) 331-1900

Just off I-35W, this upscale hotel is a 3.7-mile drive from downtown Minneapolis. Guest rooms have free WiFi, flat-screen TVs and coffeemakers. Upgraded rooms and suites add minibridges, microwaves and pullout sofas. Amenities include a lounge bar and a restaurant for Italian cuisine, as well as a heated indoor pool, hot tub, sauna and fitness center. There's also a free area shuttle and parking.

Make your reservation by calling (612) 331-1900 and be sure to tell the reservationist you are with the Alliance of Automotive Service Providers room block. **Reservations must be received by March 30, 2016 to guarantee the rate of \$109 per night.**



# REGISTRATION FORM

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

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

Registration Options	Early Bird Pricing (before 3/31/16)	Standard Pricing (after 3/31/16)
Full-Day (includes lunch)	\$175 Member/\$200 Non-Member ea.	\$200 Member/\$225 Non-Member ea.
Half-Day (lunch <u>not</u> included. See additional options below)	\$95 Member /\$120 Non-Member ea.	\$125 Member/\$150 Non-Member ea.

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|---|---|
| <input type="checkbox"/> 8:00 – 10:00 am    | Mastering the 5 Skills for Effective Leadership, Richard Flint <b>AMI</b>                             |
| <input type="checkbox"/> 10:15 – 11:15 am   | Help - My Industry is Consolidating! Brad Mewes   |
| <input type="checkbox"/> 11:30 am – 1:15 pm | AASP-MN Membership Meeting & Keynote Address: "No More Excuses, It's Non-Negotiable," Sam Silverstein |
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| <input type="checkbox"/> 3:45 – 4:45 pm     | Networking Roundtable   |
| <input type="checkbox"/> 4:45 – 6:00 pm     | Social Hour & Vendor Showcase   |

**Additional Options:**

Luncheon & Keynote Address, 11:30 am – 1:15 pm (included in full-day package) \_\_\_\_\_ @ \$30 ea.....\$ \_\_\_\_\_  
 Industry Dinner & America's Everyday Comedian, 6:30 – 9:00 p.m. \_\_\_\_\_ @ \$40 ea.....\$ \_\_\_\_\_  
 AMI Credit @ \$10 per AMI course attended \_\_\_\_\_ @ \$10 ea.....\$ \_\_\_\_\_  
Total: \$ \_\_\_\_\_

**Payment Options:**  Check enclosed (Payable to AASP-MN)  Credit Card  
 Card Number: \_\_\_\_\_ Expires: \_\_\_\_\_ Billing 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: Refunds require 48 hours notice of cancellation**