



Register today!  
Call 612-623-1110  
or email  
[aasp@aaspmn.org](mailto:aasp@aaspmn.org)

Registration  
deadline  
Friday (10/12)

Please join AASP-MN for **Mech XChange**

Connect, Share, Learn

Wednesday, October 17<sup>th</sup>

4:00 - 6:00 p.m.

LubeTech

900 Mendelssohn Ave. N. – Gopher Hole (2<sup>nd</sup> floor)

Golden Valley, MN, 55427

In this session, you'll have the opportunity to take part in two roundtable discussions:

- **Diversifying shop product & service offerings:** Imagine the bottom line impact that a new profit center could have on your business. Many shops have successfully added alternative sources of revenue and customers with add-on or up-sell product and service offerings that complement their core business. Hear from other shop owners about what's been tried, what worked and what didn't.
- **Marketing – new and/or cost-effective marketing tactics that have worked for your shop in the last 3 months:** Most shops spend a sizeable amount on some form of marketing, from promotions, sponsorships, signage, direct mail, newspaper advertising and TV commercials, to a website, fliers and penny-saver circulars. Come prepared to share what's worked for your shop in the last 90 days and pick up some new ideas based on what's worked for others.

You'll also have some time to meet and visit informally with your fellow colleagues who own/work in independently-owned mechanical repair shops. This is your chance to "pick the brains" of some of the best operators in the area about an opportunity, problem or challenge you're dealing with in your shop. This will, undoubtedly, be the most valuable part of the **Mech XChange** event!

**Please RSVP by October 12<sup>th</sup>: Call 612-623-1110 or email [aasp@aaspmn.org](mailto:aasp@aaspmn.org).**

**Mech XChange** is open to all owners/managers of mechanical repair shops in the area. You don't have to be an AASP-MN member to attend. So, feel free to pass this information along to a shop colleague and invite them to attend.

We look forward to seeing you at the **Mech XChange**!

Attend **Mech XChange** if you want to stay up-to-speed and offer input on local and national mechanical repair issues, events and activities.

Attend **Mech XChange** if you want to get to know, visit and share ideas with your colleagues in the industry.

Attend **Mech XChange** if you want to be on the cutting edge of what's happening in the mechanical repair industry!