



MINNESOTA

PRESENTS...



REV UP YOUR GAME

2019 Annual Meeting & Leadership Conference

Thursday, April 11

**Delta Hotels by Marriott Minneapolis Northeast
1330 Industrial Blvd. NE, Minneapolis**

AGENDA AT A GLANCE

- 8:00-9:30am** Opening General Session: Age of Engage: Create Engagement presented by Roger Haskett, Engagement Unlimited
- 9:45-11:30am** Roundtable Discussions (Three 30-minute sessions)
- 11:30am-1:30pm** Luncheon Keynote: Play Like a Rookie presented by Mike Jones, Discover Leadership Training, Inc.
- 2:00-4:00pm** Increase Your Sales & Profitability by Winning with the Decision Makers: Women presented by Amy Mattinat, Auto Craftsmen
- 2:00-4:00pm** How to Lure and Retain Top-Performing Employees presented by Brian Sump, Avalon Motorsports & Urban Autocare
- 2:00-4:00pm** The Collision Repair Industry: Revving Up for What's Next presented by Mike Anderson, Collision Advice
- 4:00-6:00pm** Vendor Showcase & Social Hour
- 6:00pm** Grand Prize Drawings (door prize drawings throughout the day!)

Opening General Session: The Age of Engage: Create Engagement

8:00 – 9:30am

Presented by Roger Haskett, Engagement Unlimited
Sponsored by AmeriTrust Group, CBIZ AIA & United Fire Group

Engagement means active participation in your desired company culture, a greater buy-in to your brand and improved bottom-line results. It is the secret sauce that makes your work and your life magic.

Roger's unique insight and forward-thinking approach to workplace dynamics and culture at-large will challenge participants to re-think their attitudes and discover new and exciting ways to deliver more value to their clients and those around them.

Participants will walk away with tangible tools that will inspire them to be more productive, creative and successful in their work.

Takeaways:

- Learn about how shifts in workplace culture, education, media, and cultural values have shaped what engagement means and how we can now effectively measure engagement across all aspects of our lives
- Understand how to create and promote active participation and the neuroscience behind emotional contagion, mindfulness, social pain and much more
- Discover how to be more engaging and harness this power for improved creativity, productivity, and bottom-line results in your own life

Roundtable Discussions

9:45 – 11:30am

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

- Mobile & remote diagnostic services
- Employee tool programs
- Customer Relationship Management (CRM) systems
- Social media: what's new and what's working for shops
- Regulatory compliance Q & A
- OEM info & resources
- Adapting for ADAS
- Shop cybersecurity
- Parts procurement
- Going wireless



"I originally joined the Alliance thinking it was time to give back to the automotive service industry by being involved. Little did I know about the long-term relationships I'd develop and how much more I could learn by attending Mech XChange events and

classes at the Annual Meeting & Leadership Conference. Great speakers and never

any sales pitches." – Wayne Watson, Auto Works Automotive Service Center, Woodbury

Luncheon Keynote: Play Like a Rookie

11:30am-1:30pm

Presented by Mike Jones, Discover Leadership Training
Sponsored by AASP National, LKQ-Minnesota and Lube-Tech Partners

Mike Jones will teach you how to embrace the massive changes in the automotive industry, push through the situations you can't control and thrive in the midst of undesirable circumstances.

Takeaways:

- Create the NEXT practice instead of looking at the best practice
- Lean into the changes, focus on going beyond doing "good 'nuf"
- Create standards that exceed expectations
- Get outside your comfort zone
- Become aware of your blind spot

Increase Your Sales & Profitability by Winning with the Decision Makers: Women

2:00 – 4:00pm

AMi

Presented by Amy Mattinat, Auto Craftsmen
Sponsored by Auto Value Parts Stores/APH

Studies show that 83% of women are responsible for making all of the decisions about their vehicles. Amy Mattinat will give you the inside scoop on specific changes you can easily make to turbo-charge your marketing share with your most profitable prospects – women.

Takeaways:

- Learn how women research services they use and why they choose one business over another
- Create an appealing brand for women which will also build more business with men
- Effectively market to women on less marketing dollars than you ever thought possible
- Identify that one simple signal that most automotive service advisors miss when a woman is losing patience with them and make more sales
- Learn how to leverage female referrals as the ultimate marketing multiplier, making each new woman customer at least four times more profitable than a new male customer

How to Lure and Retain Top-Performing Employees

2:00 – 4:00pm

Presented by Brian Sump, Avalon Motorsports & Urban Autocare

Sponsored by PPG Automotive Finishes

If your shop was fully staffed with rock stars, what would that mean for your bottom line? What if you could cut loose those employees that are holding you hostage and eliminate your fears about how you will find quality replacements?

As a shop owner and avid entrepreneur, Brian understands the challenges that the current employment market brings and he'll share business-altering strategies and techniques that will help you serve your clients profitably and build for a future, including:

- Attracting talented prospects and where to find them
- Writing quality position ads
- Effective interviewing and hiring tactics
- Building your own apprentice program
- Retaining top performers

The Collision Repair Industry: Revving Up For What's Next

2:00 – 4:00pm



Presented by Mike Anderson, Collision Advice

Sponsored by Axalta Coating Systems & FinishMaster

Mike Anderson of Collision Advice will share with attendees what the future looks like for the collision repair industry. Topics will include, but are not limited to, the following:

- What the average labor hours are per RO per state
- What KPIs you should be focused on in 2019
- What role the OEMs will play in FNOL
- What, and more importantly, WHEN will telematics and connected cars start to impact the collision repair industry?
- What telematics and connected vehicles will mean for the way you perform a damage analysis
- Learn how 36 % of all consumers want to do business with you when you are CLOSED and how to turn this into an opportunity
- Where the industry is headed with Pre- and Post-scans and strategies for billing your estimates to improve reimbursement
- And so much more!!

Vendor Showcase & Social Hour

4:00 – 6:00pm

Visit with industry sponsors and make some new contacts!

- Catch up on the latest and greatest in product services
- Get answers to questions you haven't had time to ask

We revved up our game this year!

- Door prize drawings throughout the day
- Two Grand Prize Drawings at 6:00pm (all attendees automatically registered – must be present to win!)



MEET THE SPEAKERS



Roger Haskett is an award-winning international keynote speaker and President of Engagement Unlimited. With his innovative keynotes and programs, he ignites positive transformational change in teams and individuals across North America and beyond. Roger's topics range from performance under stress and the power of play to effective communication skills and the age of engage within companies and culture at-large. His impressive background in teaching and acting (he has been seen in over 175 TV shows, movies and commercials), combined with his natural charisma and highly-contagious positive energy, has garnered Roger countless 10 out of 10 audience rankings and hundreds of happy return clients over the past 10 years.



Mike Jones has helped millions of people over the past 30 years. He is an accomplished author, keynote speaker, Master Trainer, and Human Behavior Expert that has worked extensively with small to medium-sized business owners and their teams to help them create better versions of themselves and, in return, increase their profits and decrease turnover. He has also worked on large worldwide projects with Coca-Cola and Exxon/Mobil, as well as local projects with Zions Bank and Caliber Collision. Mike served his country for 6 years in the U.S. Coast Guard and was a Police Officer for 14 years in the Houston Police Department as a pilot in the Helicopter Division. He is also an alumni of Northwestern University and its Executive Leadership Program.



Amy Mattinat is the President of Auto Craftsmen, an independent, award-winning automotive service center in Montpelier, Vermont. She is also considered an auto repair marketing and business expert, as well as an industry consultant. Amy teaches classes in Vermont and around the country. She has been teaching Car Care Clinics for Women for over 10 years and, along with other female shop owners, created a turn-key workbook for other shops to use to host their own Car Care Clinics. She is the author of "How to Buy a Great Used Car" and also co-authored the book "Whatever Happened to Outstanding Customer Service." She has spoken on TV and radio and has been a frequent guest of the automotive 'Remarkable Results Radio'. Amy is very involved in the Auto Care Industry on the national stage. She is the past president of Women in Auto Care and a member of SEMA, SBN, WiAC and ASA.



Brian Sump is not your typical shop owner. A former professional athlete, Brian had never turned a wrench in a shop before starting Denver-based Avalon Motorsports in 2007. But in the years since, he has used his business acumen and a detailed, process-based management philosophy to grow the German-specialty shop into an industry leader. In 2014, he and his team opened Urban Autocare, a second facility in Denver, to cater to the general repair market and is under contract to open a third shop. Brian has been recognized with multiple industry and business awards including: *Motor Age* Top 10 Shop, BBB Torch Award winner, ASA's *AutoInc* Top 10 Websites and was the cover subject of *Ratchet+Wrench* magazine's premier issue in July, 2012. He currently sits on the Board of Transformers Mastermind, an auto shop owner and manager development organization in Colorado. He is also a writer and instructor for *Ratchet+Wrench*.



There is no one in collision repair who hasn't heard of Mike Anderson. He is an acclaimed champion of everything that is, or could be right about the collision repair industry. As one of the most knowledgeable people in his field, he is a sought after speaker, author and consultant who can discuss and teach on a wide range of topics relating to everything – from the politics affecting collision repair, to researching repairs properly via technology, to giving and getting the best from insurers, and performing an exactly correct repair – just to name a few things!

Mike is the former owner of Wagonwork Collision Centers, two highly-acclaimed shops located in Alexandria, Virginia. Currently, Mike owns and operates Collision Advice, an industry research, reference and consulting business. In addition, Mike also serves as a facilitator for Axalta's highly-recognized Business Council 20 Groups in both the U.S. and Canada. He also facilitates numerous courses for the Axalta Performance Services Educational Series.

AASP-MN ANNUAL MEETING & LEADERSHIP CONFERENCE **REGISTRATION FORM**

Name: _____

Company: _____

Email: _____ Phone: _____ Fax: _____

Address: _____ City: _____ State: _____ Zip: _____

Registration Options	Early Bird Pricing (before 3/25/19)	Standard Pricing (after 3/25/19)
Full-Day (includes lunch and social hour & vendor showcase)	\$195 Member/ \$225 Non-Member ea.	\$225 Member/ \$250 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.

Please indicate the sessions you plan to attend:

Package Price \$ _____

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11:30am-1:30pm **Luncheon Keynote: Play Like a Rookie, Mike Jones**

2:00-4:00pm Increase Your Sales & Profitability by Winning with the Decision Makers: Women,
Amy Mattinat **AMi**

2:00-4:00pm **How to Lure and Retain Top-Performing Employees, Brian Sump**

2:00-4:00pm Positioning Yourself in the Collision Repair Industry, Mike Anderson **AMi**

4:00-6:00pm **Vendor Showcase & Social Hour**

Additional Options:

Luncheon & Keynote Address, 11:30am – 1:30pm (lunch included in full-day package)..... @\$40 ea. \$ _____

Payment Options: Check enclosed. Payable to AASP-MN Credit Card. (VISA, MC, DISC, AMEX accepted)

Card Number: _____ Expires: _____

Billing Zip Code: _____ CVC #: _____ Signature: _____

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 4/5/19 in order to qualify for a full refund.
After 4/5/19 no refunds will be issued and no-shows will be billed.**