



AASP-MN Annual Meeting & Leadership Conference: “NEW PERSPECTIVES”

April 4 & 5, 2023
Marriott Minneapolis Northwest
7025 Northland Dr. North • Brooklyn Park, MN 55428

AGENDA AT A GLANCE

Tuesday, April 4

12:00pm–5:00pm	Registration Open
1:00pm–4:00pm	Off-Site ADAS Calibration Center Tour with Q&A , LaMettry’s Calibration Center, Bloomington, tour guided by Darrell Amberson & LaMettry’s Team Experts
1:00pm–4:00pm	“Writing and Negotiating Estimates from a Minnesota Expert,” presented by Josh Shaw, Shannon’s Auto Body
1:00pm–4:00pm	“Six Steps to Skyrocketing Your Bottom Line,” presented by Rick White, 180BIZ
6:00pm–8:00pm	Off-Site TOPGOLF Event, Brooklyn Center

Wednesday, April 5

Register 2 from the same company on Wednesday & get the third at 1/2 PRICE!

7:00am–5:00pm	Registration Open	
7:30am–8:00am	Coffee with Vendors	
8:00am–9:00am	Opening Keynote: “The Champion’s Code, Part 1,” presented by Ross Bernstein	
9:00am–9:30am	State of the Industry Report , presented by Linden Wicklund, AASP-MN Executive Director	
9:45am–11:30am	Round Table Discussions. Attendees participate in 3 topics for 30 minutes each.	
	<i>Leadership/General Business:</i>	<i>Mechanical-specific:</i>
	1. Under Construction	1. Hiring an Experienced Mechanic & Other Magic Tricks
	2. Inclusive Shop Culture	
	3. Customer Retention & 5 Stars	<i>Collision-specific:</i>
	4. Hiring Students & Tech School Partnerships	1. DRPs & OEM Certifications – When to Add or Drop
	5. Small Changes with Big Returns	2. Negotiation Tips & Tricks
	6. ADAS	
	7. Electric Vehicles	
11:30am–1:30pm	Lunch, Annual Meeting, Special Presentation: “The Why Behind Safe & Proper Repairs,” presented by Marcia Seebachan, & Vendor Showcase	
1:45pm–3:45pm	Breakout Sessions. Attendees will participate in 2 topics for 50 minutes each.	
	<i>Leadership/General Business:</i>	<i>Collision-specific:</i>
	1. Wearing the C	1. Short Pay Resolution Pathways
	2. Preparing to Buy, Sell, or Expand Panel Discussion	2. Profitable Repair Plans
	<i>Mechanical-specific:</i>	
	1. Profit Shouldn’t Be an Accident	
	2. The EV Servicing Opportunity for Independent Shop Owners	
3:50pm–5:30pm	Closing Keynote: The Champion’s Code, Part 2, presented by Ross Bernstein, Vendor Showcase & Reception	
5:30pm	Grand Prize Drawing	

AASP-MN has crafted the following classes, workshops and networking opportunities to help provide new perspectives on the way you do business! Create actionable and meaningful working moments with information that you can start using right away. Bring your team! Owners, managers, estimators, service writers, and senior technicians will all benefit from attending.

TUESDAY, APRIL 4

Off-Site ADAS Calibration Center Tour with Q&A

Location: LaMettry's Calibration Center, Bloomington

Guided by Darrell Amberson & LaMettry's Team Experts

Time: 1:00pm–4:00pm

Visit the LaMettry's ADAS Center to learn first-hand what it takes to calibrate a vehicle from a company that is certified with 14 major manufacturers. Attendees will see space and technology requirements in action, have the opportunity to ask questions from team members who are deep into the details of both static and dynamic calibrations, and learn from leadership about the business implications of in-house versus subcontracted ADAS work. **Transportation NOT provided.**

"Writing and Negotiating Estimates from a Minnesota Expert"

Presented by Josh Shaw, Shannon's Auto Body

Time: 1:00pm–4:00pm

By day, Josh Shaw works to keep Shannon's Auto Body successful, which means happy returning customers, loyal skilled staff, and enough workload and profitability to support continual expansion. By night, Josh lends his time to coach others in the field, so this is your opportunity to learn from someone who knows what successful negotiations look like here in Minnesota.

The focus and topics:

- Capturing the low-hanging fruit (easy picking, easy documentation, easy to be paid)
- Battery D & R: Associated procedures, operations, and requirements
- Test Welds: Why? For what?
- Safe & Proper: How do you know? Who makes the call? You can't save them all
- When do we get back to normal? Perspective and collaborative conversation
- Q&A

"Six Steps to Skyrocketing Your Bottom Line"

Presented by Rick White, 180BIZ

Time: 1:00pm–4:00pm

Do you feel like your business is struggling and you're not sure how to fix it? Are you looking for a clear, step-by-step process to help your business grow and become profitable? This course is designed to help you do just that.

With a focus on practical, real-world strategies, this course will give you the tools and knowledge you need to take your business to the next level. Whether you're just starting out or you've been in business for years, completing this course will help you achieve measurable growth and improve your bottom line. So why wait? Enroll today and start building a brighter future for your business!

Off-Site TOPGOLF Event

Location: TOPGOLF, Brooklyn Center

Time: 6:00pm–8:00pm

Fee: \$100 per person, includes dinner and golf

TOPGOLF is the premier entertainment destination in Brooklyn Center, featuring an inclusive, high-tech golf game that everyone can enjoy. Players use TOPGOLF's complimentary clubs (or bring their own) to take aim at giant

outfield targets and the high-tech balls do all the scoring. Paired with outstanding food and beverage, climate-controlled hitting bays and music, TOPGOLF has an energetic hum that you can feel right when you walk through the door.

Transportation NOT provided.

WEDNESDAY, APRIL 5

Coffee with Vendors

7:30am–8:00am

Grab a cup of coffee and a Danish and visit with industry vendors and make some new contacts! Catch up on the latest and greatest in products and services and get answers to questions you haven't had time to ask.

Opening Keynote: "The Champion's Code, Part 1"

Presented by Ross Bernstein

8:00am–9:00am

Sponsored by LKQ-Minnesota

"The Champion's Code: Building Relationships Through Life Lessons of Integrity and Accountability from the Sports World to the Business World," is all about the DNA of champions in sports and how that relates to business. It's based on more than six years of research that resulted in two critically acclaimed series of sports-business books.

Ross interviewed more than 1,000 professional athletes and coaches and along the way he saw some fascinating trends, patterns, metrics, and analytics develop among certain peak performers who possessed a very unique DNA. For these special individuals, or "champions," it wasn't always about winning, it was about following their moral compass' to play the game the right way — with respect — to achieve success.

Ross will use inspirational stories and poignant life lessons from the world of sports to show you how to:

- Create a "culture of excellence" by giving extraordinary customer service...
- Generate momentum by utilizing the "currency of karma"...
- Follow their moral compasses to win "the right way," with respect, ethics, and integrity...
- Be better leaders and create more "buy-in" by embracing change and failure
- Evolve from "order takers" to "trusted partners" by enhancing the quality of their relationships...

State of the Industry Report

Presented by Linden Wicklund, AASP-MN Executive Director

9:00am–9:30am

While there are no magic ball predictions of what business for Minnesota aftermarket shops will look like in the next few years, there is a wealth of information available for shops to look to. During this session we explore the data predictions from major researchers in the industry. Learn what the numbers have to say about the percentage of vehicles on the road that are already equipped with ADAS, when electric vehicles will be commonplace for most shops, how big the market truly is, where new hires are coming from, and other key factors to consider when business planning.

Round Table Discussions

9:45am–11:30am

Sponsored by Lube-Tech

You will have the opportunity to participate in three 30-minute round table discussions of your choice. All discussions are led by an AASP-MN member or industry expert. Topics include:

Leadership/General Business

1. Under Construction
2. Inclusive Shop Culture

Register 2 from the same company on Wednesday & get the third at 1/2 PRICE!

3. Customer Retention & 5 Stars
4. Hiring Students & Tech School Partnerships
5. Small Changes with Big Returns
6. ADAS
7. Electric Vehicles

Mechanical-specific

1. Hiring an Experienced Mechanic & Other Magic Tricks

Collision-specific

1. DRPs & OEM Certifications – When to Add or Drop
2. Negotiation Tips & Tricks

Lunch, Annual Meeting, Special Presentation: “The Why Behind Safe & Proper Repairs” by Marcia Seebachan & Vendor Showcase

11:30am–1:30pm

Many in the collision repair industry have heard of “the John Eagle Case” and used the findings of this case to defend their work. However, the idea that shops are liable for the repairs they perform goes far beyond traditional body shops. Service shops, parts recyclers, aftermarket part manufactures, and all the entities who educate and write about repair procedures play a part in making sure the vehicles on the road are road worthy, and crash ready.

In this presentation Marcia Seebachan will share first-hand accounts of the accident that changed her and her husband’s life, the resulting lawsuit Seebachan vs. John Eagle, and the message she wants the aftermarket industry to take to heart.

BREAKOUT SESSIONS: 1:45pm–2:45pm

“Wearing the C” Leadership/General Business

Presented by Ross Bernstein

Sponsored by CBIZ

This session is based on a critically acclaimed book Ross wrote in which he was able to interview more than 500 captains and coaches to answer one question: What is it that makes the great ones great? Ross will focus on dozens of amazing leaders from the world of sports and explain how they were able to create “buy-in” through some very unorthodox methods.

Ross will show you how to:

- Lead with integrity in order to achieve success
- Create buy-in to connect with millennials, boomers and challenging co-workers
- Generate momentum through leading by example and mentorship of others
- Create a winner’s mindset to stay self-motivated through good times and bad

“Profit Shouldn’t Be an Accident”

Mechanical

Presented by Rick White, 180Biz

Sponsored by Shopmonkey

Are you tired of struggling to make ends meet in your auto repair shop? Do you feel like you’re working hard, but never making the profit you deserve? In this fast-paced webinar, we’ll show you how to build a business model that puts profit first and helps you achieve your financial goals.

At the end of the session, you’ll have a clear understanding of how to put profit first in your auto repair business, so you can stop subsidizing repairs for customers and start making the money you’re worth. Join us and take the first step towards building a more profitable, sustainable business!

“Short Pay Resolution Pathways”

Collision

Presented by Brian Chenvert, Insuraclaim

Sponsored by FinishMaster

The short pay landscape is changing, particularly as more shops are practicing balance billing which brings clear data to a previously hidden problem. This session will highlight the legal pathways in Minnesota and how to make use of them when advocating for fair pay. Advocacy and resolution can be found within your shop, with the Department of Insurance, or within the court system. Different pathways yield different results.

BREAKOUT SESSIONS: 2:45pm–3:45pm

“Preparing to Buy, Sell or Expand”

General Business

Panel led by Brad Peterson, Sunbelt Business Advisors

Sponsored by 3M Automotive Trades Division

Shop owners are nearing retirement at record rates and newcomers to the market are disrupting the traditional owner-operator shop model. Ask questions from those who have been through it to help sort out what the future of your business should be.

“The EV Servicing Opportunity for Independent Shop Owners”

Mechanical

Presented by Brett Kinsfather, Shopmonkey

Sponsored by Auto Value / Benco Equipment

With EV production on the rise and more than 60% of shops not actively servicing EVs, there is a tremendous business opportunity for the independent shop owner.

Developed in conjunction with Chris Salvo, President and Co-Owner of Electrified Garage, this program walks you through the spectrum of EV service opportunities that exist today, and offers attendees a roadmap for how to get started in servicing EV’s.

“Profitable Collision Repair Plans”

Collision

Presented by Josh Shaw, Shannon’s Auto Body

Sponsored by AASP National

We all talk about quality and safe repairs, but how does that equate to profit for my business? This session will cover key items to include in collision repair plans to improve profit with minimal conflict.

Closing Keynote: “The Champion’s Code, Part 2” Vendor Showcase, Reception & Grand Prize Drawing

3:50pm–5:30pm

Sponsored by NCS/Single Source

Grab a drink and some hors d’oeuvres and settle in for the exciting conclusion of Ross Bernstein’s “The Champion’s Code.” He’ll leave you with a message that is sure to inspire and motivate—or even give you “New Perspectives” for life and business.

Following his presentation, you’re invited to mix and mingle with vendors and industry peers until our Grand Prize drawing at 5:30pm!

HOTEL INFORMATION

Minneapolis Marriott Northwest

7025 Northland Dr. N.

Brooklyn Park, MN

Group room rate: \$149+/night

Reserve your room online at:

<https://bit.ly/AASPMNroomblock>

