

# Press Release



For Release: Immediate

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## **AASP-MN Announces First In-Person Meeting Since Pandemic**

The Alliance of Automotive Service Providers of Minnesota (AASP-MN) is pleased to announce that, with the recent easing of COVID-19 restrictions, its Annual Meeting and Leadership Conference will take place as an in-person event. The conference will be held Thursday, May 20, at Nicollet Island Pavilion in Minneapolis. “Celebrating Resilience,” is this year’s theme – and plans are in place to do just that!

Although the event might look a little different, “Celebrating Resilience” will offer a line-up of top-notch programming tailor made for auto service and collision repair shop owners and managers. The general session keynote events, roundtable discussions and vendor showcase will be in-person (with all recommended safety protocols in place). The break-out sessions will be available virtually and on-demand, followed by a live discussion/Q & A session with the presenters in June. All sessions feature some of the industry’s top trainers.

In addition to the educational programming offered, there will be plenty of time for attendees to network and socialize with peers and industry vendors as they showcase new products and services in an open-air tent during social hour.

Here’s what’s planned:

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| 11:30am           | <b>Pivot! Building Accountability into Your Life &amp; Organization, Lunch and Annual Meeting,</b> presented by Sam Silverstein, Sam Silverstein Enterprises |
| 2:00pm            | <b>ADAS – Are You Ready?</b> presented by Jason Bartanen, Collision Hub & Alliance Member Experts  |
| 3:30pm            | <b>THRIVE! Turning Uncertainty to Your Competitive Advantage,</b> presented by Meridith Elliott Powell, MotionFirst  |
| 4:30-6:00pm       | <b>Vendor Showcase &amp; Social Hour</b>   |
| Virtual On-Demand | <b>Know Your Numbers: Marketing KPIs,</b> presented by Kim Walker, Shop Marketing Pros   |
| Virtual On-Demand | <b>Prove it! File Documentation for Profit,</b> presented by Kristen Felder, Collision Hub   |
| Virtual On-Demand | <b>Top 10 Front Counter Mistakes &amp; How to Avoid Them,</b> presented by Rick White, 180Biz  |

For registration information, visit the AASP-MN website, [www.aaspmn.org](http://www.aaspmn.org) or contact the AASP-MN office at 612-623-1110.

*AASP-MN is an association of independently-owned automotive service businesses and industry suppliers dedicated to improving Minnesota’s automotive service industry and the success of its over 700 members. For more information, visit [www.aaspmn.org](http://www.aaspmn.org).*

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