

Press Release



For Release: Immediate

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AASP-MN Announces Annual Meeting & Leadership Conference

The Alliance of Automotive Service Providers of Minnesota (AASP-MN) is pleased to announce its 2023 Annual Meeting & Leadership Conference, “New Perspectives,” is scheduled for April 4 & 5 at Minneapolis Marriott Northwest, Brooklyn Park, MN. The 1 ½ day event will feature seminars, workshops, and networking opportunities to provide attendees new perspectives on the way they do business.

Here's what's planned:

Tuesday, April 4

7:00 – 11:00 am	Registration Open
7:30 – 8:00 am	Coffee with Vendors
8:00 – 9:00 am	Opening Keynote: <u>The Champion's Code, Part 1</u> , presented by Ross Bernstein
9:00 – 9:30 am	State of the Industry Report, presented by AASP-MN Executive Director Linden Wicklund
9:45 – 11:30 am	Round Table Discussions (Attendees will participate in 3 topics for 30 minutes each) <i>Leadership/Business General:</i> <ul style="list-style-type: none">(1) Under Construction(2) Inclusive Shop Culture(3) Customer Retention & 5 Stars(4) Hiring Students & Tech School Partnerships(5) Small Changes with Big Returns(6) ADAS(7) Electric Vehicles <i>Mechanical-specific:</i> <ul style="list-style-type: none">(1) Hiring an Experienced Mechanic & Other Magic Tricks <i>Collision-specific:</i> <ul style="list-style-type: none">(1) DRPs & OEM Certifications – When to add or drop(2) Negotiation Tips & Tricks
11:30 am – 1:30 pm	Lunch, Annual Meeting, Special Presentation: <u>The Why Behind Safe & Proper Repairs</u> , by Marcia Seebachan & Vendor Showcase
1:45 – 2:45 pm	Breakout Sessions <i>Leadership/Business General:</i> <u>Wearing the C</u> , presented by Ross Bernstein <i>Mechanical-specific:</i> <u>Profit Shouldn't Be an Accident</u> , presented by Rick White, 180BIZ <i>Collision-specific:</i> <u>Short Pay Resolution Pathways</u> , presented by Brian Chenvert, Insuraclaim
2:45 – 3:45 pm	Breakout Sessions <i>Leadership/Business General:</i> <u>Preparing to Buy, Sell, or Expand Your Business</u> , Panel Discussion, Moderated by Brad Peterson, Sunbelt Business Advisors <i>Mechanical-specific:</i> <u>The EV Servicing Opportunity for Independent Shop Owners</u> , presented by Brett Kinsfather, Shopmonkey <i>Collision-specific:</i> <u>Profitable Collision Repair Plans from a Local Expert</u> , presented by Josh Shaw, Shannon's Autobody
3:50 – 5:30 pm	Closing Keynote: <u>The Champion's Code, Part 2</u> , presented by Ross Bernstein, Vendor Showcase

& Reception and Grand Prize Giveaway

For AASP-MN Annual Meeting & Leadership Conference registration information, visit <https://aaspmn.org/annual-meeting/> 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 nearly 700 members. For more information, visit www.aaspmn.org.

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