

# Press Release



For Immediate Release:

Contact: Judell Anderson, CAE, Executive Director  
(612) 623-1110

## AASP-MN to Host B.S. and Mech XChange Sessions

In response to member demand for more opportunities to connect and share knowledge and experiences with other members, the AASP-MN has two peer-to-peer learning and networking events scheduled this fall. Both sessions are open to anyone in the collision or mechanical repair industry—membership in AASP-MN is not required.

The first, a **Body Shop Session**, will be held Wednesday, September 19, from 11:00 a.m. – 1:00 p.m., at Grumpy’s Bar & Grill in Roseville. “Get to Know the Department of Commerce” will focus on the Department’s role in regulating insurer claims practices and why it matters to collision shops. A Department representative will be on hand to explain:

- Role/jurisdiction of the Department of Commerce – what they can and cannot do
- How to file a complaint with the Department – what are they looking for?
- The importance of documentation – what info should be provided in a well-written complaint?
- The Department’s process for handling complaints – what to expect after a complaint is filed
- Recent enforcement actions of interest to the collision repair industry

The cost to attend is \$25 per person, which includes lunch. This event is co-sponsored by Casualty Assurance of Chaska, C.H.E.S.S. and Enterprise Rent-A-Car.

On Wednesday, October 17, AASP-MN will host a **Mech XChange**, from 4:00 – 6:00 p.m., at LubeTech in Golden Valley.

In this session, attendees will have the opportunity to take part in two roundtable discussions.

The first, *Diversifying Shop Product & Service Offerings*, will allow attendees to hear what other mechanical shop owners have done to generate alternative sources of revenue and customers. Discussion will center on add-on or up-sell product and service offerings that complement the core business of auto service and repair.

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. The second roundtable, *New and/or Cost-Effective Marketing Tactics*, will give attendees the opportunity to share ideas based on what’s worked for their shop in the last 3 months, as well as pick up ideas based on what’s worked for others.

There is no charge to attend this session, but pre-registration is required.

For additional information or to register for either of these sessions, please contact the AASP-MN office at (612) 623-1110 or 800-852-9071 or visit [www.aaspmn.org](http://www.aaspmn.org).

*The Alliance of Automotive Service Providers of Minnesota (AASP-MN) is an association of nearly 800 independently-owned automotive service businesses and industry suppliers dedicated to improving the state’s automotive service industry and the success of its members.*

##