

# Press Release



For Release: Immediate

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## Weinstein to Kick Off AASP-MN Annual Meeting & Leadership Conference

The Alliance of Automotive Service Providers of Minnesota, Inc. (AASP-MN) is pleased to welcome Chad Weinstein, Ethical Leaders in Action, as the opening keynote speaker at its Annual Meeting & Leadership Conference, April 7, 2022, at Crowne Plaza Minneapolis West, Plymouth. Weinstein's address will explore the ways that individuals and organizations can develop their capacity to provide excellent customer service, retain excellent employees, and build strong, profitable vendor relationships by focusing internally on the Elements of Moral Action: Motivation, Clarity, and Courage.



In today's world, service providers are tempted to focus on superficial communication – like social media – and transactional relationships. These things matter, but so do deeper factors like shared values, deep relationships, and personal character. Participants will learn core concepts of professional development and techniques for team leadership that will drive real business gains, both immediate and long-term. These concepts will be of great interest to automotive service providers, who have faced unprecedented challenges related to supply chain, workforce, and regulation.

Charles A. "Chad" Weinstein is the founder and president of Ethical Leaders in Action. Weinstein is best known for his perspective on Ethical Leadership, which focuses on the development of the character of leaders, and on organizations working together in the pursuit of mission and excellence. Weinstein draws from his doctoral work in ethics at the University of Minnesota and his decades-long experience consulting to a wide array of organizations in the public, private, and nonprofit sectors on organizational and strategic development efforts.

Learn more about Chad Weinstein and Ethical Leaders in Action at [www.ethinact.com](http://www.ethinact.com).

For AASP-MN Annual Meeting & Leadership Conference registration information, visit [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 nearly 700 members. For more information, visit [www.aaspmn.org](http://www.aaspmn.org).*

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