

Press Release



For Release: Immediate

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AASP-MN Annual Meeting & Leadership Conference Highlights

The Alliance of Automotive Service Providers of Minnesota (AASP-MN) held its Annual Meeting and Leadership Conference, April 13, 2017, at the Doubletree by Hilton Bloomington – Minneapolis South, Bloomington, MN. With seminars covering topics on making meaningful connections, positioning yourself in the collision repair industry and increasing profits on maintenance, there was something for everyone. There were also numerous opportunities for networking and socializing with industry peers.

The opening general session, “Nice Bike – Making Meaningful Connections,” was presented by award-winning author, Mark Scharenbroich. Scharenbroich’s message took attendees on a fun-filled ride, while inspiring them to be more engaged and passionate about connecting with others. One attendee commented, “The opening speaker was amazing and everybody was talking about the power of his speech.”

Following the general session, attendees had the option to participate in roundtable discussions covering 10 topics, ranging from parts management and tracking and equipment maintenance best practices to creating a marketing plan and strategies for employee recruitment. These discussions were facilitated by AASP-MN member experts.

During the lunch and business meeting, members received an overview of recent association initiatives, a legislative update from AASP-MN’s Lobbyist, Kevin Walli, and were introduced to the new Board of Directors. A highlight of the meeting occurred when newly-retired Roger Bonn of Peter’s Body Shop, St. Cloud, was presented with an Honorary Membership. Bonn is only the third AASP-MN member to receive the designation. When presenting the award, AASP-MN Executive Director, Judell Anderson, stated, “Roger always has a unique perspective and fresh ideas and doesn’t hesitate to share them – which is a good thing. Roger believes in what he believes, and he isn’t going to beat around the bush. This is why he has been such a great contributor to the association and has earned the respect of so many in our industry, and certainly, within AASP-MN.”

The luncheon keynote, “The 3 Cs: Choice, Chance, Change,” was presented by Mike Anderson of Collision Advice. Anderson is a well-known and respected consultant to the collision industry. His inspirational message to make a choice to take a chance to make a change left attendees energized for the afternoon sessions.

Afternoon breakout sessions included, “Positioning Yourself in the Collision Repair Industry,” presented by Mike Anderson, along with Raymond Chew of CCC Information Services. The session focused on the business analysis metaphor of a three-legged stool: sales and marketing; production; and accounting, finance and human resources. Jeremy O’Neal of Advisorfix.com, presented “Maintenance Profit Master,” which covered insiders’ secrets to sell maintenance on today’s vehicles. Josh Dye of Convene LLC, presented “Lead! Create! How to Adapt Your Business & Thrive,” which covered how to inspire staff to take initiative to do something different, even at the risk of failure.

When the seminars were over, attendees enjoyed a happy hour with vendor exhibits displaying everything from business insurance to rental cars. The relaxed environment provided attendees opportunities to network and learn about the latest products and services available to the automotive repair industry. They were entertained by Jerry Frasier, a comic magician who mingled among the crowd.

Following happy hour, the fun and networking moved over to Pinstripes in Edina, where attendees enjoyed pizza, bowling and bocce ball.

AASP-MN extends its thanks to the following companies, who provided sponsorship support for the event:

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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 nearly 800 members. For more information, visit www.aaspmn.org.