

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 11, at Delta Hotels by Marriott Minneapolis Northeast, Minneapolis, MN. With sessions covering topics on engagement, what's next in the collision repair industry, winning with female customers and how to lure and retain top-performing employees, there was something for everyone. There were also numerous opportunities for networking and socializing with industry peers.

The opening general session, "The Age of Engage: Create Engagement," was presented by Roger Haskett, Engagement Unlimited, Inc. Haskett introduced creative audience activities to demonstrate the benefits of active participation and how this type of engagement will help grow one's business. He also outlined the five "M.A.G.I.C." steps for creating engagement: Meaning, Autonomy, Growth, Impact and Connection.

Following the general session, attendees had the option to participate in roundtable discussions covering 10 topics, ranging from adapting for advanced driver-assistance systems (ADAS) and cyber security to employee tool programs and going wireless. These discussions were facilitated by industry and AASP-MN member experts.

During the lunch and annual meeting, members received an overview of recent Alliance 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 Executive Director Judell Anderson presented retiring AASP-MN staff member, Tom Kluver, with an award for his service to the Alliance as its Membership Coordinator. When presenting the award, Anderson, stated, "As Membership Coordinator, Tom has traveled nearly every inch of this state. He's been the association's "feet on the street" and "ears to the ground," listening to problems, offering guidance and educating both members and non-members about what the Alliance is doing to help their business and improve the industry. As you can imagine, working with this gentle giant has been an absolute pleasure! With his trademark hat, smile on his face and always a kind word to say, he's truly a joy to be around. He's someone that we are proud to call our friend."

The luncheon keynote, "Play Like a Rookie," was presented by Mike Jones, of Discover Leadership Training. Jones shared the message that power lies in positivity. "You have to be aware that there are 86,400 seconds in every day. One of the greatest gifts we have is the gift of choice... If you can choose to believe in anything you want, why not choose to believe in yourself?" Jones said.

Afternoon breakout sessions included, "The Collision Repair Industry: Revving Up for What's Next," presented by Mike Anderson, Collision Advice. The program armed attendees with valuable information to help them thrive, not just survive, in today's industry. Amy Mattinat of AutoCraftsmen presented "Increase Your Sales & Profitability by Winning with the Decision Makers: Women," which revealed the benefits of building good relationships with customers and the importance of truly listening to female customers. Brian Sump of Avalon Motorsports & Urban Autocare presented "How to Lure & Retain Top-Performing Employees." During this session, Sump focused on identifying top team members and how to work together with them to bring success, as well as the effects a company can face when dealing with a negative employee.

When the seminars were over, attendees enjoyed a social hour with vendors 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.

At the end of the event, AASP-MN awarded two grand prizes to attendees. Congratulations to Sara Kvale of Lenfer Automotive & Transmission, Lino Lakes, for winning the Duluth Stay-cation Package and Wayne Watson of Auto Works Automotive Service Center, Woodbury, for winning the \$1,000 Delta Travel Voucher.

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.