

Alliance of Automotive Service Providers, Minnesota (AASP-MN)
Mechanical Advisory Committee
Meeting Recap
Tuesday, November 19, 2019

Present: Debi McConnell, Tom Archambault, Mike McLynn, Troy Kaplan, Tony Newman, Carl Thomas, Dan Gleason, Randy Notto, Judell Anderson, Tom Kluver, Guests – Amy Severson and Kim Farrington from Nemer Fieger.

Call to Order

The meeting was called to order by Tom Archambault. Participants introduced themselves.

Get to Know Your Neighborhood Auto Repair Pro™

Nemer Fieger representatives provided a review of the 2019 campaign. Current radio station ratings and budget options for 2020 were discussed.

After further debating the merits of the campaign, committee members decided to run the same ads in 2020, with a focus on streamlining and improving the tags. In mid 2020, the campaign's viability will be reassessed with an eye towards utilizing digital channels.

2020 Leadership Conference Programming

The 2020 Annual Meeting and Leadership Conference will take place on April 23rd at Delta Hotels by Marriott Minneapolis Northeast. Judell sought the committee's input on offering a panel discussion and roundtable focusing solely on ADAS, an important technological trend in the industry impacting both collision and mechanical shops. This session would be held in lieu of the member-led roundtables that have taken place in the past. Those present agreed with this approach and Troy, Tom and Randy volunteered to participate on the session planning committee.

Old/New Business

- Mechanical shop profile review: The current mechanical division member profile was distributed. Judell requested that committee members review for any needed updates.
- Board Nominations: The transition in leadership for the Association will take place April 1 and members were invited to nominate themselves or others to fill positions on the Board. Will Latuff is serving as Chair of the Nominating Committee.
- Trades-hub.com: discussion tabled

Upcoming Events

- MNCARS events: various career events throughout the fall and spring months
- Webinar – Attract & Retain Top Talent: November 20
- Race for Automotive Education: January 14 - 16
- SkillsUSA contest (location TBD): April 4th
- Annual Meeting & Leadership Conference: April 23
- Golf Outing: June 16

Schedule Next Meeting/Adjourn

The next meeting of the Mechanical Advisory Committee was scheduled for Tuesday, February 4, 2020, noon, at the AASP-MN office.

There being no further business, the meeting was duly adjourned.