

Alliance of Automotive Service Providers, Minnesota (AASP-MN)
Mechanical Advisory Committee
Meeting Recap
Wednesday, November 14, 2018

Present: Debi McConnell, Wayne Watson, Tom Archambault, Jeremy Nordgren, Tony Newman, Loren Feldkamp, Randy Notto, Judell Anderson, Tom Kluver, Guests – Tom Gleason and Peter Quayle, Amy Severson and Kim Farrington from Nemer Fieger.

Call to Order

Participants introduced themselves and Judell facilitated the discussion.

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The objectives and past strategies for executing the campaign were reviewed. Members shared what they believe sets independent shops apart from their competition. Q & A followed and campaign timeline was discussed.

Nemer Fieger will begin work to develop messaging and strategies for the Committee's consideration and input at the next meeting.

The next meeting of the Mechanical Advisory Committee was scheduled for Wednesday, January 16th, at noon. The first planning meeting for the SkillsUSA auto service contest will immediately follow.

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