

**Alliance of Automotive Service Providers, Minnesota (AASP-MN)**  
**Mechanical Advisory Committee**  
**Meeting Recap**  
**Wednesday, October 17, 2018**  
**LubeTech**

**Present:** Debi McConnell, Mike McLynn, Tom Archambault, Tony Newman, Loren Feldkamp, Randy Notto, Judell Anderson, Guest – Tom Gleason

### **Call to Order**

The meeting was called to order by Randy Notto. Participants introduced themselves.

### **Get to Know *Your Neighborhood Auto Repair Pro*<sup>™</sup>**

Judell provided a recap of the process, thus far, for transitioning to a new marketing consultant. The subcommittee who worked on the transition (Randy, Tom A. and Tom G.) offered their thoughts relating to the two RFPs that were considered from Mercury Creative Group and Nemer Fieger. After discussion, those present concluded that the original campaign objective to first and foremost promote the independent auto service industry and, secondarily, the shops who contribute financially to the campaign, remained as relevant as ever. The merits of continuing with broadcast radio as the primary media channel were also reiterated. Accordingly, the group decided to award the account to Nemer Fieger. Judell will proceed and advise of next steps.

### **2019 Leadership Conference Programming**

Judell distributed information on possible speakers and program topics for the 2019 Annual Meeting and Leadership Conference which will take place on April 11. Those present selected Amy Mattinat to deliver the break-out session “Increase sales by winning with women” and Brian Sump to deliver a break-out session on “Luring top talent.”

### **Other Old/New Business**

- MNCARS (Minnesota Careers in Auto Repair & Service) events/activities: There are several upcoming career-related events on the schedule that will require volunteer staffing. Committee members were asked to be on the lookout for additional information and help out where possible.
- Mechanical shop profile review: The current mechanical division member profile was distributed. Judell requested that committee members review for any needed updates.

### **Upcoming Events**

- Race for Automotive Education: January 8, 9 & 10
- Annual Meeting & Leadership Conference: April 11

The next meeting of the Mechanical Advisory Committee will be scheduled based on the availability of Nemer Fieger representatives.

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