



# 2015 AASP-MN Annual Meeting & Convention: AIM HIGH!

April 15 - 17, 2015  
Crowne Plaza Minneapolis West  
3131 Campus Drive  
Plymouth, MN

## AGENDA AT A GLANCE

### Wednesday, April 15

4:00 - 8:00pm

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**Diagnosing & Repairing the Top Auto HVAC Problems**, Peter McArdle, Standard Motor Products  
**Common Fixes for Light-Duty Diesel Trucks (Ford, GM & Dodge/Ram)**, Jim Watson, Jim Dow & Terry Clennon, IDENTIFIX  
**VirtualPaint & Spray Application Training**, Iowa Waste Reduction Center

### Thursday, April 16

7:30 - 11:30am

8:30 - 11:30am

8:30 - 11:30am

8:30 - 11:30am

8:30 - 11:30am

11:30am - 1:30pm

1:30 - 3:15pm

1:30 - 4:30pm





3:30 - 4:30pm

3:30 - 5:00pm

3:30 - 5:00pm

4:30 - 6:30pm

6:30 - 9:30pm

**I-CAR Alternative Fuel Vehicle Damage Analysis & Safety**, Mitch Becker   
**Template Estimating**, Ron Kuehn, Collision Business Solutions  
**Chemistry Lessons for a Multi-Generational Workforce**, Bill Haas, Haas Performance Consulting   
**Tracking Internet Marketing**, Danny Sanchez, Autoshop Solutions   
**Brake Technology Update**, Bob Pattengale, Bosch Diagnostics  
**Membership Meeting & Luncheon With Keynote Address: The Art of Success**, Bob Stromberg  
**Roundtable Discussions & Speed Networking**, AASP-MN Members & Industry Experts  
**Marketing Automotive Service to Generations X and Y**, Bill Haas, Haas Performance Consulting   
**Failing Fearlessly: How Failure Propels Us Forward**, Josh Dye, Convenc, LLC  
**Dispelling the Common Myths about Aluminum Repair**, Shawn Collins, 3M  
**Developing a Business Continuity Plan**, Dennis Begley, CBIZ  
**Happy Hour & Vendor Displays**  
**Industry Dinner & Casino Party**

### Friday, April 17





8:00 - 10:00am

8:00 - 10:00am

8:30 - 11:30am

10:15am - 12:00pm

10:15am - 12:00pm

**Stand Out from the Competition**, Danny Sanchez, Autoshop Solutions   
**Simple Cycle Time Solutions**, Ron Kuehn, Collision Business Solutions   
**Selling the Value Nobody Can Compete With**, Bill Haas, Haas Performance Consulting   
**Employment Practices: Do's & Don'ts**, Megan Beckman, CBIZ Payroll  
**Building a Team Administrative System**, Ron Kuehn, Collision Business Solutions 

# MANAGEMENT SEMINARS

## Template Estimating

8:30 - 11:30am, Thursday, April 16 (Collision)

Presented by Ron Kuehn, Collision Business Solutions

### Sponsored by Axalta Coating Systems

Creating a final, bill-quality estimate prior to the repair is a constant challenge of a collision repair business. Learn how to utilize the efforts of previous repairs to speed up the estimating process, while creating more thorough and complete repair plans and accurate parts orders. This session will cover:

- Creating an electronic estimate template and parts list library
- Organizing technical repair information
- Improving total loss assessment and processing
- Training new estimators and repair planners

## Chemistry Lessons for a Multi-Generational Workforce

8:30 - 11:30am, Thursday, April 16 (All)

AMI

Presented by Bill Haas, Haas Performance Consulting

### Sponsored by CARQUEST

Do you ever find members of your team frustrated, tense, distracted, upset or unreasonable with other members of the team? Wonder why? Well, Gen Y thinks Gen X is a bunch of whiners. Gen X believes Gen Y is arrogant. And everyone thinks the Boomers are self-absorbed workaholics.

While the younger generation's entitled attitude is clashing with the older workers' values, Gen Y's presence is improving workplace policy for everyone. Once we understand their differences and learn what is important for each group, we can work together effectively.

## Tracking Internet Marketing

8:30 - 11:30am, Thursday, April 16 (All)

AMI

Presented by Danny Sanchez, Autoshop Solutions

### Sponsored by Autoshop Solutions

Running your business is oftentimes a numbers game. Running your marketing and making sure you're getting the best bang for your buck is also, without question, a numbers game. Join AMI Accredited Instructor Danny Sanchez in his brand new class about the marketing numbers that drive your profits.

This class will cover key performance benchmarks and the important numbers to watch for in all of your marketing efforts:

- Learn how to measure traditional marketing, including direct mail, print and word-of-mouth.
- Delve into the numbers of your Internet marketing, including website performance, PPC, display ads and organic search.

This powerful class will help every business owner use their marketing dollars more effectively and show more dollars on the bottom line - the numbers don't lie!

## Marketing Automotive Service to Generations X & Y

1:30 - 4:30pm, Thursday, April 16 (All)

AMI

Presented by Bill Haas, Haas Performance Consulting

### Sponsored by CARQUEST

Meeting their expectations is the easy part. Communicating a message to attract and engage them seems to be the challenge. You cannot ignore these two groups at 120 million strong - the opportunities are enormous. We will examine what makes them unique and what influences their decision-making. Understanding the obstacles of reaching them beyond their incredible filters will lead your business to connecting with an extremely loyal customer.

## Roundtable Discussions & Speed Networking

1:30 - 3:15pm, Thursday, April 16 (All)

Facilitated by AASP-MN Members & Industry Experts

Back by popular demand! Attend this interactive session to get ideas, ask questions and meet and learn from your peers. You'll have the opportunity to participate in two roundtable discussions and meet one-on-one with at least a dozen fellow shop owners/managers. Choose from the following topics:

- Cyber Security - facilitated by Danny Sanchez, Autoshop Solutions
- Email Management - facilitated by Josh Dye, Covene, LLC
- Free Money - facilitated by Mike Jost, Carol Keyes & Patrick Hanlon
- Loaner Car Management - facilitated by Bob Pearson, Pearson Auto Body & Wayne Watson, Autoworks Diagnostics & Repair
- Using Technology in the Shop - facilitated by Mars Overlee, Rick's 36 Automotive Services & Jim Siegfried, Crystal Lake Automotive

## Dispelling the Common Myths about Aluminum Repair

3:30 - 5:00pm, Thursday, April 16 (Collision)

Presented by Shawn Collins, 3M

### Sponsored by 3M

This presentation, featured at the 2014 SEMA show, focuses on the common myths associated with aluminum repairs in the collision shop. Topics covered include:

- Physical properties of aluminum
- Different alloys
- Work hardening
- Thermal conductivity
- Electrical conductivity
- Hardness/malleability and how these properties effect repair procedures

In addition, we will dispel the myths about:

- Straightening
- Heating
- Fixturing and setting rivets
- Corrosion protection
- Body filler
- Welding



## Developing a Business Continuity Plan

3:30 - 5:00pm, Thursday, April 16 (All)

Presented by Dennis Begley, CBIZ

### Sponsored by CBIZ

This workshop will give attendees an overview of what it means to have a business continuity plan and how to go about creating one. Attendees will learn:

- The importance of a proper business valuation
- Different types of business continuity agreements
- How to fund an agreement for death, disability or retirement
- How to choose a buyer
- Death costs and costs of transferring ownership

A key point will be to discuss options for treating family members in the business and outside equitably, not necessarily equally.



### **Failing Fearlessly: How Failure Propels Us Forward**

**3:30 - 4:30pm, Thursday, April 16 (All)**

*Presented by Josh Dye, Convene, LLC*

**Sponsored by AASP National**

Failure surrounds us and is a part of our lives every day. It is also filled with valuable lessons...if we have the courage to learn from them. Featuring high-profile examples from celebrities we all know (and some personal examples too), Josh will show how failure can propel us forward, helping us innovate, form better personal and professional relationships and make sound decisions - even when gripped with fear.

### **Stand Out from the Competition**

**8:00 - 10:00am, Friday, April 17 (All)**

*Presented by Danny Sanchez, Autoshop Solutions*

**Sponsored by Autoshop Solutions**

The best brands in any industry get paid a premium because they are the most trusted brand and your shop is no different. Want to stand out from your competition and be able to charge a premium? Don't miss this class!

Your brand is far more than just your logo; it's the entire customer experience. From online reviews to the messages on your website, customers are using many resources when choosing their next repair shop. This class will outline the many moving parts of a powerful brand, including:

- Building and maintaining online reviews
- Brand-building best practices
- Marketing
- Telephone procedures
- Sales processes
- Customer service
- Ways to leverage your brand with inexpensive tools

### **Simple Cycle Time Solutions**

**8:00 - 10:00am, Friday, April 17 (Collision)**

*Presented by Ron Kuehn, Collision Business Solutions*

**Sponsored by Axalta Coating Systems**

Cycle time is a major focus for collision repair shops to better satisfy vehicle owners and insurance companies. Learn a common sense approach on how to communicate, implement and measure these simple operations to help you become a market leader in efficiently processing vehicles through your shop.

Topics covered include:

- Measuring administrative and production cycle time
- Staging the customer
- Staging the vehicle
- 100 percent disassembly
- Improving repair vs. replace percentages
- Documentation for compensation
- Managing segmentation for maximum throughput
- Optimizing work-in-process



### **Selling the Value Nobody Can Compete With**

**8:30 - 11:30am, Friday, April 17 (Mechanical)**

*Presented by Bill Haas, Haas Performance Consulting*

**Sponsored by CARQUEST**

Finally, all your marketing and promotion is working. Now what do we do about the phone that won't stop ringing? Turn those calls into valuable conversations, ask powerful questions, solve their problems and capture new business. Be prepared to present a VALUE that nobody can compete with. Never feel pressured to discount or price match again and avoid price-based selling when you:

- Utilize powerful questions
- Become a better listener
- Create presentations to help communicate your value
- Differentiate your solutions

Have valuable conversations with customers and learn to ask the powerful questions. Their answers will tell you the value they are looking for. Now, you can offer solutions to their problems and meet their expectations.

### **Employment Practices: Do's & Don'ts**

**10:15am - 12:00pm, Friday, April 17 (All)**

*Presented by Megan Beckman CBIZ*

**Sponsored by CBIZ Payroll**

Frequently-changing regulations and employee issues can be challenging to every organization. This workshop will focus on understanding the fundamentals of employment practices and the potential for associated risks. We'll identify the dos, don'ts and best practices that will keep you out of hot water!

- Hiring: application, interviews, job postings and background checks
- Performance management and discipline
- Termination
- Avoiding harassment and discrimination claims
- Privacy and social media in the workplace
- Employee handbook basics
- Providing references
- General compliance - FMLA, FLSA, etc.

### **Building a Team Administrative System**

**10:15am - 12:00pm, Friday, April 17 (Collision)**

*Presented by Ron Kuehn, Collision Business Solutions*

**Sponsored by AASP National**

If you find your organization struggling to keep up with the increasing demands and costs of the administrative side of the business, this program is for you.

Explore new methods of staffing and improving the efficiency of your office by segmenting the duties based on necessary skill sets versus a job title. This session will cover:

- Training and leading for a successful team environment
- Establishing job accountabilities - regardless of job title
- Cross training for back-up support
- Creating estimating systems for efficiency and insurance compliance
- Creating a shared team bonus program

**AMi**

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# TECHNICAL SEMINARS

## Diagnosing & Repairing the Top Auto HVAC Problems

4:00 - 8:00pm, Wednesday, April 15 (Mechanical)

Presented by Peter McArdle, Standard Motor Products

Sponsored by Auto Value Parts Stores and Automotive Parts Headquarters

With the pressure of increased fuel economy and reduced emissions, the automotive HVAC system continues to undergo changes. Attend this class for more information on:

- New refrigerant, R1234yf, and new components such as AC line heat exchangers, oil traps in compressors, electronic displacement control and Thermal Storage Material-equipped evaporators used in idle stop vehicles
- Updated diagnostic and service techniques required by new components and reduced refrigerant and oil capacity
- Hybrid vehicle system service and compressor replacement
- Pattern failures and fixes
- Dual AC system diagnosis and service techniques

The goal of this class is to prepare the technician with the skills needed to properly diagnose these systems, verify proper system operation, improve post-repair HVAC system performance and reduce comebacks.

## VirtualPaint Spray Application Training Program

4:00 - 8:00pm, Wednesday, April 15 (Collision)

Presented by Iowa Waste Reduction Center

This VirtualPaint training session will give attendees the opportunity to learn or refresh best practices and techniques for improving spray painting efficiency. The VirtualPaint technology is precise, offers unbiased on-screen data output and displays immediate visual results to highlight good techniques and identify where tweaking usual habits might make a significant difference. During this interactive session:

- Attendees will take turns using a familiar spray gun setup to spray typical automotive images on a screen that will visually show the amount of paint they're using.
- The smart technology will immediately show and tell how much overspray and film-build variation was created, as well as whether gun handling skills are consistent or not.
- Attendees will get detailed feedback and a new perspective on spray application that cannot be easily replicated in a spray booth.

Every spray painter will get valuable skill insights out of attending this class. And competing for top score is always a lot of fun!

## Common Fixes for Light-Duty Diesel Trucks

(Ford, GM & Dodge/Ram)

4:00 - 8:00pm, Wednesday, April 15 (Mechanical)

Presented by Jim Watson, Jim Dow & Terry Clennon, IDENTIFIX

Sponsored by IDENTIFIX

This course will cover common issues and fixes for:

- Ford 6.0L, 6.4L, and 6.7L Powerstroke diesel
- GM 6.6L Duramax diesel
- Dodge/Ram 5.9L and 6.7L Cummins diesel

In addition, a few of the not-so-common issues encountered by the specialists at IDENTIFIX will be discussed.

## I-CAR: Alternative Fuel Vehicle Damage Analysis & Safety

7:30 - 11:30am, Thursday, April 16 (Collision)

Presented by Mitch Becker, I-CAR

This course explains safety measures when working on hybrid electric and alternative fuel vehicles. This session will help you:

- Understand high voltage issues with electric A/C systems
- Identify new applications for hybrid technology and unique hybrid system features
- Properly care for a high voltage battery, prior to and during the repair process
- Identify the different types of alternative fuel vehicles currently on the market, as well as concepts in tomorrow's technology



## Brake Technology Update

8:30 - 11:30am, Thursday, April 16 (Mechanical)

Presented by Bob Pattengale, Bosch

Sponsored by Bosch

This session will cover the practical braking application of hydraulic theory and diagnostic procedures with a focus on brake service tips to help avoid costly comebacks. Anti-Lock and Electronic Stability Control systems are reviewed with a focus on wheel speed, lateral acceleration, yaw rate and steering angle sensors, with theory of operation and how to diagnose and service these systems. Topics covered include:

- Fundamentals of braking forces review
- Anti-lock brake system (ABS) overview
- Electronic stability control (ESC)
- Best recommended practices for brake service
- Systematic brake inspection process
- Top 10 tips to ensure a successful brake service

# FUN FOR ALL!

## Membership Meeting & Luncheon with Keynote Address:

The Art of Success

11:30am - 1:30pm, Thursday, April 16

Sponsored by PPG Automotive Finishes

In this hilarious and inspiring keynote address, comic and storyteller Bob Stromberg remembers Christmas Eve 1963. His grandfather opened a present...a Craft Master Paint-by-Number set. Over the next two weeks, Bob watched him carefully paint the numbered shapes one color at a time. Then always, his grandfather cleaned his brush. Weeks later, the canvas was transformed and so was his grandfather.

The presentation highlights the importance of accepting responsibility for one's work - Rule #1: Paint Your Color! And, the importance of accepting responsibility for one's self - Rule #2: Clean Your Brush!

## Happy Hour & Vendor Showcase

4:30 - 6:30pm, Thursday, April 16

You'll have the opportunity to visit AASP-MN's convention program and hospitality sponsors. This is your chance to catch up on the latest and greatest in products and services, make some new contacts or get answers to those questions that you haven't found the time to pick up the phone and ask, all in a fun and relaxing setting.

## Industry Dinner & Casino Royale

6:30 - 9:30pm, Thursday, April 16

Casino Royale sponsored by Dent Impressions

(Additional charge of \$40 per person or \$75 per couple)

Become the High Roller you've always wanted to be at AASP-MN's Industry Dinner & Casino Royale on Thursday evening, April 16. Eat, drink (cash bar) and be merry while enjoying the evening with fellow members and industry professionals. Choose between blackjack, three and four card poker, red dog and more as you wager your "casino money" in hopes of having enough at the end of the night to bid on valuable prizes.



# HOTEL ACCOMMODATIONS

**Crowne Plaza Minneapolis West**

3131 Campus Drive, Plymouth, MN

Make your hotel room reservations by calling (763) 559-6600. Be sure to tell the reservationist you are with the Alliance of Automotive Service Providers room block.

**Reservations must be received by March 27, 2015 to guarantee the rate of \$119.**

To register, log on to [www.aaspmn.org](http://www.aaspmn.org)



# REGISTRATION FORM

Company: \_\_\_\_\_ Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Registration Options	Early Bird Pricing (Before 3/31/15)	Standard Pricing (After 3/31/15)
Complete package*	<b>\$295 Member/\$320 Non-Member ea.</b>	\$320 Member/\$345 Non-Member ea.
1 1/2 day package*	<b>\$250 Member/\$275 Non-Member ea.</b>	\$275 Member/\$300 Non-Member ea.
One-day package*	<b>\$175 Member/\$200 Non-Member ea.</b>	\$200 Member/\$225 Non-Member ea.
1/2-day	<b>\$95 Member/\$120 Non-Member ea.</b>	\$125 Member/\$150 Non-Member ea.

\*Package pricing includes lunch on Thursday, April 16  
 Note: I-CAR class cannot be included in package options. See pricing for optional tickets below.

Price: \$ \_\_\_\_\_

### Please indicate the sessions you plan to attend

**Wednesday, April 15**

\_\_\_\_\_ 4:00 - 8:00pm Diagnosing & Repairing the Top Auto HVAC Problems **(Mechanical)**  
 \_\_\_\_\_ 4:00 - 8:00pm Common Fixes for Light Duty Diesel Trucks (Ford, GM & Dodge/Ram) **(Mechanical)**  
 \_\_\_\_\_ 4:00 - 8:00pm VirtualPaint Spray Application Training Program **(Collision)**

**Thursday, April 16**

\_\_\_\_\_ 7:30 - 11:30am I-CAR: Alternative Fuel Vehicle Damage Analysis & Safety **(Collision)** **I-CAR**  
 \_\_\_\_\_ 8:30 - 11:30am Template Estimating **(Collision)**  
 \_\_\_\_\_ 8:30 - 11:30am Chemistry Lessons for a Multi-Generational Workforce **(All)** **AMi**  
 \_\_\_\_\_ 8:30 - 11:30am Tracking Internet Marketing **(All)** **AMi**  
 \_\_\_\_\_ 8:30 - 11:30am Brake Technology Update **(Mechanical)**  
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**Friday, April 17**

\_\_\_\_\_ 8:00 - 10:00am Stand Out from the Competition **(All)** **AMi**  
 \_\_\_\_\_ 8:00 - 10:00am Simple Cycle Time Solutions **(Collision)** **AMi**  
 \_\_\_\_\_ 8:30 - 11:30am Selling the Value Nobody Can Compete With **(Mechanical)** **AMi**  
 \_\_\_\_\_ 10:15am - 12:00pm Employment Practices: Do's and Don'ts **(All)**  
 \_\_\_\_\_ 10:15am - 12:00pm Building a Team Administrative System **(Collision)** **AMi**

**Optional Tickets:**

I-CAR: Alternative Fuel Vehicle Damage Analysis, Thurs., April 16 \_\_\_\_\_ @ \$105 Member/\$125 Non-Member ea. = \$ \_\_\_\_\_  
 (Lunch not included in cost of I-CAR class.)  
 Industry Dinner & Casino Royale, Thursday, April 16, 6:30 - 9:30pm \_\_\_\_\_ @ \$40/person or \$75/couple ..... = \$ \_\_\_\_\_  
 Lunch & Keynote Address, Thursday, April 16, 11:30am - 1:30pm \_\_\_\_\_ @ \$30 ea ..... = \$ \_\_\_\_\_  
 (Note: Lunch is included with all full-day registrations on Thursday)

**Payment Options:** \_\_\_\_\_ Check payable to AASP-MN \_\_\_\_\_ Credit Card (Visa, MasterCard & Discover accepted)  
 Credit Card Number: \_\_\_\_\_ Expires: \_\_\_\_\_  
 Billing Zip Code: \_\_\_\_\_ Signature: \_\_\_\_\_

**Housing:** Make your hotel room reservations by calling (763) 559-6600. Be sure to tell the reservationist you are with the Alliance of Automotive Service Providers room block. **Reservations must be received by March 27, 2015 to guarantee the rate of \$119!**

**Return with payment to: AASP-MN / 1970 Oakcrest Ave., Suite 102 / Roseville, MN 55113**  
 Phone: (612) 623-1110 or (800) 852-9071 Fax: (612) 623-1122 - Email: aasp@aaspmn.org  
**Cancellation policy: Refunds require 48 hours notice of cancellation.**