

Press Release



For Release: Immediate

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AASP-MN Aims High With 2015 Convention Line-Up

The Alliance of Automotive Service Providers of Minnesota (AASP-MN) is pleased to announce its Annual Meeting and Convention will be held April 15-17, 2015, at the Crowne Plaza Minneapolis West, Plymouth. This year's event, with a theme to "Aim High!" kicks off on Wednesday evening with two technical seminars and concludes at noon on Friday. The line-up features topics that are specifically geared for mechanical and collision repair shop owners, managers, technicians and suppliers – presented by some of the industry's top trainers.

In addition to the robust agenda of educational programming, there will be ample opportunity for attendees to network and socialize with their peers. Comic and storyteller Bob Stromberg will present his keynote, "The Art of Success", during Thursday's luncheon meeting. And Thursday evening attendees will have the opportunity to meet with vendors as they showcase new products and services during happy hour, and the evening will conclude with an Industry Dinner & Casino Party.

Here's what's in store:

Wednesday, April 15

4:00 – 8:00 p.m. **Diagnosing & Repairing the Top Auto HVAC Problems**, Peter McArdle, Standard Motor Products
4:00 – 8:00 p.m. **Common Fixes for Light-Duty Diesel Trucks (Ford, GM & Dodge/Ram)**, Jim Watson, Jim Dow & Terry Clennon, IDENTIFIX

Thursday, April 16

7:30 – 11:30 a.m. **I-CAR Alternative Fuel Vehicle Damage Analysis & Safety**, Mitch Becker
8:30 – 11:30 a.m. **Template Estimating**, Ron Kuehn, Collision Business Solutions
8:30 – 11:30 a.m. **Chemistry Lessons for a Multi-Generational Workforce**, Bill Haas, Haas Performance Consulting
8:30 – 11:30 a.m. **Tracking Internet Marketing**, Danny Sanchez, Autoshop Solutions
8:30 – 11:30 a.m. **Brake Technology Update**, Bob Pattengale, Bosch Diagnostics
11:30 a.m. – 1:30 p.m. **Luncheon & Keynote Address: The Art of Success**, Bob Stromberg
1:30 – 3:15 p.m. **Roundtable Discussions & Speed Networking**, AASP-MN Members & Industry Experts
1:30 – 4:30 p.m. **Marketing Automotive Service to Generations X and Y**, Bill Haas, Haas Performance Consulting
3:30 – 4:30 p.m. **Failing Fearlessly: How Failure Propels Us Forward**, Josh Dye, Convene, LLC
3:30 – 5:00 p.m. **Dispelling the Common Myths about Aluminum Repair**, Shawn Collins, 3M
3:30 – 5:00 p.m. **Developing a Business Continuity Plan**, Dennis Begley, CBIZ AIA
4:30 – 6:30 p.m. **Happy Hour & Vendor Showcase**
6:30 – 9:30 p.m. **Industry Diner & Casino Party**

Friday, April 17

8:00 – 10:00 a.m. **Stand Out from the Competition**, Danny Sanchez, Autoshop Solutions
8:00 – 10:00 a.m. **Simple Cycle Time Solutions**, Ron Kuehn, Collision Business Solutions
8:30 – 11:30 a.m. **Selling the Value Nobody Can Compete With**, Bill Haas, Haas Performance Consulting
10:15 a.m. – 12:00 p.m. **Employment Practices: Do's & Don'ts**, Megan Beckman, CBIZ Payroll
10:15 a.m. – 12:00 p.m. **Building a Team Administrative System**, Ron Kuehn, Collision Business Solutions

In addition to AASP-MN, the event is supported by the following companies:

Gold Sponsors

- Auto Value Parts Stores
- Axalta Coating Systems
- CBIZ AIA
- P.P.G. Automotive Finishes

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- Suburban Chevrolet
- United Fire Group

Program Sponsors

- 3M
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- Autoshop Solutions
- Dent Impressions

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For more information or to register, visit www.aaspmn.org or call the AASP-MN office at 612-623-1110.

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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 its over 700 members. For more information, visit www.aaspmn.org.