



SEMINAR SCHEDULE FOR NORTHEAST™ 2012

(Courses are listed in alphabetical order and are FREE unless otherwise noted.)

Please visit <http://www.aaspnortheast.com/seminars-events.shtml> to register for these courses.
Call Alicia at 973-667-6922 with any questions.

ASE Collision Test Prep

Presented by Teresa Bolton, AE

Saturday, March 10, 1:30pm – 2pm (Demo Area)

You've done the study work, now it's time to take the test. Don't miss your opportunity to strengthen your test-taking skills and better your chances for passing your upcoming ASE Certification Test.

Drying Waterborne: What You Need to Know NOW

Presented by Tom Beck, CEO of Future Cure

Friday, March 9, 7pm – 8pm (Seminar Room A)

Waterborne is the buzz word on everyone's lips, but do you know the realities of converting to water? Tom Beck has been involved with converting facilities over to waterborne paint since 2003, and will help attendees learn the ins and outs of the process in this "meat and potatoes" presentation. This course is both informative and educational...and not to be missed.

DEMO: How Estimating With Triage Increases Profits, Reduces Cycle Time and Supplements

Presented by Larry Montanez III, P&L Consultants; Facilitated by Metropolitan Car-O-Liner

Saturday, March 10, 9:15am, MEC Lobby (Attendees will meet in Registration Area)

PRE-REGISTRATION IS REQUIRED!!!! Space is limited.

Learn the 5 major reasons collision facilities are adopting a streamlined/fast track repair process that allows more cars and profits through your facility, learn the how to implement the triage process and increase profits and eliminated waste. A live demonstration of the Triage process will be included in this 30-minute program.

How to Capture More Cars, Customers and Revenue Through Digital Marketing

Presented by Frank Terlep, Summit Software & Mobile Solutions

Saturday, March 10, 2:30pm – 4pm (Seminar Room A)

By attending this session, collision repair owners and managers will learn how to utilize digital marketing to increase sales, profitability, customer and vehicle counts that will lead to increased market share from the fastest growing population segment in America – the “digital customer.” Attendees will also learn how and why the Internet, email text messaging, social media and mobile technologies can help a collision repair business dramatically improve their customer service, communications and customer satisfaction. Attendees will learn:

1. The “Digital Community” – How big and what if your opportunity? What is a “digital customer?”
2. How Digital Marketing will improve customer retention, loyalty and referrals
3. How to use Digital Marketing to drive more cars, customers and revenues to your shop
4. About social media – word of mouth on steroids
5. The importance of online customer surveys, reviews and comments
6. The benefit of mobility – the most powerful marketing platform EVER!!!

Nitrogen Welding System Product Demo

Presented by Urethane Supply

Location: BOOTH #108

Stop by Urethane Supply's booth to see the latest technology in plastic repair - the Nitrogen Welding System. You'll see live demos on how the system is used to make the fastest, strongest repairs to bumpers, headlights, and other plastic parts. The Nitrogen Welding System can be used to repair the most difficult applications including holes, tabs, slots, hinged tabs, and grille bars. Demos will be going on all day at Booth 108!

NUCAR Presents: Hybrid Aftermarket Service

******Attendees of this course will receive a certificate good towards NJ auto body license renewal.******

Presented by Jim Mickle, GM; Facilitated by Nick Halliday, NUCAR

Saturday, March 10, 2pm – 3pm (Seminar Room B)

Hybrid cars are getting into collisions and shops are seeing more hybrids for repair. This presentation will help attendees get a better understanding of hybrid systems, learn how to safely work with hybrids and avoid costly and dangerous mistakes. This course will also cover:

- Proper disabling of hybrid systems during repair;
- Hybrid batteries as related to collision repair;
- Welding on hybrid vehicles;
- Hybrid systems and paint booth challenges

Safety and service (including first responder information and safety) will also be highlighted.

OEM Repair Procedures vs. Repair Standards: PART 1

Presented by Larry Montanez III, P&L Consultants / IACDA

Friday, March 9, 8pm – 9pm (Seminar Room B)

This presentation will delve into the issues pertaining to what the OEM positions and repair procedures are and the development of Repair Standards within the collision repair industry. We will discuss how to obtain the OEM repair procedures and position statements, how to interpret and utilize those procedures to ensure an accurate and profitably damage report (estimate). We will also cover how the OEM repair procedures and position statements protect your liability.

OEM Repair Procedures vs. Repair Standards: PART 2

Presented by Larry Montanez III, P&L Consultants / IACDA

Saturday, March 10, 12:30pm – 1:30pm (Seminar Room B)

This program will cover the pros and cons of developing General Repair Standards. We will discuss the legal issues of the development of general repair procedures, who should develop them, how they should or should not be developed and how their development could affect you and the safety of the general motoring public. We will also discuss how the interpretation of the OEM repair procedures and position statements directly affect how you write damage reports (estimates). We will also cover some important OEM position statements and P-Page logic issues that directly affect repair quality and your profitability.

Painting With Blended Nitrogen

Presented by Michael Haydell, President of Haydell Industrial

Saturday, March 10, 11am – 12pm (Seminar Room A)

For those of you who are not in on the secret, painting with nitrogen technology in place of compressed air will allow three important things to happen in your paint shop:

1. Your wet materials usage will drop significantly;
2. Your booth through-put will increase dramatically;
3. Your booth exhaust filter cost will nearly be cut in half.

These are some strong claims; however, once you are exposed to nitrogen technology, it all adds up – and so quickly that you most likely have already missed the first act! Michael Haydell, the foremost authority on this new technology, will educate attendees on the ins and outs of working with blended nitrogen, heat and ionization, short-term and long-term advantages of nitrogen systems and much more.

Shop Differentiation: How to Make Your Shop Stand Out

Presented by Mark Olson, Industry Speaker & COO of VeriFacts Automotive

Friday, March 9, 6pm – 7pm (Seminar Room B)

Your repair business may have the best equipment, the best information and the best staff, but how do you effectively convey that to consumers and insurers? This presentation will show shop owners and managers how to more successfully promote your facilities and services to enhance business relationships, increase shop traffic and set you apart from the “guy down the street.”

SOS: A Social Media Intervention (Social Optimization Strategies For Your Business)

Presented by Kristen Felder and Liz Blackman, CollisionHub

Friday, March 9, 8:30 – 9:30pm (Seminar Room A)

We all know about interventions, right? They’re an orchestrated attempt by one, or often many, people (usually family and friends) to get someone to seek professional help for a problem. Welcome to S•O•S: A Social Media Intervention, Social Optimization Strategies for YOUR Business.

Why?

The social media revolution has already come and gone, but our industry still lags far behind on leveraging these powerful new social tools. When shops do test the waters, it is often with a less than committed approach. In a world where immediacy, transparency and relevance are now required, having a bad social footprint is just as damaging as having no social footprint. Social Media is the ultimate touchpoint in today’s marketplace and it is vital that shops are well-informed and fully equipped to tackle the challenge head-on.

The Plan

Our team of Social Media Interventionists will work with your group to focus them on the most important steps to fully understand and utilize the various Social Media platforms. We’ll drill down to each channel, cover the good, the bad and the ugly when it comes to usage in our industry. From there, we’ll give you a simple rehab plan to get your business’ Social Media Strategies in full gear for 2012.

The Highlights:

- 1) Social Overview
- 2) Understanding how the platforms work and interact with your customers
- 3) Why blogging is a social MUST
- 4) Video is King – YouTube creation made simple
- 5) Implementing your plan
 - a) What do you need to stop doing now
 - b) What do you need to start doing now
 - c) Your website is not dead...yet???
 - d) Planning meetings and how to have them

Stop Guessing...Start Knowing

Presented by Tom McGee, ALLDATA

Friday, March 9, 7pm - 8pm AND Saturday, March 10, 12pm - 1pm (Demo Area)

As vehicle technology continues to change at a very rapid pace, it is critical that the collision industry keep pace. As new structural designs, advanced high strength steels, electronic and electrical systems, etc. are changing in vehicle construction, the industry can no longer rely on past experience to properly assess damage and make a proper repair. This seminar will help you understand many of the changes that we are facing today and in the very near future.

The Customer Encounter: How the Front of the Shop can Make or Break Your Business

Presented by Management Success

Saturday, March 10, 1pm – 2pm (Seminar Room A)

The attitude and tone of the people in the front end of your shop can have a huge impact on the business’s relationships with customers. Attendees of this course will learn about the role of the waiting area, the importance of scheduling versus walk-in business, how to work with customers to create an optimal experience at your shop and much more. This course will help shop owners and managers attain satisfied customers for life.

Vehicle Technology and Trends (NEW11)

Presented by Peter Fryzel, I-CAR

Saturday, March 10, 8:30am – 12:30pm (Seminar Room B)

In today's ever-changing marketplace, efficiency is critical to bottom line performance and understanding the many facets surrounding new vehicle technology can be one of the most valuable ways to increase efficiency. New materials and equipment, changes in vehicle makers' procedures, and government regulations all play a role in this world of change. The ability to recognize new technology and its implications during the repair process can be key to achieving a positive customer experience and the overall success of business. **THIS IS A TUITION-BASED COURSE.**

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(EXCLUDING THOSE TAKING PLACE IN DEMO AREA),
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