



Automotive Service Association®

# COLLISION OPS NEWS

*A bimonthly news update from ASA's Collision Division.*

May/June 2017



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**NACE | Automechanika Chicago Offers Top Opportunities for Collision Repair Training**

If there's one thing everyone in the automotive industry agrees on, it's that ongoing training is no longer an option in keeping up with changing technology. So if you haven't already signed up to attend the inaugural NACE | Automechanika Chicago, scheduled for July 26-29, the Collision Division Operations Committee urges you to do so now.

Why? Because the explosion of new technology in today's vehicles means technicians must keep pace, and NACE | Automechanika Chicago will be the venue for shop-level training in North America.

This year, the COC will provide input on training topics and presentations to ensure what you find there is not only convenient, but also targeted, comprehensive, diverse, high-quality and state-of-the-art. With more than 600 exhibiting companies and an expected 10,000 attendees, the event will showcase the latest technology in the automotive aftermarket industry.

Well-known collision trainers will include Doug Craig, Mike Anderson, David Luehr, Greta Houlahan, Lee Rush and Jerry Gastineau.

And in addition to OEMs from Toyota, Nissan, Fiat/Chrysler, GM and more, attendees can sit in as representatives of several manufacturers that produce parts and systems for automakers lead courses that will cover the changes that repairers are seeing in their shops now. Special courses also will be offered for shop owners and managers on budgeting, hiring and training.

The show also represents a prime venue for sourcing new products and suppliers. Attendees will have access to product categories such as parts and components; accessories and customizing; refinishing supplies; and management and digital solutions.

**Specialized Collision Repair Training**

If you're in the business of collision repair, this year's NACE | Automechanika features hundreds of major domestic and international automotive manufacturers.

Mike Anderson, former owner of Wagonwork Collision Centers, two highly acclaimed shops located in Alexandria, Va., and currently the owner of Collision Advice, will offer several sessions during the event. They include:

- Utilizing Enterprise ARMS Reporting to Improve Shop Performance, at 1 p.m. Wednesday, July 26.
- How to Improve Gross Profit through Estimating – Understanding the 30/20/10 Rule, at 8 a.m. Thursday, July 27.
- Positioning Yourself in the Collision Repair Industry, at 1:30 p.m. Thursday, July 27.
- Sustaining Excellence (with Ray Chew of CCC Information Services), at 8 a.m. Friday, July 28.

**NEW ATDR Forum**

Presented by the Automotive Service Association (ASA), the Advance Technology & Diagnostic Repair (ATDR) Forum will focus on technology that's redefining the scope of a proper repair after a vehicle is involved in an accident. This technology includes sensors, cameras, accident avoidance systems, wireless communications and more. Car manufacturers, insurers, repairers and tech companies are driving the content. Anyone involved in the collision repair industry is welcome, including collision repairers, executive and management staff from MSOs, networks and franchisors, insurance professionals and technology providers. The forum will take place Wednesday, July 26. To register for ATDR, just go to [stonefortgroup.com/atdrf-2017/register](http://stonefortgroup.com/atdrf-2017/register).

**The Largest One-Stop Training Event Available**

This summer's NACE | Automechanika Chicago promises unprecedented opportunities for all shop owners, managers and technicians to learn from some of the best trainers in the country. It's four days of concentrated value to:

- Network with some of the best minds in the industry
- Receive hands-on technical training
- Spend more time with the newest technology
- Participate in forums that will help grow your business, while providing critical operational intelligence and industry knowledge
- Shop for tools from more than 600 exhibitors
- Get free training from OEMs

**We'll Be There – Will You?**

Registration is open, so sign up now to commit to training and becoming a better automotive professional. Just visit [NACEAutomechanika.com](http://NACEAutomechanika.com). Registration takes just a few minutes and ensures that you're kept up-to-date with the latest show news. The registration comes with a free expo pass that will help you interact with and explore products, services and new technologies on display from all the exhibitors. See you in Chicago!

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