

WHAT **2017 SOUTHERN AUTOMOTIVE REPAIR CONFERENCE**
<http://www.southernautomotiverepairconference.com>

SARC's purpose is to provide an annual industry forum for collision repair professionals in the Southeast region, where attendees can visit exhibits, receive important updates & information, stay abreast of new vehicle technologies, promote consumer safety, and succeed in the marketplace.

WHEN **Friday, April 21st & Saturday, April 22nd**
WHERE **IP Resort Casino Spa – 850 Bayview Ave – Biloxi, MS 39530 – 888-946-2847**
Refer to SARC website for hotel reservation info

THEMES **OEM Perspective, Status of Independent Shops, Training in a Hi-Tech Age, & Innovative Resources**

HOSTS Conference hosts are the state auto body associations of Alabama/ALARISE, Georgia/GCIA, Louisiana/LACIA, Mississippi/MSCRA, and Tennessee/TCRA. These associations will have tables at the Conference to provide information and help exhibitors & attendees get the most from the Conference.

ORGANIZERS Steve Plier/ALARISE/Consumer Auto Repair Excellence
Georgia Thorson/TCRA/Refinish Distributors Alliance

Conference M/C: Robert McKenzie,
Refinish Distributors Alliance

DIRECTORS Tony Nethery/I-CAR Instructor/CCC Information Services
Patrick Porter/I-CAR Instructor/Porter's Body Shop
Thomas Rogers/Roy Rogers Body Shop
Moose Simmons/OPA

Conference Facilitator: Mike Anderson
CollisionAdvice

TIME Attendee Check-In & Registration begins at 11:00 am Friday morning. Friday morning pre-sessions with Assured Performance and Symach will begin prior to registration at 8:00 am.

The Conference & Exhibits open at **12:30 pm on Friday** and closes at 9:00 pm. Friday includes afternoon classes, and an OEM Automotive Panel followed by a Reception in the exhibit area from 6:00 to 9:00 pm.

Saturday begins at 8:00 am with exhibits, demos, class offerings, conference presentations, and prize giveaways. A continental breakfast will be served, and lunch will be provided.

REGISTRATION General Admission is \$40 online (*refer to website*), and \$50 at the door. This fee includes entry to the event, and classes & sessions – as well as food & beverages, including drink tickets for the reception.

EXHIBITS A large number of exhibitors will participate, including national paint companies, major vehicle OEMs, PBE distributors, equipment and tool companies, industry service providers, and product innovators. There will be vehicles on the floor with demonstration areas available to sponsors and exhibitors. New exhibitors are being added daily. Check for updates on the SARC website.

Exhibitor set-up is Friday from 9:00 am to noon. A 'Come & Go' private lunch buffet will be served to exhibitors, sponsors, speakers, and SARC volunteers from 11:00 am to 12:30 pm before the Exhibition floor is opened to the public. All Exhibitors are asked to be set up no later than 3:00 pm on Friday.

PRESENTERS

- Speaker: **Brad Mewes** with Supplement will present a look at the current state of the industry, the role of Wall Street financiers, other industries that have consolidated, the future of collision repair, and strategies that smaller operators can use to compete in this environment.
- Keynote: **Mike Jones** is a dynamic & inspiring presenter who motivates high levels of leadership utilizing tools to develop untapped potential. Mike served 6 years in the U.S. Coast Guard, is an accomplished TV host & radio personality, flew a helicopter for the Houston police, and was a 4-time recipient of the *Houston Police Officer of the Year*. Mike currently runs Discover Leadership Training in Houston, Texas.

PANELS & PANELISTS

- Panel 1 **OEM Perspective** Industry Panel with Mike Anderson/CollisionAdvice and representatives from AsTech, GM, Honda, and Nissan discuss topics important to distributors, shops, and consumers.
- Panel 2 **Successful Shops** discussion with Mike Anderson/CollisionAdvice, David Luehr/Elite Body Shop Solutions, Brad Mewes/Supplement, and Jake Rodenroth/Collision Diagnostics
- Panel 3 **I-CAR 2017** presentation and discussion with I-CAR Instructors & Staff German Mejia, Caleb Mills, Tony Nethery, Patrick Porter, Dave Robinette, and Terry Ticel

CLASSES **Classes are free, unless specifically noted otherwise**

- I-CAR **'Safety Shield Technologies'** a brand new 1 hour class module that will be presented to attendees. *Individuals must pre-register with I-CAR to receive credit, or sign-in a door to audit (free, but no credit).*
- Assured Performance Special pre-conference session! Attendees will learn how to maximize benefits of being an OEM Certified Collision Care Provider, and also learn about tools to improve business.
- AsTech **AsTech Remote Diagnostic Device** – Jake Rodenroth of Collision Diagnostic Services presents the innovative AsTech tool and process that remotely diagnoses vehicle issues and codes.
- Management Success **'Super Charge Your Profits'** Learn the importance of having the right employees on your team, how efficiency & numbers make the difference, and what key ingredient sets you apart.
- CollisionAdvice **'Positioning Yourself'** with Mike Anderson focuses on Sales & Marketing, Production, Accounting & Financing, and Human Resources for both shops and jobbers. All members of your team can learn and apply this material.
- Mitchell Content to be announced shortly.
- GM **'Supplemental Restraints: Service & Repair'** covers the servicing of supplemental restraint systems. Topics include replacement of the SDM, inflators, passenger presence sensor, SIR coil, seat belt retractors and wire repair strategy.
- Dave Luehr Discusses his new book, **'Secrets of America's Best Body Shops'**, and presents hope to shops, along with tips on how any shop with the right attitude and resources can excel and succeed.
- Symach **Fix Line** information session presented by Osvaldo Bergaglio and Chad Seelye covering innovative equipment and processes that cure paint in seconds and yield significantly reduced touch times for all repairs. Discussion includes methodology used to develop new body shops worldwide.