

**SARC BREAKOUT DESCRIPTIONS**  
**Listed in Alphabetical Order by Presenter**

Anyone who is registered at SARC may attend any class/session without additional fees. Please sign-in at the door. If you attend a session before the SARC Registration Desk is open, please check-in afterwards. See special notes for Assured Performance and I-CAR sessions. **Breakouts are on the 3<sup>rd</sup> floor unless noted otherwise.**

<p><b>ASSURED PERFORMANCE – 20/20 Vision</b>            Friday 4/21 ONLY · 8:00 am to Noon · Ballroom E-F</p>
<p>In this 4 hour session, attendees will learn how to maximize the benefits of being an OEM Certified Collision Care Provider, learn what the OEMs are doing to raise consumer awareness and educate consumers on the importance of choosing a Certified Collision Care Provider. Learn about Business Improvement tools, marketing tools, and various other tools available to Certified Shops. <u>This is a private event - All attendees are encouraged to pre-register.</u> Walk-ins may sign in at the door, space permitting.            Pre-register at: <a href="http://www.assuredperformance.net/media/wordpress/cccc2017/">http://www.assuredperformance.net/media/wordpress/cccc2017/</a>            For questions regarding the event please email: <a href="mailto:events@assuredperformance.net">events@assuredperformance.net</a></p>
<p><b>AsTECH / CDS – Building the Business Case – Jake Rodenroth</b>            Friday 4/21 ONLY · 1:00 pm – 2:00 pm · Ballroom E-F</p>
<p>AsTech will examine the available advanced technology on today’s vehicles, and how it impacts collision repair processes. The session will focus on understanding and incorporating OEM service information into a shop’s SOPs, and the Best Practices for shops to perform necessary scans and get paid for them. In addition, the access to available resources from OEMs and outside vendors on proper documentation and direction for safe and proper repairs will be reviewed.</p>
<p><b>ELITE BODY SHOP SOLUTIONS – The Secret of America’s Greatest Body Shops – Dave Luehr</b>            Friday 4/21 ONLY · 2:00 pm – 3:00 pm · Ballroom E-F</p>
<p>Author Dave Luehr shares the ‘Six Secrets’ that are currently being used by the best body shops to rise to higher levels of success than their competition. Dave explains why NOW is the greatest time to be in the collision repair business <i>for those with the right mindset</i>. You will learn to: create a winning mind-set, lessen your dependency on DRPs, build a sustainable business model to overcome competition, deal with the challenges of family operated businesses, and attract &amp; keep customers for life! Dave’s book ‘<b>The Secrets of American’s Greatest Body Shops</b>’ will be on sale at the event. or buy online at: <a href="http://www.bodyshopsecrets.com">www.bodyshopsecrets.com</a></p>
<p><b>GM – Supplemental Restraints / Service &amp; Repair W-EM05-02.01IST</b>            Friday 4/21 · 11:00 am to Noon · Ballroom G-H      Saturday 4/22 · 8:00am – 9:00am · Ballroom G-H</p>
<p>GM will cover the servicing of supplemental restraint systems. Topics include replacement of the SDM, inflators, passenger presence sensor, and SIR coil, seat belt retractors and wire repair strategy.</p>

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(continued)

<p><b>I-CAR CLASS – Safety Shield Technologies (Nissan) NI001E01 – Dave Robinette</b>  <b>Saturday 4/22 ONLY · 8:00 am – 9:00 am · Ballroom E-F</b></p>	
<p>This special class is open to anyone. Just sign in at the door. Refer to the <a href="#">I-CAR flyer</a> for class description. The instructor will provide details for posttest and registration/payment instructions for those who want to receive I-CAR credit. Go to <a href="http://www.i-car.com">www.i-car.com</a> and click My I-CAR (upper right corner) to find or obtain your I-CAR number.</p>	
<p><b>MANAGEMENT SUCCESS! – Super Charge Your Profits – Jim Saeli</b>  <b>Friday 4/21 · 1:00 pm – 2:00 pm · Ballroom G-H      Saturday 4/22 · 9:00am – 10:00am · Ballroom E-F</b></p>	
<p>Find out the importance of having the right employees on your team and how your numbers make a difference in your shop's efficiency and in your bottom line. You'll learn how your employees can make or break your shop, what it is exactly that sets you apart from the competition, and so much more. You'll discover how to hire your dream team, how to determine which of your current employees are helping you grow, or slowing you down, and how to use your shop's statistics efficiently!</p>	
<p><b>MITCHELL INTERNATIONAL with Jerry Gastineau</b>  <b>The Mitchell Database: Powered by OEM Information      Friday 4/21 · 2:00 pm – 3:00 pm · Ballroom G-H</b>  <b>Keeping up with Changing Technology      Saturday 4/22 · 9:00 am – 10:00 am · Ballroom G-H</b></p>	
<p>On Friday learn how the Mitchell Collision Estimating Database is created by leveraging multiple types of OEM information. Saturday's discussion will involve the changing technology of collision repairs, including aluminum, advanced high-strength steels, driver assistance systems, template based estimating, and OEM recommendations.</p>	
<p><b>SYMACH – DryTronic Technology &amp; FixLine Repairs</b>  <b>Friday 4/21 · 8:00 am – 11:00 am · Ballroom G-H      Saturday 4/22 · 8:00am – 11:00am · Ballroom A1</b></p>	
<p>Symach will host an information session to discuss solutions for forward thinking owner/operators to grow their repair capacity in today's collision repair industry. Discussions include the Symach DryTronic technology and the exothermic reaction that cures paint in seconds, along with the Symach Application Process (SAP) that reduces application time for body filler, primer, waterborne base and clear coats by 50 – 60%. Additionally, they will discuss their unique FixLine, conveyer repair process that yields touch times of only .5 day for 1 panel, 1 day for 2-3 panel and 3 days for 4 plus panel repairs. Symach will then walk through the methodology they use to develop new body shops around the world and will conclude with a Q&amp;A session. See <a href="#">Symach flyer</a>.</p>	

**SARC MAIN STAGE STUDIO B PRESENTATIONS & PANELS**  
**Listed by date & time**

Everyone is encouraged to attend these sessions. Exhibitors as well as General Attendees are welcome!

<p><b>OEM PANEL DISCUSSION</b>    <b>Friday 4/21 ONLY</b> · 4:00 pm – 5:30 pm · Main Stage Studio B</p>
<p>Panelists include Mike Anderson with Collision Advice, Justin Miller with Nissan, Jake Rodenroth with AsTech, and representatives from GM and Honda, who will discuss issues relating to OEM positions and safe repairs. With Q&amp;A.</p>
<p><b>COLLISION ADVICE – <i>Positioning Yourself in the collision Repair Industry</i> – Mike Anderson</b>  <b>Saturday 4/22 ONLY</b> · 9:00 am – 11:00 am</p>
<p>This session focuses on Sales &amp; marketing, Production, Accounting, Finance &amp; Human Resources for body shops and jobbers. Attendees will be shown how to attract &amp; increase sales in today’s competitive environment and the increased role that OEMs will play, what KPIs OEMs and insurers monitor, the importance of your online presence &amp; reviews in marketing and selling your business, new estimating tools to help capture more no-included operations, and the most profitable sales mix. <b>This class is AMi Approved for Credit.</b> <a href="#">See Mike’s flyer</a></p>
<p><b>SUPPLEMENT – <i>Competing with Consolidation</i> – Brad Mewes</b>    <b>Saturday 4/22 ONLY</b> · 1:15 pm – 2:15 pm</p>
<p><b>Brad Mewes</b> is a headline speaker who was brought up in a family collision repair business, and now assists shops as a financial industry expert. Brad will present a look at the current state of the industry, the future of collision repair, the role of Wall Street financiers, other industries that have consolidated, and strategies that smaller operators can use to compete in this challenging environment.</p> <p>A <b>Successful Shops Panel Discussion</b> will follow Brad’s presentation. Panelists include Mike Anderson, Dave Luehr, Brad Mewes, and Jake Rodenroth with M/C Robert McKenzie.</p>
<p><b>DISCOVER LEADERSHIP – <i>Special Keynote Speaker</i> – Mike Jones</b>    <b>Saturday 4/22 ONLY</b> · 3:00 pm – 4:30 pm</p>
<p><b>Mike Jones</b> is a dynamic &amp; 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 &amp; radio personality, flew a helicopter for the Houston police, and was a 4-time recipient of the <i>Houston Police Officer of the Year</i>. Mike currently runs Discover Leadership Training in Houston, Texas.</p>
<p><b>I-CAR PRESENTATION &amp; PANEL DISCUSSION</b>    <b>Saturday 4/22 ONLY</b> · 4:30 – 5:30 pm</p>
<p>I-CAR staff will present what’s new at I-CAR and how individuals and body shops will greatly benefit from new programs aimed at making it easier to acquire the expertise to perform the best and safest repair, and get credit for knowledge and experience. Local I-CAR volunteers &amp; instructors will be acknowledged. With Q&amp;A</p>