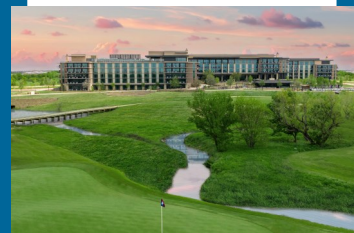


2024 MVP CONFERENCE

APRIL 7th - 9th

OMNI PGA
FRISCO



Recharge and engage at the 2024 MVP Business Solutions Conference

Attending the MVP Conference is an investment in your time, your shop, and your people. Take time out of your busy schedule to refocus, gain valuable insight from business experts, and network with other collision professionals.

Join us for an exciting day of golf during the MVP Randy Dewing Memorial Golf Tournament on the Fields Ranch West course at the OMNI PGA Frisco resort.



LEADING EDGE KEYNOTE PRESENTATIONS:



The Life Changing Power of Taking Action

- *David Nurse*



AI Revolution: Powering Sales and Service in Collision Repair

- *Chris Winfield*

PRACTICAL & DYNAMIC BREAKOUT SESSIONS:

- ◆ The Future of the Collision Repair Industry / *Perspectives on the Claims and Collision Markets*
- ◆ Electric Vehicle Estimating Considerations
- ◆ Accelerate Skills Development with Virtual Reality
- ◆ HR Lawsuits: Not IF, but WHEN. Are you prepared?
- ◆ Building Value to Exit on Your Terms
- ◆ Effective Strategies for Invoicing ALL Materials and Getting Paid!
- ◆ Create Your Optimal Peak-Performing Culture and Team
- ◆ What To Do About Too Much To Do / Time Management, Work Life Balance, Productivity

FRISCO

Frisco, Texas is a city that has something for everyone. It boasts a thriving arts and culture scene with a variety of museums, galleries, and theaters. Whether you're looking for a fun family outing, a night out with friends, or a romantic getaway, Frisco has it all. Come visit Frisco and experience the best of Texas!

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2024 MVP CONFERENCE

APRIL 7th - 9th

MVP RANDY DEWING MEMORIAL GOLF TOURNAMENT | SUNDAY APRIL 7TH

Join us for an exciting day of golf during the MVP Randy Dewing Memorial Golf Tournament.

GOLF TOURNAMENT SCHEDULE:

10:00 AM – 12:00 PM: Golf Registration Check-In

11:00 AM – 12:00 PM: Golf Tournament Lunch

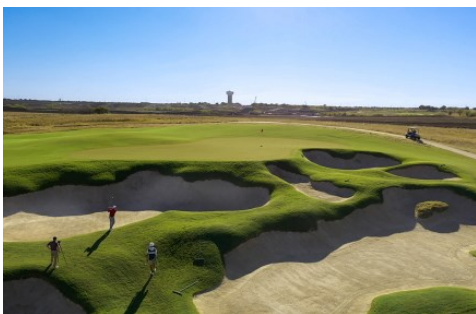
12:15 PM: Golf Players in Carts / Announcements / Players Depart for Starting Holes

12:30 PM: Shotgun start (4-Man Scramble format)

Golf fee (\$199 per person) *** Includes: 18-hole round of golf, cart, range balls, and lunch

FIELDS RANCH WEST

Set among North Texas' rolling hills, Fields Ranch West offers an enjoyable, strategic test of golf. Highlighting the Blackland prairie setting, the course rambles along Frisco's Panther Creek, surrounded by native field grasses, live oaks, and mesquite trees – a true oasis amid the neighboring urban landscape. Featuring more than 75 feet of elevation change, the routing showcases the site's natural character, as well as wetlands that are home to several native species. The West Course has been strategically routed to support the holistic concept of PGA Frisco, complementing the other golf offerings as a fun, yet challenging golf experience that provides the perfect stage to further your enjoyment and development as a golfer.



This course encourages shot-making and creativity from tee to green. The West Course's expansive fairways are approximately 75 yards wide on average to promote enjoyment for golfers of all skill levels.

FIELDS RANCH WEST

4341 PGA Parkway

Frisco, TX 75033

Pro shop # - (469) 888-5855

Tournament Coordinator: Tristen Thomas

Email: tristen.thomas@omnihotels.com

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2024 MVP CONFERENCE

APRIL 7th - 9th

WELCOME RECEPTION & TRADESHOW

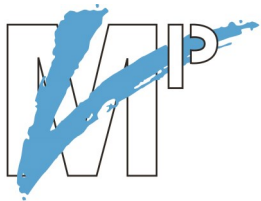
Sunday April 7th | 6:00 PM — 10:00 PM

A night of Networking with other collision industry professional and a specially selected group of the industry's leading service and product providers while enjoying great Food and Cocktails.

Visit each of the tradeshow exhibitors, learn what they have to offer that can help your business. Get your bingo card stamped by them all and be entered into the Tuesday afternoon drawing for some fantastic prizes.



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2024 MVP CONFERENCE

APRIL 7th - 9th

KEYNOTE PRESENTATION

Monday April 8th | 8:15 AM—9:30 AM



The Life Changing Power of Taking Action

- *David Nurse*

Taking action is the lifeblood of progress for companies, transforming visions into reality and strategies into tangible results.

David has developed the **Action Archetypes** that have helped companies, teams, and organizations figure out exactly how to identify and eliminate roadblocks in order to take action towards their goals and vision.

Radical, strategic action propels innovation, empowers teams, and allows businesses to adapt swiftly to changing market landscapes.

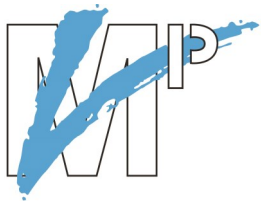
In this session you will learn the **SUCCESS FORMULA** for taking action (and walk away with actionable tools to use on a daily basis!

1. **Confidence** - What it really means to tap into your full potential
2. **Connection** - How to go to higher heights together, the power of true connection
3. **Consistency** - How to be relentless on daily basis no matter the situations or circumstances

This keynote is high energy, active, and will leave you walking away with the roadmap and tools to take your life and business to the NEXT LEVEL!

Meet David Nurse and pick-up your complimentary, autographed copy of his book 'Do It: The Life Changing Power of Taking Action' on Monday afternoon April 8th at 1:00pm in the Ryder Cup Ballroom West Lobby.

VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2024 MVP CONFERENCE

APRIL 7th - 9th

KEYNOTE PRESENTATION

Tuesday April 9th | 1:45 PM—3:15 PM



AI Revolution: Powering Sales and Service in Collision Repair “Recognize your purpose, find your superpower, and change the world for good.”

- *Chris Winfield*

Generative AI (ChatGPT, Claude, Google Bard) is rapidly transforming industries by generating new and innovative content. It can create anything from written text to sophisticated algorithms, providing personalized and efficient solutions.

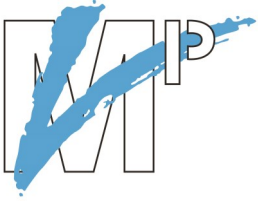
In this interactive keynote, AI expert Chris Winfield (Fox & Friends, CNBC, Entrepreneur Magazine) will breakdown exactly how collision repair businesses can leverage generative AI to revolutionize their sales, marketing, and customer service:

- 1. Sales Acceleration** - Discover how AI can help you create tailored sales strategies, efficiently predict customer needs, and enhance lead generation.
- 2. Marketing Transformation** - Uncover the potential of AI in crafting dynamic marketing campaigns, analyzing market trends, and engaging customers through personalized content.
- 3. Service Excellence** - Learn about AI-driven tools for enhancing customer interaction, from intelligent chatbots to automated support systems.

Dive into this session and emerge with the tools to revolutionize your business. Embrace the transformative power of generative AI and watch your collision repair business soar to new levels of success in sales, marketing, and customer service.

This is not just a keynote; it is the gateway to your business's future.

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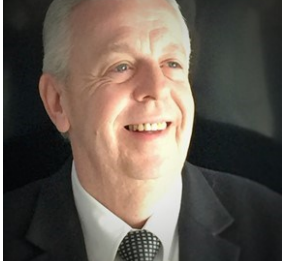


2024 MVP CONFERENCE

APRIL 7th - 9th

BREAKOUT SESSION

Monday April 8th | 10:00 AM—11:45 AM & 3:00 PM—4:45 PM



The Future Of the Collision Repair Industry: Perspectives on the Claims and Collision Market

- Sean Carey | SCG Management Consultants LLC

Post Covid, the claims and collision industry is facing new challenges.

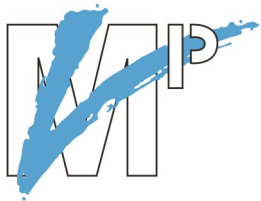
Some have been brought on by the pandemic tail, such as labor and parts shortages, others have been systemic in our industry for many years and have only surfaced post Covid such as reaching an economic breakpoint and deployment of new technologies.

Sean will share his insights into what this means for our industry constituents and where he believes the claims and collision market is heading in the coming years.

Topics will include:

- Insurance DRP Relationships and Trends—how should you position yourself
- Parts and Labor Shortage impact on collision management strategy
- ADAS impact on insurance claims and collision repairers
- Market Capacity and Volume Trends
- Technology versus Time – the need for alignment between industry stakeholders.
- New Business Opportunities and Strategies We Must Consider

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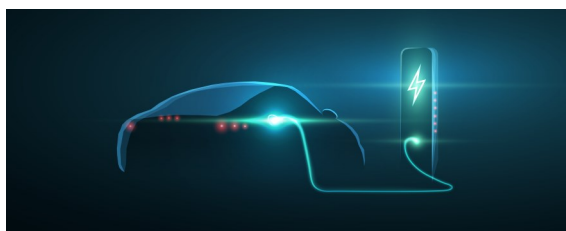


2024 MVP CONFERENCE

APRIL 7th - 9th

BREAKOUT SESSION

Monday April 8th | 10:00 AM—11:45 AM & 3:00 PM—4:45 PM



Electric Vehicle Estimating Considerations

Mark Bono, Collision Industry Training, Consulting and Organizational Development

The brave new world of electric vehicles is here!!

It's a matter of when you are willing to make the investment in training, equipment, and resources.

These vehicles may look the same, but there is a multitude of safety, operational, and mechanical procedural differences that should be considered before jumping in.

This presentation is designed to:

Make you think about what is on the road today, what will be on the road in the future, and most importantly, open your eyes to some of the additional steps you may need to consider when writing a collision estimate or repair plan on an electric vehicle. The evolution of the EV is happening at an alarming rate, the supporting information, estimating systems, and documentation is behind the curve.

If you are writing an estimate on an Electric vehicle as if it is an Internal combustion (ICE) vehicle, you most assuredly are missing vital entries that might protect your employees, your company, product you deliver, and your profitability, and we all know that setting a precedence in our industry is hard to break.

Come join us for an interesting conversation on some of the considerations you should make before establishing a rate or writing an estimate on an electric vehicle.

VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2024 MVP CONFERENCE

APRIL 7th - 9th

BREAKOUT SESSION

Monday April 8th | 10:00 AM—11:45 AM & 3:00 PM—4:45 PM



**Training the
Talent of
Tomorrow**

Learn More

Accelerate Skills Development with Virtual Reality

- David Wilkinson | Transfr Inc.

Qualified technicians along with all collision repair center employees need to develop and/or enhance their skills through continuous practice. Transfr's Automotive VR simulations supplement your training program to help learners develop automobile repair skills in a safe, immersive virtual training environment that gives trainees a risk-free setting where they can practice and polish key skills.

Hands-on virtual-reality simulations are:

- Safety-focused VR training: Help employees learn skills faster and boost confidence. VR training carries no risk of injury from tools, heat, electricity, or chemicals and requires no consumables!
- Train with a virtual tutor: An AI virtual coach provides continuous personalized instruction and individual attention to develop and strengthen learners' knowledge in automotive task.
- Realistic hands-on training: Transfr's virtual training environment accurately reflects real-world automotive shop skills, allowing learners to gain experience with tools, techniques, and approaches.
- Self-paced learning: Unlimited practice opportunities allow trainees to advance at their own pace and thoroughly master the skills they need.

Transfr's VR simulations elevate the training experience.



This session will include 'LIVE' demonstrations of virtual-reality training.

Developer of an apprenticeship platform designed to create training simulations in virtual reality. The company's platform uses learning sciences and data generated from simulations to deliver a customized coaching experience that encourages retention and expedites mastery, enabling students to acquire in-demand industry skills, so they can interview with confidence and enter the workforce for long-term success.

Transfr's mission is to train the future of every industry and open new opportunities for people across the globe. We create unique pathways to well-paying jobs available now in high-demand fields, enabling learners to find job security and upward mobility, facilitated by immersive, simulated hands-on training.

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2024 MVP CONFERENCE

APRIL 7th - 9th

BREAKOUT SESSION

Monday April 8th | 10:00 AM—11:45 AM & 3:00 PM—4:45 PM



HR Lawsuits: Not IF, but WHEN. Are you prepared?

- Corey J. King, Constangy, Brooks, Smith & Prophete, LLP

In today's workplace, **employment lawsuits and claims are guaranteed**, and the cards are stacked against employers.

Surviving these claims is directly related to how well you are prepared.

Cory J. King has handled hundreds of lawsuits and claims against employers, and he knows how devastating they can be. He often hears his clients say, "I never thought it could happen to me...". That's why he created this breakout to teach you how to shield your company from employment lawsuits and put yourself in a strong defensible position when they happen.

You will discover how to:

- Hire the right people for the right positions and avoid discrimination and other legal pitfalls in the recruitment process.
- Manage your employees effectively, and provide them with clear expectations, feedback, and training.
- Discipline your employees fairly and consistently and document every action you take to prevent disputes and grievances.
- Terminate your employees legally and respectfully, and minimize the risk of wrongful termination, retaliation, and severance claims.
- Avoid costly wage/hour and class-action lawsuits, and comply with the federal and state laws on minimum wage, overtime, breaks, payroll, etc.
- Learn about the new cannabis laws that are sweeping the nation.

This breakout is designed for business owners and managers who want to protect their hard-earned assets and reputation from employment lawsuits. You will gain valuable insights and practical skills from Cory J. King, an experienced employment lawyer who has represented hundreds of employers in various industries but has specific expertise in the automotive repair industry.

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2024 MVP CONFERENCE

APRIL 7th - 9th

BREAKOUT SESSION

Tuesday April 9th | 8:00 AM—9:45 AM & 10:15 AM—12:00 PM



Building Value to Exit on Your Terms

- Matt DiFrancesco, High Lift Financial

As a collision shop owner, you have undoubtedly poured your heart and soul into building a successful business.

But have you considered your exit plan?

Many entrepreneurs are so focused on daily operations, but it is just as important to strategize for the future. Every move you make should have your succession in mind, regardless of when or if you are planning it.

Waiting until you burn out will make it very difficult to achieve the post-owner lifestyle you want. Building the value in your business will allow you to exit on your terms.

In this session:

We will explore the ways you can do this now, growing your business, taking care of your employees and creating the legacy you desire.

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2024 MVP CONFERENCE

APRIL 7th - 9th

BREAKOUT SESSION

Tuesday April 9th | 8:00 AM—9:45 AM & 10:15 AM—12:00 PM



Effective Strategies for Invoicing ALL Materials and Getting Paid!

- Jeff Haight, SEM

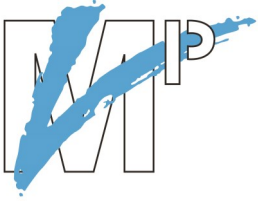
In the current era of incessant rises in material costs, **it is critical to bill for the ALL the materials** required to repair the vehicle correctly and ensure a favorable material profitability for repairs.

During this breakout session, we will examine the billing practices of the medical industry in relation to the collision industry, and materials and draw surprising parallels with labor and materials required for vehicle repairs.

We will explore what choices collision centers have when it comes to accurately billing for materials, and how additional labor and materials for seam sealer application be accounted for.

SEM Products provides valuable resources, including tools and documentation, to assist in the proper billing of materials and labor.

VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2024 MVP CONFERENCE

APRIL 7th - 9th

BREAKOUT SESSION

Tuesday April 9th | 8:00 AM—9:45 AM & 10:15 AM—12:00 PM



Create Your Optimal Peak-Performing Culture and Team

- *Mike Evans*

Discover how to **cultivate a peak-performing culture** to secure your position in the new world of work. Learn how to kick-start a revolution that will blast your team or organization to new heights of success. Culture, simply put, is the convergence of the way your employees think and act. That **culture is producing your organization's every result** (financial, operational, customer, employee, etc.). If your future desired results are loftier, more difficult, of simply

different than those you are achieving today, will your current culture be able to deliver? Most often, the results teams and organizations must achieve in the future will require employees to think and act differently. **Creating those 'shifts' in how employees think**, and act is what will propel your team or organization toward those desired results. Your culture is your 'brand.' An organization's (or team's) culture is either an engine propelling it toward its desired results, or an anchor impeding and hindering it is progress. You can define, lead, and shape your optimal culture. Whatever the desired results you wish to achieve or challenges within your organization – **lofty growth, distinction, culture change, innovation, breaking down silos, improving collaboration, employee engagement, merging cultures, doing more with less** – it is through your people that you will either succeed or fail. Learn to cultivate an environment where employees at all levels are engaged, energized and flourish. Understand how to effectively tap into the enormous wealth of creativity, innovation, passion, energy, and commitment of employees, which is often left idle? Through intentional focus on a few proven principles, you can ignite extraordinary results within your team or organization. These straightforward, practical, and memorable tips can transform your culture to support and deliver your 'must-achieve desired results.' The results that will ensure you thrive and excel in the new world of work.

Key Learnings and Takeaways:

- Learn how to create shifts in the way employees think and act so that your desired culture will flourish and heighten organizational performance.
- Foster increased levels of trust, collaboration, and teamwork.
- Unleash voluntary contributions of discretionary performance that is often left untapped in individuals, teams, and organizations.
- Ignite a heightened sense of urgency, accountability, and ownership at all levels of your organization.
- Intensify ownership, engagement, and alignment – Crumble silos and abolish territorialism.
- Understand how to identify the root cause of undesired cultural beliefs and actions that impede progress, and how to infuse desired beliefs and actions to accelerate achievement of desired results.
- Discover how to gain voluntary commitments from colleagues so they self-select desired actions - Stop wasting time enforcing compliance around policies and procedures.
- Develop a culture where employees 'bring more of themselves' to the workplace – trigger innovation, creativity, and passion.
- Create organizational laser-like focus on what matters most – eliminate confusion, misunderstanding, miscommunication, mistrust, frustration, and indifference .

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2024 MVP CONFERENCE

APRIL 7th - 9th

BREAKOUT SESSION

Tuesday April 9th | 8:00 AM—9:45 AM & 10:15 AM—12:00 PM



What To Do About Too Much To Do

Time Management / Work Life Balance / Productivity

- Jones Loflin

Using the model of a three-ring circus, this highly engaging presentation will equip you to better manage your time and energy to explore new opportunities and achieve better results.

From being a stronger ringmaster to building a quality “3 ring” lineup (Work, Relationship, Self), expect to leave this session with a myriad of practical tips to manage your distractions, conquer your overload, and more fully focus on the present moment.

Most importantly, you’ll be ready to run your circus instead of letting the circus run YOU!

Key Takeaways:

- Recognize the fallacy of trying to "get it all done"
- Identify the sources of professional and/or personal overload that are most limiting your ability to thrive
- Follow a 4-step process to experience greater productivity and results
- Work with others more effectively so EVERYONE is getting the right work done
- Identify and better manage the tsunami of interruptions and distractions coming at you every day

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2024 MVP CONFERENCE

APRIL 7th - 9th

DINNER & ENTERTAINMENT EVENT

Monday April 8th | 6:00 PM till 11:00 PM

Location: Panther Creek Pavilion & Lawn



ROYAL DUKES BAND "LIVE"

High Energy Infusion!

Royal Dukes band members are full-time professional musicians, who excel at everything they play. They have earned their fantastic reputation and they pride themselves on flawless performance—it's all about great preparation and a genuine love for what they do to ensure you have the best night of your life.



***Live Music,
Dancing,
Drinks and a
lot of FUN...***

***starting at
7:00pm***

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