



2022 MVP CONFERENCE

APRIL 10 - 12



The MVP Conference is Back!! Join us for the 2022 MVP Conference and hear from experts on a unique mix of topics, in addition to networking with other collision repair business owners, managers, industry experts and suppliers.

Take advantage of an exciting day of golf during the MVP Randy Dewing Memorial Golf Tournament at the Camelback Golf Club.



KEYNOTE PRESENTATIONS:



Conquering Kryptonite™

How to beat fear, leverage change and achieve your best results at work and in life.

- Kevin Brown



Thinking like a Futurist

Disruptive Technologies & the Impact on Automotive Collision Repair

- Kian Gohar



The Myth of Multitasking

How 'Doing it All' Gets Nothing Done!

- Dave Crenshaw

PRACTICAL & DYNAMIC BREAKOUT SESSIONS:

- ◆ The Art of Accelerated Resilience / Adapt Faster and Achieve More.
- ◆ Enhancing the Customer Experience / Why Do Some Customers Become Fans for Life?
- ◆ Going Toe-to-Toe with Google & Yelp / How to Win in the Marketing Arena.
- ◆ Managing Glass Replacement in an Era of Advanced Vehicle Safety Systems.
- ◆ Don't Get Left in Dust / How to achieve that perfect finish!
- ◆ Building a Winning Culture / Create an environment that will bring out the best in your best.
- ◆ Make Way for GEN Z! / Believe it or not...there's life after the Millennial generation!
- ◆ Advancing Repair Planning / Using resources and tools to improve your accuracy.



SCOTTSDALE

Welcome to Scottsdale, a city that celebrates passion in all its forms.

At the heart of every great journey is passion – for a new place, a new adventure, even a new way of expressing yourself. It's about experiencing those exquisite moments that leave you feeling energized, enriched and renewed. And it's about creating an impression that will inspire and delight you for a lifetime.

VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2022 MVP CONFERENCE

APRIL 10 - 12

MVP Randy Dewing Memorial Golf Tournament | Sunday April 10th

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

Golf Tournament Schedule:

10:00 AM: Shuttle departs resort for the course

10:15 AM – 11:30 PM: Registration & Lunch

11:45 PM: Players in carts

12:00 PM: Shotgun start (4-Man Scramble format)

Golf fee (\$185 per person) *** Includes: 18-hole round of golf, cart, range balls, and lunch

Ambiente Course

Nestled in Paradise Valley, the Ambiente Course enjoys stunning mountain backdrops.

Ambiente Course was designed by notable golf architect Jason Straka, the 7,225-yard, par 72 course challenges players with several striking features: eye-catching elevation changes and rolling fairways with significant drops. The landscape is made up of mountain vistas, native trees and wildflowers. Mindful of its surroundings, this Arizona course was specifically created to be eco-friendly and sustainable.



Camelback Golf Club

7847 N. Mockingbird Lane

Paradise Valley, AZ 85253

Tournament Coordinator: Shiloh Hagey

480-905-7980

Email: Shiloh.hagey@marriott.com

VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2022 MVP CONFERENCE

APRIL 10 - 12

Desert Guided Mountain Bike Adventure | Sunday April 10th

Are you interested in exploring the Sonoran Desert via Mountain Bike?

If so, join us on the Brown's Ranch Ride in the Scottsdale area to see some of the most outstanding scenery in North America; this dramatic landscape is also home to one of the most diverse plant and animal communities on the continent.

The adventure begins with an overview provided by your guides. Your guides will accompany your group from the JW Marriot Camelback to the ride start. During the orientation and while you complete the required release form there will be information on desert safety, tour logistics and expected trail conditions.

Your guides will strive to tailor the experience to the varied interests of the group. That means that whether you prefer a leisurely cruise with interpretive highlights or an invigorating workout or a blend of both your guides will work to satisfy all riders. Whether you are looking for rugged and challenging or relaxing and informative this event will provide a great riding experience.

COST

\$120 Per person base price

\$60 Bike upgrade fee (if desired)

Optional bike upgrade to full suspension aluminum or carbon.

Bike upgrades will be based on availability.



Check out the Bike Tour schedule at:

<https://ppgmvp.com/Conferences/Desert-Guided-Mountain-Bike-Adventure.aspx>

DURATION / ABILITY

- Bike tour is approximately **2.5 hours activity time**
- Beginner friendly but guides will adjust to accommodate varying desires
- There are many off-shoot trails for those higher-skilled riders
- Must be **minimum 18 years of age to participate**
- Must be capable of riding a bike

INCLUSIONS

- Transportation to and from the trailhead
- WFA & CPR certified guides
- Front-suspension hardtail mountain bikes
- Helmets
- Gloves
- Flat pedals
- Iced bottled water & snacks
- Insurance
- Permit & entry fees
- Cycling shoes **NOT** included

WHAT TO BRING & WEAR

- Weather appropriate clothing
- Athletic close-toed shoes
- Sunscreen
- Sunglasses
- Camera
- Medications if needed
- Lip balm
- Hat for pre/post ride

CANCELLATION & WEATHER POLICIES

Tour charges are non-refundable within 48 hours of scheduled departure.

Tours operate regardless of weather, unless immediately hazardous conditions (such as lightning or flooding) are occurring at the time and location of tour. In the event of hazardous conditions at tour launch, as determined solely by Adventure Center guide staff, all payments will be fully refunded.





2022 PPG MVP CONFERENCE

APRIL 10 - 12

KEYNOTE PRESENTATION

Monday April 11th | 8:15 AM—9:30 AM



Conquering Kryptonite™

How to beat fear, leverage change and achieve your best results at work and in life.

- Kevin Brown

In his signature style, Kevin Brown will create relevant and actionable takeaways that will impact your results at work and in life. , Kevin will move you to the next level of performance with **Conquering Kryptonite™**.

At the heart of this program is a simple and practical philosophy for business and life. Kevin believes that people do not fail for a lack of knowing what **to do**...but rather a lack of knowing how **to be**. People fail because of self-imposed limitations, poor choices and other people's opinions. Success is not easy. Developing yourself is not easy. Overcoming the conditions of life is not easy. If it were easy to win, everyone would have already achieved his or her most important goals and dreams. Heroes are masters at overcoming the things that hold them back and have an unwavering resolve to create the best possible outcomes for themselves and the people they serve in spite of the odds or circumstances.

Discover four super-empowering principles for Conquering Kryptonite in your work and life:

Confidence: The number one cure for the kryptonite in our life is confidence. Too many people live their lives in quiet desperation. Seeking approval, dragging around past failures and feeling unworthy to answer to the call on their life to achieve excellence in every area. Developing a high level of trust and belief in our self, in our story and in our purpose, is paramount to the success we achieve and the eventual contribution we make to this world. Kevin will reveal for the first time the strategies and ideas he personally used to develop confidence and belief in himself that led to a massive transformation in his life as he went from a helpless, homeless young man to a sales and marketing executive to author and highly sought-after keynote speaker.

Authentic: Closing the gap between who we are "on and off stage" is critical to overcoming the things that hold us back. Kryptonite in everyday life occurs when we try to be someone we are not. When we try to be who others want us to be. When we pretend to be more than we are or something different than where our gifting takes us. When we give into the pressures of keeping up...we create an imbalance in our life. We create what some call the imposter syndrome. Unworthiness creeps in and fear doubt and worry take hold of our thought life and ultimately undermine our actions. Kevin shares ideas for embracing your true self and using the best version of yourself to create compelling stories that drive meaningful connections in every area of life.

People: Unfortunately, Kryptonite shows up in the people around us. The people we associate with, the ones we work for and the ones we try to impress. The people you surround yourself with is an important distinction when it comes to success. Kevin will share with you his personal strategy for recruiting friends, mentors and coaches. Kevin believes in coaching and mentoring in every area of life. You will learn how to build your own personal team of advisors that can transform your business and your life.

Energy: Energy is the most underrated of all superpowers. We were taught to work hard and play hard. We burn the candle at both ends and move at warp speed 24/7/365. We deplete our energy reserves and create a mental environment that leaves us vulnerable and weak. Physical tiredness creates mental fatigue. When you are tired, you do not make your best decisions. You do not bring your best self to the present moment. You do not lead effectively at work or at home. The people who count on you need you to be at your peak and to reach your peak state of performance you need physical energy. In this segment, Kevin shares his physical transformation that eliminated bad habits, poor decisions and weak thinking and transformed his physical and mental stamina into a powerhouse of creativity and innovation.

VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2022 PPG MVP CONFERENCE

APRIL 10 - 12

KEYNOTE PRESENTATION

Monday April 11th | 3:15 PM—4:45 PM



The Myth of Multitasking

How “Doing it All” Gets Nothing Done

- Dave Crenshaw

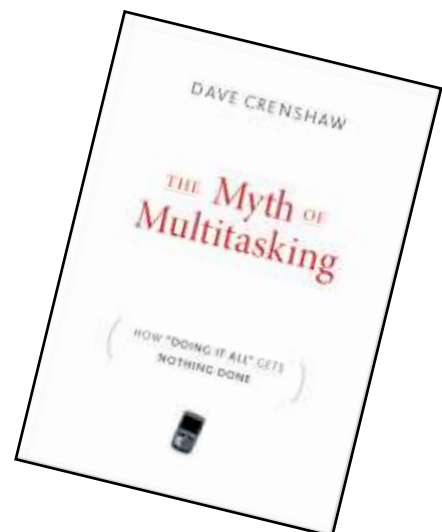
What could you do with a 20% increase in productivity?

Dave will show you and your staff how to find extra time at work, without having to work weekends. You will learn how to uncover precious minutes and hours—that add up to extra DAYS! —hiding right under your noses.

Not only that, Dave will show you how to make that time COUNT with his truly unique brand of wit and wisdom.

Key Takeaways:

- Why multitasking slows you down and what to do about it
- Why more than one workweek of every month is completely wasted
- How to focus on your most valuable activities
- How to respond to workplace interruptions
- How to take control of technology, including email and smartphones
- How to budget your time and lower your stress
- How to grow your career and still have time for family and friend



VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2022 PPG MVP CONFERENCE

APRIL 10 - 12

KEYNOTE PRESENTATION

Tuesday April 12th | 1:45 PM—3:00 PM



Thinking like a Futurist

Disruptive Technologies & the Impact on Auto Collision Repair

- Kian Gohar

What will the world look like in 10 years, how will new technologies change the future of auto collision repair?

In this keynote, Kian will discuss the major technology trends that are coming down the technology labs and disrupting every major industry, and then provide concrete takeaways to inspire you to prepare for an exponential future.

Kian will explore advances in the convergence of technologies:

- Artificial Intelligence (AI)
- Robotics
- Block-chain
- Sensors
- Human computer interfaces
- 3D printing

Learn how these technologies can change the world of auto collision repair in the near future.



VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2022 PPG MVP CONFERENCE

APRIL 10 - 12

BREAKOUT PRESENTATION

Monday April 11th | 10:00am—11:45am & 1:00pm—2:45pm



The Art of Accelerated Resilience

Adapt Faster and Achieve More

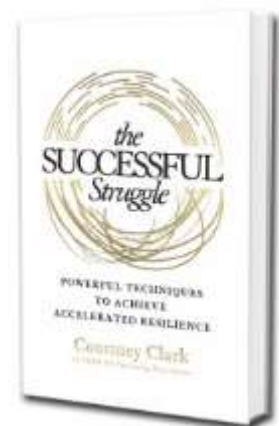
- Courtney Clark

In today's competitive world, there is no time to recover from our setbacks slowly. The strategies from Courtney's book 'The Successful Struggle' will have your team managing change, chaos, conflict, and life's other challenges in the fastest, most productive way possible.

In this session, Courtney will walk participants through proven strategies to increase employee engagement, reduce turnover, and provide less stress at the office. These techniques and practical applications will help teams be successful even in the most challenging situation, and designed to solve the problems of change, stress, and chaos as quickly as possible.

At the end of this session, participants will be able to...

- Recognize the benefits of connecting with the purpose of change
- Develop new strategies to maintain personal power and a sense of control during times of change and chaos
- Apply the "Stop, Drop, and Roll" technique for chaos management



VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2022 PPG MVP CONFERENCE

APRIL 10 - 12

BREAKOUT PRESENTATION

Monday April 11th | 10:00am—11:45am & 1:00pm—2:45pm



Enhancing the Customer Experience

- Barry Rinehart, PPG Manager Business Solutions

Why do some customers become fans for life? Is it just luck or do some businesses know the formula for turning a customer interaction into a remarkable experience? How do businesses like grocery stores, coffee shops, tire shops and other retailers turn common shopping experiences into legions of customers singing their praises on the internet and social media? They know how to connect. They understand how to delight at every turn. Their business strategies are centered on customer experience. This is not happy talk for these organizations, they invest time and money to obtain these results. They understand contact points, satisfaction is invisible and they have learned where and how they impact their customers. They understand how different expectations affect customer's perceptions and how to exceed those expectations repeatedly.

Do you really want to know more about your customer's perceptions and how to enhance their experiences with you? This breakout session will reveal the core concepts that legends in customer service have used successfully to breed unwavering loyalty from people who love to talk about their experiences. If you are looking to up your game and really move the needle on CSI, this session will help lay the ground work to enhance your customer's experience!

VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2022 MVP CONFERENCE

APRIL 10 - 12

BREAKOUT PRESENTATION

Monday April 11th | 10:00am—11:45am & 1:00pm—2:45pm



Going Toe-to-Toe with Google & Yelp

How to Win in the Marketing Arena

- **Danny Sanchez, Autoshop Solutions, Inc.**

You need to know what you are up against in the marketing arena. Rather than thinking of Google and Yelp as the opponent, it is time to start thinking of them as vehicles you can use to drive your business forward!

They might need a little maintenance, a repair here and there, but once they are in shape, they will have you running at top speeds in no time. Find out how you can use Google & Yelp to your advantage and beat them at their own game!

This session will focus on the following:

- How the review process works with Google & Yelp
- Does Google and Yelp 'filter' your reviews?
- Can a bad review be removed?
- What to do when you cannot remove a negative review
- What should you focus on?

Join AMI-accredited instructor Danny Sanchez, as he blends his experience as a former repair shop owner with his current expertise as CEO of Autoshop Solutions, a digital marketing agency for the automotive industry.



VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2022 MVP CONFERENCE

APRIL 10 - 12

BREAKOUT PRESENTATION

Monday April 11th | 10:00am—11:45am & 1:00pm—2:45pm



Managing Glass Replacement in an Era of Advanced Vehicle Safety Systems

- Joel Timmons, Profitable Glass Solutions Ltd.

As Advance Driver Assist Systems (ADAS) technology expands, the windshield gains more responsibility for housing ADAS technology. This trend simultaneously drives increases in costs, replacement times, and liability. By the year 2025, 50% of the windshields produced will include an ADAS bracket, yet the auto glass industry infrastructure to recalibrate windshields is still in its infancy. Are your operations prepared for this evolution? Collision repair companies continue to optimize their internal operations yet many subcontract their automotive glass to outside operators. Does this make sense in a lean process environment?

This breakout session will provide you the tools to effectively gauge if it's feasible to bring glass in-house or if not, how to choose a quality partner. Your glass partner must be capable of meeting your internal needs in addition to meeting the requirements demanded of vehicle engineering today. We will review what it takes to measure the performance and profitability of auto glass processes, enabling you to manage this critical process at a higher level.

We will examine how automotive glass impacts your business including:

- The role of auto glass in safety
- Current and future auto glass trends
- Calibration tools for glass replacement
- Impact on cycle time
- Qualifying your glass professional
- Key auto glass metrics
- Protecting your business & customers



Joel Timmons is an automotive glass expert with 33 years of industry experience and the owner of Profitable Glass Solutions Ltd. Profitable Glass Solutions Ltd. is a consulting and educational organization providing sales, marketing and operations consulting to retail, wholesale and manufacturing entities in or entering the aftermarket glass trade.

www.profitableglasssolutions.com

VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2022 MVP CONFERENCE

APRIL 10 - 12

BREAKOUT PRESENTATION

Tuesday April 12th | 8:00am—9:45am & 10:15am—12:00pm



Don't Get Left in THE DUST!

How to achieve that perfect finish!

- Gregg Strandberg – President, Filterworks USA
- Gary Lehky – President, Cleveland Spray Booths
- Cole Strandberg – COO, Filterworks USA

There is ever-increasing pressure to produce high quality repairs as efficiently as possible.

- Are your techs spending too much time doing reworks?
- Do you feel like your paint booth is causing rework issues?

The performance of your paint booth is directly related to the efficiency of the shop. Are you taking care of your most valuable asset? It is more than just a box with filters; it is an entire system that can make or break your production goals. Let us show you how you can virtually eliminate the reworks in your shop and provide that perfect finish almost every time. Understand your paint booth and learn how to make it work for you.

The presentation will focus on:

- Understanding the capabilities of your paint booth and refinish environment
- Proper paint booth operation, including tips on minor adjustments and/or upgrades to booth operations
- Reveal the real costs of not maintaining the paint booth and related equipment

VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2022 MVP CONFERENCE

APRIL 10 - 12

BREAKOUT PRESENTATION

Tuesday April 12th | 8:00am—9:45am & 10:15am—12:00pm



Building a Winning Culture

Create an environment that will bring out the best in your best

- Danny Sanchez, Autoshop Solutions, Inc.

Your shop's culture is the frame that holds your business together. From writers to technicians, every member of your team deserves an environment that breeds creativity, leadership, and internal empowerment.

Great people thrive in the right environment; they will not stay long in the wrong one.

During this breakout session, Danny will present his plan for bringing out the best in your team and give you the tools you need to create your own winning culture.

Key Takeaways:

- What is a winning culture?
- Be ready for criticism
- Hiring? Culture, skills & attitude
- A hiring check list
- Team member On-boarding
- Celebrate Everything!

As past owner of one of the most successful repair shops in the country and current CEO and founder of Autoshop Solutions, one of Inc. Magazine's Fastest Growing Companies, AMI certified instructor Danny Sanchez knows what it takes to cultivate the right environment



VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2022 MVP CONFERENCE

APRIL 10 - 12

BREAKOUT PRESENTATION

Tuesday April 12th | 8:00am—9:45am & 10:15am—12:00pm



Make Way for GEN Z!

Believe it or not...there's life after the Millennial generation!

A new generation is impacting our workplace and marketplace, and not enough leaders are paying attention! Are you ready for Gen Z? The leading edge of Gen Z is well into their 20s with entirely new attitudes about work, technology, travel, money, and life.

In “Make Way for Gen Z”, you will learn:

- The key events and conditions that shaped Gen Z
- Gen Z’s traits and values, and how they play out in the workplace and/or marketplace
- What it will take to recruit, retain, manage, and motivate Gen Z
- What are Gen Z’s consumer behaviors and how brands connect best with this new generation of buyers

With content based on three national surveys and the first international study, primary data, best practices, and interviews with CEOs and Gen Zers, you will get the most comprehensive look at the Gen Z employee and/or customer.

This engaging, enlightening, and humorous presentation guarantees that you will learn not only who the Gen Z employee or customer is, but also how to reach them.

VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2022 MVP CONFERENCE

APRIL 10 - 12

BREAKOUT PRESENTATION

Tuesday April 12th | 8:00am—9:45am & 10:15am—12:00pm



Advancing Repair Planning

Using resources and tools to improve your accuracy

- Danny Gredinberg, Database Enhancement Gateway (DEG)

Advance repair planning requires more than “Guestimating”. We will open up your eyes and show you how information available can impact your business and bottom line.

Many of these resources are available FREE to the industry. We will also discuss how “Paid/Subscription” information can pay for itself.

-Database Enhancement Gateway-DEG: What Is the DEG; how this FREE Resource can add value to your business. How to access the DEG Database and Accessing Information providers P-pages for all three systems.

-SCRS Blue Print Optimization Tool: SCRS, Winner of 2019 SEMA new product showcase developed an Automated version of the Guide to Complete Repair Planning tool. We will show you how this tool can identify commonly missed Items with a simple click and a few seconds.

-Using OEM Owners manuals: How critical it is to review the owner’s manual with the prospective customer to gain their trust, as well educate them on what it is required for a SAFE and Proper repair.

-Using Vehicle manufacturer repair Information: Vehicle manufactures design and build vehicles including determining proper and safe repair methods to repair vehicles after “accident”. We will dive into repair information to document your repair plan.

VISIT WWW.PPGMVP.COM FOR MORE DETAILS



2022 SPRING MVP CONFERENCE

APRIL 11 - 12

GALA DINNER EVENT

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

Location: Paradise Ballroom



The Instant Classics "LIVE"

For 15 years The Instant Classics have been entertaining at corporate functions and galas across the country. Their "Live Band" show continues to be a popular event that has won over audience after audience. Their genuine love of playing and their immense library of music makes the group appropriate for any special event.



***Music, Dancing,
Drinks and a
Whole Lot of
FUN...***

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