

The Midwest Auto Body Trade Show

February 16th and 17th, 2018

Des Moines, Iowa
Prairie Meadows



Texas Attorney

Todd Tracy



**Iowa Insurance
Commissioner**

Doug Ommen

Saturday General Session

Meet Iowa Insurance Commissioner, Doug Ommen
and Texas Attorney, Todd Tracy

Friday, February 16th

- 12:00 P.M. - 9:00 P.M. - Trade Show
 - Education
- 1:00 - 3:00 Panel Discussion
 - Panel Discussion, "Where Do You Start To Do The Right Thing?"
 - Panelists: Matthew McDonnell, Mitch Becker, Ron Reichen, Larry Gilliam, James Rodis, Moderated by Mark Olsen, Vehicle Collision Experts
 - Industry experts are coming to Iowa to help chart your course for the future
- 3:00 - 4:00 "Shop Procedure Implementation" Matthew McDonnell, Big Sky Collision
 - Find your starting place with the new training and education culture
- 4:00 - 5:30 "System Checks, Scans, and Calibration" Mitch Becker, Industry Trainer
 - Understand the critical importance of using this technology in your shop
- 6:00 - 9:00 Welcome Reception - Trade Show Floor (Sponsored by Mitchell)
 - Hors d'oeuvres, no host bar
 - Mingle with your trade. Meet the speakers. Door Prizes

Saturday, February 17th

- 8:00 A.M. - 4:00 P.M. - Trade Show Open
- 8:00 A.M. - 12:00 P.M. - Break-out Sessions - Technical
 - 8:00 - 9:00 "Corrosion Protection - Cavity Wax" Shawn Collins, 3M
 - Are you doing this important procedure and getting paid for it?
 - 9:00 - 10:00 "System Checks, Scans, and Calibration" Mitch Becker, Industry Trainer
 - Understand the critical importance of using this new technology
 - 10:00 A.M. - 12:00 P.M. I-CAR - Aluminum Repair Class #APR 01
 - Sign up at www.i-car.com. Bring your coupon to class
- 8:00 A.M. - 12:00 P.M. - Break-out Sessions - Management
 - 8:00 - 9:00 "Developing an Effective Digital Marketing Strategy in Collision Repair"
 - Brent Betts, AP Digital
 - Analyze case studies of clients who experienced 20-40% growth by changing their online strategy
 - 9:00 - 10:00 "Who Pays For What" Jake Aufenkamp, Woodhouse and James Rodis, Woodhouse
 - Review Mike Anderson's "Who Pays For What" survey results
 - 10:00 - 11:00 "Bulletproof Estimating" Matthew McDonnell, Big Sky Collision
 - Don't leave money on the table, get the most out of your estimating systems
 - 11:00 - 12:00 Interactive Discussion - Speakers Wrap Up Panel
 - Review and dig deeper to plan your next steps
 - 12:00 - 1:00 Lunch (No host lunch on Trade Show Floor)
- 1:00 - 3:00 - General Session
 - Doug Ommen, Iowa Insurance Commissioner
 - Scott Weiser, ICRA Lobbyist
 - Todd Tracy, Tracy Law Firm
- 3:00 - 4:00 - Trade Show
 - Community College Refinish Contest Judging - On Stage
 - Door Prizes Galore

Check Out Our 2018 Midwest Auto Body Trade Show Vendors at
www.iowacra.com

"This Is Where The Collision Industry Meets"

No Charge for Attendees

Please Register for Event at www.iowacra.com