



## AOCA Event/Education Schedule

### Wednesday, April 25<sup>th</sup>

- **7:00 pm to 9:00 pm – AOCA President’s Welcome Reception and Annual Membership Meeting – House of Blues, 3950 S Las Vegas Blvd**

*AOCA Members, please join us for a fun evening of drinks, appetizers and comradery at our annual President’s Welcome Reception and Membership Meeting. This event will be a great way to see old friends and meet new ones. Join us as we kick-off this year’s Show and hear the state of our association. A formal invite will be sent to all AOCA members for this event so please be on the look-out for your invitation. We hope to see you there!*

### Thursday, April 26<sup>th</sup>

- **8:00 am to 9:00 am – Claudia St. Jean, Tips for Hiring Technicians and Hourly Workers**

*As any owner/operator knows, finding qualified technicians has never been more challenging than in the current labor market. Not only is it difficult to find competent talent, keeping that talent is a struggle as well. This session provides tips and ideas from industry recruiting specialists on creative ways to attract qualified talent, and offers some ideas on how to keep them engaged and satisfied. Participants will:*

- *Learn from recruiting experts about the best sources for qualified talent*
- *Develop strategies for onboarding new talent, and*
- *Identify affordable and effective ways to keep your talent engaged and happy*

- **9:15 am – 10:15 am – Paul Richey, Options in Succession Planning and How to Get the Most Value for Your Business**

*All businesses at one point or another will inevitably be looking for a succession strategy. Who are the future leaders or potential owners of your business? Don’t leave your company’s future in limbo by knowing the major do’s and don’ts of succession planning and how to best position your business to obtain top value.*

In this session you will learn:

- *The importance of growth and profitability over an appropriate period of time.*
- *The elements of achieving growth and profitability.*
- *Do you and when might you want to exit your business? Do you want to exit or take some chips off of the table?*
- *The importance of building staff and selection and training of staff.*
- *What other factors determine the value of your business in a sale.*

- **10:30 am – 11:30 am – Joanna Johnson, Successful Transmission Maintenance Under the New Weights & Measures Regulation**

*This is a must-attend session for service providers who want to offer transmission maintenance without triggering fines and fraud charges under new Weights & Measures rules effective*



*January 1, 2018 for transmission product labels and receipts. Installers receive more scrutiny and larger fines than manufacturers and distributors, many of whom may not even know about the new rules. Pointing up the chain is not a defense, so learn what to look for today!*

- **12:00 pm to 1:00 pm – AOCA Government Affairs Committee Meeting**

*Open to ALL AOCA Members. Please join us for a discussion on the most pertinent government affairs issues affecting AOCA members throughout the country.*

**Friday, April 27<sup>th</sup>**

- **7:00 am to 7:45 am AOCA Morning Prayer Service**

*Join AOCA for a morning of prayer and reflection. Coffee and pastries will be served.*

- **9:45 am – 10:45 am – Les Reed, Director of Sales, Valvoline, How to get your profits to shine on the Quick Lube side of your business**

*Are you leaving money on the table in the quick lube side of your business? This session will focus on simple steps you can implement to increase oil changes per day, average ticket and consistently put more money into your pocket. This can be achieved without hiring expensive consultants or doubling your advertising and marketing spend.*

- **11:00 am – 12:00 pm – AOCA Talk Live Panel Discussion**

**Facilitated by David Everett, Service Champ**

*Join the AOCA in an interactive panel discussion on the issues facing operators in today's business environment. This one hour session will be a chance to hear from industry experts throughout the country and provide an opportunity for idea sharing and best practices for successful business operations. From how to handle declining car counts to incentive programs and social media marketing, this will be a discussion you will not want to miss!*