



North American Performance Group Conference

Acoat Selected North American Performance Groups offer unparalleled peer-to-peer networking opportunities. The focus of performance groups is to enhance the performance of the individuals and businesses represented through a mutually beneficial exchange of information, success stories and advice. North American Performance Groups provide opportunities for performance benchmarking, sharing best practices and customized training.

Huntington Beach, CA
Sept 11-13, 2024

<https://annapg.com>

Acoat Selected



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Don't miss this opportunity. [Register today!](#)



2024 Acoast Selected Fall Conference
Host City

Located in Southern California between Los Angeles and San Diego, with three airports near Huntington Beach. Surf City USA's 10 miles of wide open sandy beaches make it a paradise for families, couples, dogs, and surfers. Huntington Beach weather offers relaxation, things to do, and oceanfront dining year-round.

Some visitors' favorites include biking, beach bonfire pits, kayaking, and of course, the iconic Huntington Beach Pier spanning 1,850 feet in length. Our pier sits in the heart of Huntington Beach and allows visitors to experience breathtaking views amidst the sounds of crashing waves and the ocean breeze.

There are many things to do in Huntington Beach, California. Surfing may be the most common thing that comes to mind, but it is only one of many Huntington Beach activities you can experience during your visit. You'll find free activities, outdoor sports like surfing and kayaking, parks, shopping, great food, and culture.



VISIT
HUNTINGTON BEACH
SURF CITY USA®



Program

Wednesday, September 11

- 8:00 am - 9:20 am AkzoNobel Updates
- 9:40 am - 10:40 pm Technician Focused Solutions for an Industry in Crisis
- 11:00 am - 12:00 pm Are You Unknowingly Contributing to the Industry's Dirty Little Estimate Data Secret?
- 12:00 pm - 1:00 pm Lunch
- 1:20 pm - 2:20 pm Thinking Outside the Box to Get Paid for Proper Repairs
- 2:40 pm - 3:40 pm The Critical Role of OE Certification in Sustaining Collision Repair Businesses
- 4:00 pm - 5:00 pm Protecting Consumers While Protecting Your Business
- 5:30 pm - 6:30 pm Guest Reception *(invitation only)*
- 6:30 pm - 8:30 pm Welcome Reception for all attendees

Thursday, September 12

- 7:00 am - 8:30 am Breakfast and Welcome Presentation
- 8:00 am - 12:00 pm *Prospect session*
- 8:00 am - 12:00 pm Performance Group meetings
- 12:00 pm - 1:00 pm Lunch
- 1:00 pm - 5:00 pm Performance Group meetings
- 1:00 pm - 5:00 pm *Prospect session*
- 6:00 pm - 9:00 pm Dinner @ Sandy's Beach Shack

Friday, September 13

- 6:45 am - 7:45 am Advisory Board Breakfast
- 7:00 am - 8:00 am Breakfast
- 8:00 am - 12:00 pm Performance Group Meetings
- 12:00 pm - 1:00 pm Lunch and presentation
- 1:00 pm - 5:00 pm Performance Group Meetings

Please make air travel arrangements for departure after 7:00pm.

Technician Focused Solutions for an Industry in Crisis

Dara Goroff, Vice President, Planning & Industry Talent Programming, I-CAR

Arianna Sherlock, Senior Director of Marketing, I-CAR

Join us for a pivotal General Session presentation presented by I-CAR. We will introduce the I-CAR Talent Programming Initiative, a robust program designed to tackle the ongoing talent crisis facing our industry. This comprehensive initiative offers practical solutions that you can implement immediately to address critical challenges. Over the course of 45 minutes, we will provide a high-level overview of strategies to attract talent to your shop, cultivate a distinctive organizational culture, and enhance your capability to train and retain skilled technicians. This session promises to equip you with actionable insights and strategies essential for navigating and thriving in today's competitive landscape.



Are You Unknowingly Contributing to the Industry's Dirty Little Estimate Data Secret?

Pete Tagliapietra, Managing Director, DataTouch, LLC

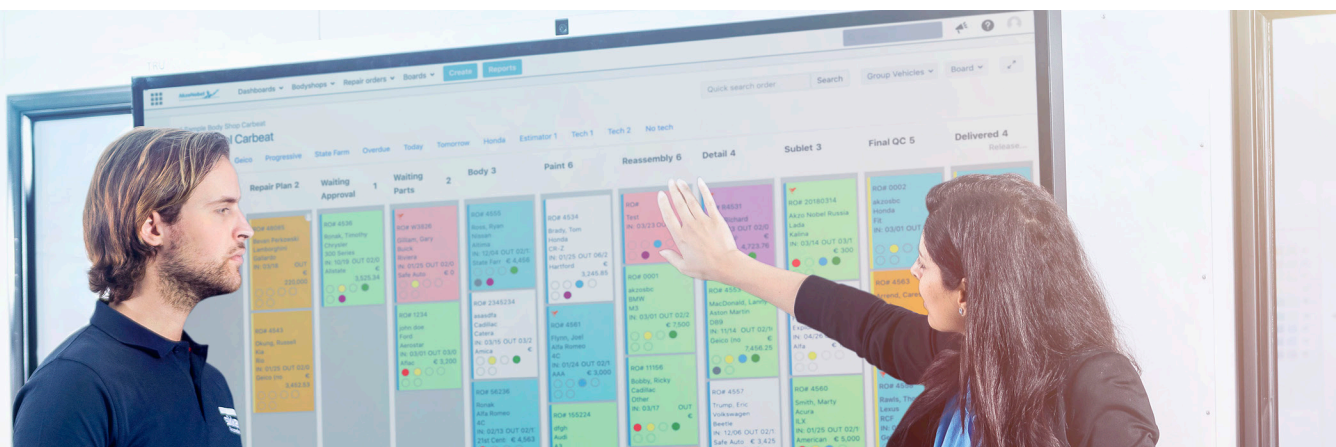
Data is the new currency, but who's cashing in on your data? Shops share their repair data for many beneficial reasons, but often share more than they realize and might not be the only one benefiting from it.

In this informative session, Pete Tagliapietra, managing director of DataTouch, will share how the lack of data and information security is adversely affecting the collision industry.



Topics include:

- How your repair information can be taken from your computer systems without your knowledge and consent.
- Who is doing it, and what are the benefits to them.
- What you can do to stop it and start realizing the benefits that you are currently giving away.





General Sessions

Thinking Outside the Box to Get Paid for Proper Repairs

Mark Olson, CEO Vehicle Collision Experts LLC, President Future Forensics

There are many tools that can be used to get paid.

Many shops use position statements and other OEM tools to get paid.

Many payors are now ignoring these and still not paying, or not paying enough.

This presentation will cover other tools many shops are unaware of. These include using the insurance policies and the provisions in them, including the appraisal clause for first-party claims, which can get things paid that in the past have not been paid.

Also, using 3rd party tools such as diminished value to close the gap for the proper repair of the vehicle.

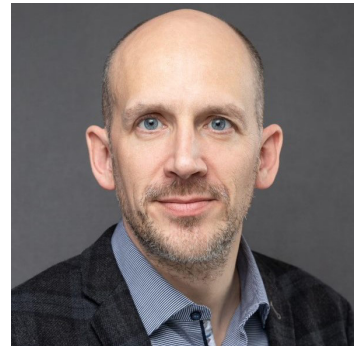


The Critical Role of OE Certification in Sustaining Collision Repair Businesses

Christian Ruecker, Vice President, DEKRA North America

Christian will discuss the current status of the collision industry, focusing on key trends, technological advancements, and the increasing complexity of repairs. He will address the challenges and emphasize the importance of education and training.

Safety, security, and sustainability are paramount. Christian will explain why OEM certifications are essential for ensuring high-quality repairs and protecting brands, shops, and customers alike. He will also offer insights into accessing repair procedures and the certification process.



Protecting Consumers While Protecting Your Business

How repair facilities can utilize professional documents and administrative techniques to safeguard themselves and customers.

Erica L. Eversman, J.D.

Founder Automotive Education & Policy Institute

Consumer Advocate for the National Association of Insurance Commissioners

General Counsel for Vehicle Information Services, Inc.



In the competitive and sometimes frustrating world of auto repair, professionals like you need to have documents and sound business practices in place to manage the complexities of satisfying consumers, providing safe and proper repairs, dealing with insurers, and ensuring compliance with various sets of laws. To navigate this maze, shops can implement the use of professionally-crafted documents to minimize legal exposure, to establish the relationship terms with the customer, and to establish expectations with an insurer. Developing sound documents and documentation practices enables a professional repair facility to streamline daily functions and to minimize potential conflicts.

2024 Acoat Selected Fall Conference

Performance Group Meetings



Spend three days working on your business instead of working in your business.

Imagine being with over one hundred shop owners for the sole purpose of exchanging business growth ideas. That is exactly what happens at Acoat Selected Performance Group meetings.

Acoat Selected Performance Group members meet to share successes, find solutions to problems, and make new relationships with like minded shop owners from across North America. The wealth of knowledge and experience present at these meetings is nothing short of awe inspiring.

The meetings consist of two primary functional arrangements - group activities and individual sub-group sessions. Group activities include keynote speakers, idea contests, panel discussions, early bird classes, awards ceremonies, and a host of other venue specific functions. Members mingle and converse with the group at large during these membership-wide activities. Many of the people in attendance remark about how much they value the conversations that take place at the group functions. With so many people in attendance you are sure to find someone who has solved the problems you face or has had a great business improvement idea you can implement. The second functional arrangement, sub-group sessions, is where the hard work gets done. Similar in method to a conventional 20 group, members of like sized shops analyze financial data, formulate improvement strategies, assist each other in problem solving, and share experiences. The close friendships, both personal and professional, created at the meetings are immensely valuable to the members. They know that anytime during the year they can contact a known, trusted shop owner for advice. That is a good feeling.

“The performance group meetings have been outstanding. I find that just getting away from the business twice a year to attend the meetings improves my perspective significantly. The opportunity to benchmark, to collaborate with my peers in the industry, and to set new goals has really sharpened my skills as a businessman. It’s made a difference on the bottom line!”

Van Takemoto

Owner
Island Fender

Host Hotel



The Waterfront Beach Resort, a Hilton Hotel

Our oceanfront hotel is less than a five-minute walk from the sands and world-class surfing of Huntington Beach. Within half a mile, reach the International Surfing Museum and Pacific City's shops and restaurants. Our on-site beach club offers cabana rentals, beach bonfires, and bicycle rentals.

Enjoy contemporary beach-inspired decor and exclusive amenities in one of our stunning rooms and suites. Sit back, relax and take in breathtaking ocean views from your private, furnished balcony.

Enjoy California's coastal cuisine at The Waterfront Beach Resort. From light bites to sit-down dinners, our resort features some of the best restaurants in Huntington Beach.

Discover the essence of California through a blend of serenity and calm as you relax at Drift a Waterfront Spa. Indulge with a personalized massage, energize your spirit with a botanical-infused facial, or experience the power and glow of Hyrdafacial®.



The Waterfront Beach Resort
A Hilton Hotel

21100 Pacific Coast Hwy,
Huntington Beach, CA 92648
714-845-8000



John Wayne International Airport (SNA)

SNA to Waterfront Beach Resort, a Hilton Hotel (11 miles)

UberX	\$31
UberXL	\$45
Uber XXL	\$52
Uber Black	\$85

Rideshare fees are estimates provided by the service providers and will vary based on time of day and demand.

Los Angeles International Airport (LAX)

LAX to Waterfront Beach Resort, a Hilton Hotel (38 miles)

UberX	\$79
UberXL	\$105
Uber XXL	\$121
Uber Black	\$195

Rideshare fees are estimates provided by the service providers and will vary based on time of day and demand.

Ontario International Airport (ONT)

ONT to Waterfront Beach Resort, a Hilton Hotel (50 miles)

UberX	\$81
UberXL	\$110
Uber XXL	\$NA
Uber Black	\$NA

Rideshare fees are estimates provided by the service providers and will vary based on time of day and demand.





Don't delay!

Register today



Register here:

<https://acoat.me/Sep2024NAPG>

First time attendees are required to submit 12 months of financial and operational data (July 2023 - June 2024). Please consult with your local AkzoNobel Services Consultant prior to registration.

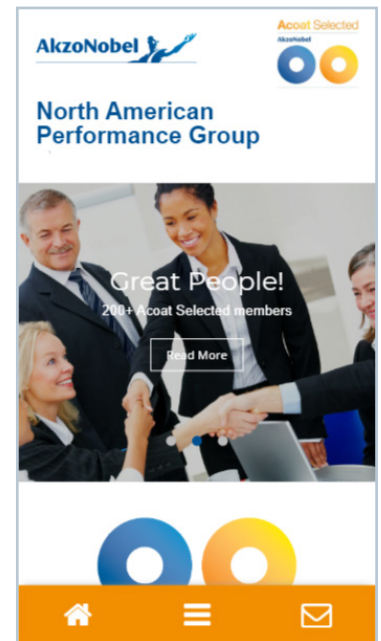
2024 Fall North American Performance Group Conference

For more information, please contact your local AkzoNobel Services Consultant or:

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Go to annapg.com to see this entire brochure in digital format.

