



**Automotive Service Association®  
P R E S S   R E L E A S E**

Editor's Contact:    Leona Dalavai Scott  
                              (817) 514-2900, ext. 119  
                              leonad@asashop.org

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**Industry Experts Offer Sessions on Service Excellence, Strategies  
for Effective Leadership at ASA's Annual Business Meeting**

*Training Sessions Will Feature Bob Greenwood and Bill Haas*

NORTH RICHLAND HILLS, Texas, *March 8, 2018* — The Automotive Service Association (ASA) has announced its lineup of instructors for the **Thursday, May 3**, and **Friday, May 4**, training sessions at the 2018 Annual Business Meeting.

Scheduled for May 2-4, at the luxurious Walt Disney World Swan & Dolphin Resort Hotel in Orlando, the Business Meeting will feature half-day sessions taking place simultaneously from 1-4 p.m. that day. The classes are approved by the Automotive Management Institute (AMi), and students can earn six credits per class.

The Thursday sessions include:

- **“New for 2018: 6 Tips for Making Better Decisions,”** by Maylan Newton, CEO of ESI, which is designed to teach shop owners and their staff the techniques of developing better decision-making skills.
- **“Embracing Change: Take the Fear Out of Change and Establish a Mindset of Improvement,”** by Richard Flint, chairman and CEO of Flint Inc., which will explore the four-phase timetable a shop goes through toward self-destruction – if it is not willing to implement change. The course also will offer specific steps shop owners must take to open their mind to improvement.

Instructors announced for the Friday sessions include:

**Bob Greenwood: Elevating Service Excellence with Productivity Mathematics.**

Attendees will learn why “site-efficiency measurement” – measuring the entire shop as a team, rather than as individuals – can help direct management to failing processes and lead to solutions for how to make them successful.

**Bill Haas: Takeaway Strategies for Implementing Effective Leadership.** An in-depth course that teaches shop owners how to improve opportunities for team members to excel by creating a culture of empowerment that provides a positive influence and aligns individual and team objectives and values.

Registration is now open for ASA’s 2018 Annual Business Meeting. To register or learn about additional activities planned for the meeting, go to [www.asashop.org/annualmeeting](http://www.asashop.org/annualmeeting).

The advanced registration fee for members, by April 2, is \$99. Since this is a members-only event, nonmembers are welcome to attend but must first join ASA. To join, visit [ASAshop.org](http://ASAshop.org) or call (817) 514-2900, ext. 2. The registration fee includes: Thursday continental breakfast, open board of directors meeting, ASA Luncheon, all AMi-approved training, Welcome Cocktail Reception, Celebration of Excellence and AMi graduation and the Epcot Center Dessert Reception & IllumiNations Fireworks display.

Registered attendees also can purchase a guest pass for \$50. Housing and transportation arrangements are the responsibility of those who attend.

The Automotive Service Association is the largest not-for-profit trade association of its kind dedicated to and governed by independent automotive service and repair professionals. ASA serves an international membership base that includes numerous affiliate, state and chapter groups from both the mechanical and collision repair segments of the automotive service industry.

ASA advances professionalism and excellence in the automotive repair industry through education, representation and member services. To take advantage of the many benefits of membership in ASA, please visit [www.ASAshop.org](http://www.ASAshop.org) or call (817) 514-2900.

For additional information about ASA, including past media releases, go to [www.ASAshop.org](http://www.ASAshop.org), or visit ASA's legislative website at [www.TakingTheHill.com](http://www.TakingTheHill.com).