

## General Session Speaker Lineup

### Mark Schulman

Drummer to the Stars – Currently on Pink’s World Tour

#### Hacking the Rockstar Attitude



Mark Schulman's program, 'Hacking the Rockstar Attitude' is a high energy, completely engaging experience that is like a rock show disguised as a keynote. Mark takes you on a journey through the power of attitude using his simple and profound concept  $A \times B = C$ . We cannot always control what happens to us but we can always control our ATTITUDE about what happens to us. Our ATTITUDE drives our BEHAVIOR and our BEHAVIOR determines the CONSEQUENCES of our lives. Get ready for stories, performance and business relevant content that you can immediately use to supercharge your performance, experiences and bottom line when you experience the power of your ATTITUDE through this one of a kind presentation!

### Chris “Chubby” Frederick

CEO, ATI

#### Preparing for the Next Five Years



Chubby will share his insights on what you can expect may happen to your business in the next five years, economically, financially, and operationally. You’ll discover how autonomous vehicles, electric cars, and hybrids may impact your future. Chubby's tips will help you prepare for this new economy and give you keys to protect your business in each phase of the economic business cycle. Best of all, Chubby will share ATI’s incredible solutions to your biggest threat, staffing your shop and motivating millennials.

## **Don Rheem**

CEO, E3 Solutions

### **Accelerate Engagement and Put the Brakes on Turnover**



Science has revealed more about the brain in the last five years than in the previous thousand. The implications for organizational health and prosperity, as well as employee retention and wellness, are nothing short of astounding. Much of what has been assumed and thought to be true about effective management techniques and human relations in business turns out to be not simply ineffective, but dangerous.

Don Rheem, will apply practical insights to increasing employee engagement based on an “empirically validated theory of human behavior confirmed through breakthroughs in social neuroscience.” If that sounds intense, it is! But Don covers this topic in an easy to understand way. Don will teach you how to distinguish employee engagement from employee satisfaction and how to apply that knowledge in your shop to improve staff performance and decrease turnover. Get ready to be *engaged!*

## **Andrew Neitlich**

Director of the Center for Executive Coaching

### **3 Goals and 90 Minutes to Excellence**



In this highly interactive session, it’s time for you and your fellow participants to come up with great ideas to take your businesses to greater success. In three rounds of 20 minutes each, you will answer three of the most important questions any business has to answer: How can you dominate your competition (and let the market know about it)? How can you attract the best talent in your area before others do? How can you create a high-performing culture? During this session, you’ll learn some best practices, have some time to reflect, and then share your ideas and hear great ideas from others. Let’s see who can come up with the best ideas, and then commit to action to make them happen after SuperConference!

## Mike Michalowicz

Bestselling author of Profit First, Surge, The Pumpkin Plan, and his newest release Clockwork.

### Profit First



The profit formula is simple: Sales – Expense = Profit. The only problem is, it's a lie. In his wildly popular presentation, Mike shows why the formula entrepreneurs use to calculate profit actually inhibits it. He then shares a new approach to profit – taking it first – that instantly changes everything. With this simple yet profound change, any business, will become instantly and permanently profitable.

## Chris Fix

[YouTube.com/ChrisFix](https://www.youtube.com/ChrisFix)

### Using Social Media to Turn Followers into Customers



. Chris Fix is the creator of the YouTube channel ChrisFix, the world's largest automotive DIY channel on YouTube. Join Chris as he shares his insights how to produce compelling videos your target audience want to watch and follow and how to more effectively use social media to drive cars to your bay doors. Learn best practices to start-up or refresh your social media pages organically by creating engaging and thoughtful posts. There are lots of dos and Don'ts to developing a successful social media strategy, and Chris knows them all. After this presentation, you will too.

# Bryan Dodge

CEO, Dodge Development

## How Successful Businesses Think and Grow



Bryan Dodge's passion is to teach business owners how to build a better business! His goal is to strengthen your foundation "from the core up" and improve the idiosyncrasies that lead to sustainable growth!

In this interactive "workshop based" session, you'll learn:

- ✓ Three biggest enemies holding back growth
- ✓ The power of OCG
- ✓ The power of coaching up. Stop managing down
- ✓ The true formula for success
- ✓ Circle of trust
- ✓ Vision and mission
- ✓ Proven customer service techniques
- ✓ 6 laws of leadership