

## General Session Speaker Lineup

### Mary Kelly

CEO, Productive Leaders

#### 6-5-7 for Automotive Professionals to Grow Their Businesses



As effective leaders, we must be able to help your people P.I.V.O.T. through crisis, by renewing their sense of purpose, influencing and inspiring others to take the right action, assessing the volatility levels, seeing the opportunities, and providing the right tools, techniques, and technology that allow people to succeed.

Based on her Navy experiences during the first and second Gulf Wars and 9-11, Commander Mary Kelly articulates the reactions of people in various stages of crisis.

Learn Mary's seven leadership reminders, using the acronym C.L.A.M.P.E.R., to make sure that we are providing the right responses to the right people, at the right time, to achieve the right outcomes.

### Dennis Snow

President, Snow & Associates

#### Delivering World-Class Customer Service – *More Lessons from the Mouse*



Customers have more choices than ever, making sure most products and services are increasingly seen as commodities. So, what can your shop do to stand out from the crowd? Differentiating your service is the key to attracting and retaining customers – while driving bottom line results. More than ever customers are focused on value. What you can do that other organizations cannot or will not do. Customers want to know that you are focused on earning their ongoing loyalty on every visit.

Based on his 20-years with Walt Disney World, Dennis Snow returns to the ATI SuperConference stage to provide an updated “how-to” program for delivering outstanding customer experiences. Learn the strategic tools that can be used to raise the bar of service throughout your shop, resulting in “walk-through-fire” customer loyalty.

### Carm Capriotto

## Town Hall Academy Broadcast Live



The Town Hall Academy is a weekly single subject forum for aftermarket service professionals. Podcast host, Carm Capriotto, says the ‘Academy’ is a learning summit as colleagues share ideas, insights, and wisdom, so all ships rise. This resource helps improve shop owners’ businesses; one lesson at a time.

Join Carm on the SuperConference stage for a LIVE panel discussion with top SuperConference attendees. This week’s session will tackle insightful subjects for today’s shop.

### Chris “Chubby” Frederick

ATI Founder & Industry Visionary

### My 46-Year Journey As a 1<sup>st</sup> In Command



This year Chubby shares how his parents, mentors and coaches shaped his journey in the automotive industry from childhood to Driven Brands. You will discover important takeaways on finding and working with 2nd in commands that Chubby has learned over the last 16 years with Richard. Also, Chubby will reveal his beliefs on what an effective 1st in command must do every day to maintain a successful company. Best of all, Chubby will entertain you with his failures and valuable lessons he learned along the journey as only he could.

## **Richard Menneg**

President, ATI

### **The Power of An Effective 2nd in Command**



As ATI's President, Richard Menneg knows what it takes to be an effective 2<sup>nd</sup> in command. With years of exponential growth, ATI has grown to over seventeen-hundred members to become the leading coaching and training company in North America. This didn't happen by chance. While Chubby drove ATI's vision for the future, Richard implemented the day-to-day. Learn leadership and management insights from sixteen years "in the ATI management trenches". This presentation is not just about being an effective 2<sup>nd</sup> in command. It is for managers at any level who strive to be better leaders.

## **Mark Zinder**

CEO, Mark Zinder & Associates

### **What Happens Next?**



We live in increasingly uncertain times; rapid economic changes, global unrest, and bipartisan bickering have led to an underlying sense of uncertainty. In addition to the current climate, headlines are screaming that technology and artificial intelligence will eliminate workers' jobs.

What if they are all wrong? What if we are merely stuck in the present and ignoring the possibilities of the future? History books are full of examples of previous revolutions that came and went: the industrial revolution, the railroad revolution, electrification, mass production, and now, quite possibly, the information technology revolution. In this presentation, Mark Zinder will show us how we are nearing the end of this revolution while another is just beginning, providing a fresh wave of prosperity.

Now is the time to ask yourself, "What Happens Next"?

## **Steve Rizzo**

CEO, Laugh It Off Productions

### **Drilling for Optimism**



Even amid a worldwide pandemic, opportunities don't disappear; they simply manifest in new and different ways. Optimism is the key to being able to recognize these opportunities when they arise. This program examines the real power of optimism as a currency that creates storm-weathering attitudes and allows the flexibility to identify alternate routes to success – even in this challenging climate. Steve will show you how to start each day with an unstoppable attitude to succeed.