



Press Release

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Mike Anderson Addresses the Connecticut Collision Repair Association

Meriden, CT April 2010 — “You must think outside of the box with your business” was the lead statement from Mike Anderson, as he addressed the Connecticut Collision Repair Specialists association members at their recent membership meeting.

Mike Anderson, a leading shop owner and an automotive management expert, is also a featured AMI-Approved seminar presenter on numerous topics for both collision repair shops and jobber operations. Speaking with passion as well as first-hand experience, Anderson challenged CCRS members to learn how to attract and increase sales in today's competitive environment and challenging economic times. “In today's economic environment, shops must understand that it is not business as usual. Shop owners should assess their business model, identify which KPI's to monitor in the business and identify which tools and resources are available to you as a Collision Repair owner or manager.” says Anderson.

Lisa Siembab, CCRS Executive Director said, “We are very fortunate to have someone of Mike's caliber to speak to our members. He knows our industry, he realizes the challenges repairer's face on a daily basis and he offers real-life solutions.”

“This is one of the most beneficial association meetings I have attended. I have specific business objectives that I want to achieve and CCRS will help me do that,” reported CCRS member Mike Tarzia. “It helps to understand other repairer's challenges and know I am not alone. As an industry – we need to learn from one another and from industry experts such as Mr. Anderson.” “I face challenges everyday in my business, I am here to learn to improve my business model – which I believe, ultimately benefits my employees and most importantly, my customers.”

Other topics, included during the meeting included discussion with shops in overcoming the obstacles in marketing and sales, helping shops overcome the technician shortage with “out of the box” ideas on employee recruitment. Additionally, members were encouraged to be active in their local communities – as this is crucial when developing your brand in the local market.

“It's really easy to get comfortable in your own four walls – this is why I come to these meetings. I know there are ideas and practices out there that I need to know more about. I am ready to go back to my shop and make some changes.” mentioned John Curren, CCRS member and Chairman of the CCRS Community Awareness Committee. “We have to change to improve and after tonight – I am ready to do just that.”

Connecticut Collision Repair association is a non-profit association representing collision repairers within the state of Connecticut. CCRS is also a member of the National Auto Body Council and are proud supporters of Recycled Rides, that refurbishes vehicles and donates to families in need. For more information on CCRS, visit: www.ctcrs.com

