





Northeast Regional Experts Event

# Agenda

## Program

**Thursday May 20**

11:00 am - 11:45 am

**Consolidator Update**

Michelle Sullivan

AkzoNobel

1:00 pm - 2:00 pm

**Who Defines Your Repair Standards?**

E.L. Eversman, J.D.

Automotive Education & Policy Institute

**Tuesday May 25**

11:00 am - 12:00 pm

**OEM Certifications: Why and Where to Start**

Deirdre Mayhood

AkzoNobel

1:00 pm - 2:30 pm

**Positioning Yourself in the Collision Industry**

Mike Anderson

Collision Advice





## **A Shifting Landscape: Consolidation and the Impact of Private Equity**

Michelle Sullivan, Strategic Sales Manager, North America  
AkzoNobel Automotive & Specialty Coatings, North America

Consolidators continue to have an outsize impact on the collision repair industry, and that impact is only enhanced by the involvement of a wide range of private equity investment firms. Michelle will discuss the current state of play, and how it affects all of us.

## **Who Defines Your Repair Standards?**

E. L. Eversman, J.D.  
Automotive Education & Policy Institute

From the consumer's perspective, a collision repairer fixes their vehicle so it looks and drives like it did before the damage occurred. But more importantly, our industry has a moral, ethical, and legal obligation to return consumers' damaged vehicles to a safe operating condition. How is "safe operating condition" defined? Who determines if a repair meets this requirement? What is the potential liability of not repairing the vehicle to this standard?

Veteran collision repair and consumer advocate E.L. Eversman, J.D. started the Automotive Education & Policy Institute – a non-profit 501(c)(3) organization – in 2008 after spending over eight years working for the collision repair industry in critical legal matters. In this session, she will lead us toward answers to these questions.

## **OEM Certifications: Why and Where to Start**

Deirdre Mayhood, Global Key Account Manager  
AkzoNobel Automotive & Specialty Coatings, North America

Deirdre will discuss the increasing influence of OEM Certified Networks and answer the following questions: What are the key drivers for all stakeholders - manufacturer, insurer, repairer, and vehicle owner? What factors might a shop consider when deciding which OEM certifications to pursue?

She will also share the newly created OEM Certification Guide, which contains helpful information for getting started with the certification process.

## **Positioning Yourself in the Collision Industry**

Mike Anderson  
Collision Advice

An accident severely impacts a few race participants, but a caution flag impacts every team on the track. A pandemic-induced caution flag has bunched up the field. There are still leaders and chasers, but the gap has been reduced. All teams have a chance to make a pit stop and adjust their strategy, their processes, their focus.

The shops that make the right adjustments now will be the new leaders in the future. Mike will share his insights into what consumers, OEMs and insurers are looking for from collision repairers now, as well as the latest industry news and statistics. Mike will end the session with an extended Q & A; you'll have a chance to submit questions when you register for the event.



Don't delay!  
Register today

2021 Regional Experts Event

**[REGISTER HERE](#)**

For more information, contact:  
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