



Shop Marketing to Minimize the Impact of Steering

Presentation by the
Insurance Relations Committee

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Dick Munding

Jim Okun

Terry Ott

Rob Robbins

Jeanne Silver

Bob Smith

Tim Waldren

Dan Young



Purpose:

Present a panel discussion of four independent shop owners to discuss business and marketing plans that result in attracting and retaining customers outside of DRP programs.



Moderator & Panelists

Moderator:

Rod Enlow, RENLOWAuto Technical Consulting, Inc.

Panelists:

- Wayne Govert, Govert Auto Body
- Craig Griffin, Laney's Body Shop
- Teresa Kostick, All Line CARSTAR
- Tim Waldren, Paramount Auto Body