

# MOCRA

## Fall 2024 Conference

Friday, October 4th  
Meadowlark/Cutthroat Room

7:00 PM - 10:00 PM:



Denny Menholt Meet & Greet

Saturday, October 5th  
Meadowlark/Cutthroat Room



### Success Today, Success Tomorrow with Mike Anderson

What does success look like today and what will it look like tomorrow? Mike Anderson shares insights gleaned from traveling over 300 days a year working with hundreds of shops, OEM's, software companies and his own personal experiences. He'll discuss moving to a four-day work week, trends with OEM insurance, OEM certifications, and DRP versus non-DRP. Find out what ESG is and how it may impact our industry, trends on customer pay repair orders and why it is CRITICAL to build a relationship with the vehicle owner. Speculate on what the future holds for Innovation in scheduling and how AI may impact that. In addition, Mike will share his latest state-by-state Average labor hours per RO and per labor category and the consequences of "Being GREEDY!"  
Come learn how success should be measured!

7:00 AM - 8:00 AM:

Breakfast **Crunchit** Financial Services



8:00 AM - 10:00 AM:

Success Today, Success Tomorrow  
with Mike Anderson

10:00 AM - 10:15 AM:

Snack Break



12:00 PM - 1:00 PM:

Lunch



**AutoNation**

1:00 PM - 3:00 PM:

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3:00 PM - 3:15 PM:

Snack Break

3:15 PM - 4:00 PM:

Success Today, Success Tomorrow  
with Mike Anderson

### Thank You For Your Support

The Montana Collision Repair Association would like to acknowledge and thank our vendors for their support. Your generosity helps to provide our membership with great educational experiences, such as this.

