



For Immediate Release

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Shop Management Workshop Scheduled at MAACA Super Saturday Training Expo

SAN DIEGO, Calif. – Oct. 11, 2022 – Mitchell 1 is pleased to announce that Tim McDonnell, senior product marketing manager for Manager SE, and Tom Gebbie, diagnostics sales developer with Snap-on Diagnostics, will host a full-day shop management workshop during the Mid-Atlantic Auto Care Alliance’s (MAACA) Super Saturday Training Expo and Trade Show. The workshop, titled “ShopKey/Mitchell 1 Manager SE Unleashed,” is scheduled Nov. 12 at the Radisson Hotel Philadelphia Northeast in Trevoese, Pennsylvania.

With over 43 years combined experience with shop management software, McDonnell and Gebbie will highlight best practices, time-saving tips and new features available in the latest version of Manager SE and ShopKey Management SE.

“Attendees will learn how to best leverage the software suite to help streamline their workflow, from estimate to invoice, and how to configure the software for the way they do business,” said McDonnell. “We’ll walk participants through each of the key features, including business management, estimating and service writer tools. We’ll also cover the latest enhancements, including the time management features and cloud-based reports.”

The time management productivity tracking program that allows shop owners to automatically generate productivity statistics will be covered, as will the new online reports that enable users to easily access reports anywhere from the cloud. Additionally, attendees will learn more about Mitchell 1’s ProDemand auto repair information software and SocialCRM shop marketing software that can be integrated with the shop management software.

MAACA works to advance professionalism and excellence in the automotive repair industry through education, representation and member services. For more information or to register for Super Saturday, visit <https://midatlanticaca.org>.

For more information about Mitchell 1, visit www.mitchell1.com, call (888) 724-6742, or locate an independent sales consultant at www.mitchellrep.com.

About Mitchell 1:

Headquartered in San Diego, California, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for more than 100 years. Mitchell 1 offers a complete line of integrated repair shop software and services to help automotive and commercial truck professionals improve productivity and profitability. ProDemand® optimized with SureTrack® is the most complete solution for OEM and real-world repair information and diagnostics. Manager™ SE is the industry standard for mechanical estimating and shop management information. The SocialCRM shop

marketing service delivers automated marketing and customer engagement tools to help shop owners improve their bottom-line profits. For the commercial trucking segment, TruckSeries provides information required to estimate labor times, diagnose and repair all makes of Class 4-8 trucks. For more information about Mitchell 1 products and services, visit the company's website at mitchell1.com. Follow Mitchell 1 on social media at <https://www.facebook.com/Mitchell1ShopSolutions>, <https://www.instagram.com/mitchell1shopsolutions> and <https://twitter.com/Mitchell1>.

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