



For Immediate Release

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Manager SE Shop Management Seminar Scheduled at MAACA Super Saturday Training Expo

SAN DIEGO, Calif. – Oct. 23, 2023 – Mitchell 1 announces that Tim McDonnell, senior product marketing manager, will host a shop management seminar during the Mid-Atlantic Auto Care Alliance’s (MAACA) Super Saturday Training Expo and Trade Show. The session, titled “Glean More out of Your Manager SE and ShopKey Shop Management System,” is scheduled Nov. 11 from 1:15-5:15 p.m. ET at the Radisson Hotel Philadelphia Northeast in Trevose, Pennsylvania.

“Attendees will learn useful ideas for customizing their Manager SE or ShopKey systems to improve usability in their repair shops,” said McDonnell. “There will also be update on the newest features and a discussion of helpful shortcuts that users may not be aware of that improve the workday experience.”

The primary goal of the seminar is to help shop attendees using Manager SE or Snap-on ShopKey shop management systems to get even more value out of their subscriptions. McDonnell will share methods to streamline daily workflow processes by applying best practices and time-saving tips.

McDonnell has 27 years of experience with Mitchell 1 shop management software. He intends to share as much valuable information as possible during the Super Saturday training session.

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:

As a member of the Snap-on® TOTAL SHOP SOLUTIONS brand family, 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 software and services, including vehicle repair information, business management and shop marketing services, to help automotive and commercial truck professionals improve productivity and profitability. For more information, visit the company’s website at mitchell1.com.

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