



For Immediate Release

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## Mitchell 1 Shop Management Seminar Scheduled for MAACA Super Saturday Training Expo

**SAN DIEGO, Calif. – Oct. 28, 2024** – Mitchell 1 will host a highly anticipated shop management seminar during the Mid-Atlantic Auto Care Alliance’s (MAACA) Super Saturday Training Expo & Trade Show. The seminar, titled “Unleash the Power of Your Manager™ SE / ShopKey® Shop Management System,” will be held on Saturday, Nov. 16, at the Radisson Hotel Philadelphia Northeast in Trevese, Pennsylvania.

Based on content from Mitchell 1’s popular two-day shop management workshop, the session will be led by Tim McDonnell, senior product marketing manager for Manager SE. The session is suitable for new and advanced users of the software, as well as anyone interested in learning about the features and benefits of the shop management software.

The seminar is tailored to help shop professionals using Manager SE or ShopKey SE shop management systems unlock the full potential of their software. The tools and reports in Manager SE give shops a 360-degree view of the entire shop, helping them manage repairs, customer service and their overall business more efficiently and profitably.

“We will cover best practices and time-saving strategies to help shops streamline their workflow and improve profitability,” said McDonnell, who has 28 years’ experience using the shop management software. “Attendees will also learn how to further customize their shop management system profiles to enhance each team member’s daily experience. Plus, we’ll introduce exciting new features, including highly requested enhancements that will provide more precise screen views, coupled with more detailed communications for service advisors to share with their customers.”

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](http://www.mitchell1.com), call (888) 724-6742, or locate an independent sales consultant at [www.mitchellrep.com](http://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.

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