



For Immediate Release

Contact:

Janet Dayton
Mitchell 1
858-391-5251

Janet.Dayton@mitchell1.com

Lynn Konsbruck
Maximum Marketing Services
773-547-0488
lkonsbruck@maxmarketing.com

Registration Now Open for the Mitchell 1 Spring Shop Management Workshop in Scottsdale

SAN DIEGO, Calif. – Jan. 26, 2026 – Registration is now open for the Mitchell 1 Spring Shop Management Workshop, scheduled for April 23-25 in Scottsdale, Arizona. This workshop is designed to help professional service advisors, shop owners and managers unlock the full potential of the Manager™ SE and ShopKey® Management systems to help grow their businesses.

Topics covered include program setup values, inventory, reporting and advanced transactions as well as integration with the latest multi-supplier aftermarket catalogs. Attendees will also learn more about new features, including the award-winning Job View feature, and advanced estimating and digital vehicle inspection tools.

The workshop will be led by Tim McDonnell, senior product marketing manager for Manager SE, and Dan Johnson, product manager for Mitchell 1's management software solutions. The technical support team will also be onsite for one-to-one training and to answer questions throughout the event.

“By learning from the Mitchell 1 experts, participants will have the opportunity to gain a deeper understanding of the software’s workflow features,” said McDonnell. “In addition, attendees will have the chance to network and connect with other shop professionals while uncovering the latest product enhancements that will help maximize their shop efficiency, repair services and customer communications.”

The registration fee is \$325 per attendee, which includes the workshop materials, breakfast, lunch, evening reception and certification of completion. Attendees will also learn more about Mitchell 1’s SocialCRM shop marketing services and ProDemand® auto repair software.

To learn more or to register, visit <https://get.mitchell1.com/2026-spring-shop-management-workshop>.

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

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.

#