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## FRIDAY, MARCH 16

### 13 Advanced Sales Strategies – AMI 6

*Cecil Bullard – Sponsored by WORLDPAAC*

8:30-11:30am

Learn the top 13 sales strategies that increase your odds of success at the counter from one of the industry's top Sales Trainers. Learn how to create and use your Unique Selling Proposition to control the conversation, determine if this is the right customer for you, guide them to the best conclusions and get them to say YES! Add sales arrows to your quiver that turn phone shoppers to buyers. Learn the keys to stacking the sales deck in your favor and to winning the Game.

### 6 Steps to Embracing Change – AMI 6

*Richard Flint*

8:30-11:30am

Change! This is a term most have a love/hate relationship with, yet it is a term that determines how much an Automotive Company can grow. Reality is you can run from change, but you can't run away from change. In this insight driven program participants will explore why Change is so fearful, the purpose of Change, the connection between Change and Improvement, the Change process and learn the 6 Step process that will allow them to Embrace Change, rather than resist Change. One of the most important aspects of this program is viewing the 4 Step Time Table a company goes through to self-destruct when they resist the Changes that are necessary. Change is the front door to their growth!

### Leveraging Technology to Boost Your Bottom Line – AMI 6

*John Burkhauser – Sponsored by Bolt On Technology*

8:30-11:30am

You will learn how easily mobile tablet technology improves shop efficiency during this class. Learn to streamline your workflow through a simple step-by-step process. Employ industry "best practices" to keep bringing your customers back resulting in more sales and satisfaction. Automate customer reminders and appointments. Get your life back. Understand better as these items are demonstrated with real world scenarios where mobile technology can be applied to your shop.

### Selling Needed Maintenance Service – AMI 6

*Barry Barrett*

8:30-11:30am

Needed maintenance service is often declined by customers. This valuable service is both necessary and profitable. This workshop will provide advisors with the information they need to properly present the needed work and get the authorization to proceed.

### Avoid Expensive Diagnostic Mistakes

*Gary Smith – Sponsored by WORLDPAAC*

8:30-11:30am

Diagnostics are becoming more complex day after day. As such, technicians of ALL skill levels need some "grounding" in solid electrical flow and behavior theory - and need help in developing a more workable process for the approach and diagnosis of simple to complex automotive circuits. This class is great for technicians of all experience levels, as well as service advisors and shop owners seeking more focus in understanding electrical flow and the importance of integrating these principles in a workable diagnostic process for all diagnostic situations.

### BMW Valvetronic Variable Valve Lift

*Scot Manna – Sponsored by WORLDPAAC*

8:30-11:30am

This class will uncover the mystery behind this innovative valve lift control system. BMW's "Valvetronic", intake valve variable lift system will be covered in detail. System evolution, scan tool data parameters, scope testing and scan tool functions will all be covered. Actual failure case studies will be presented. This class is a must for anyone servicing these vehicles.

### Bosch Common Rail Diesel

*Bob Pattengale – Sponsored by Bosch Technical Training*

8:30-11:30am

This seminar will provide a high level overview of Bosch CRD systems with a focus on the various low and high pressure fuel delivery methods. You will learn how to accurately diagnose no start and driveability conditions with confidence. The seminar will include a review of common diesel emission components, including the DeNox SCR system.

### Duramax LML and LGH Diesel – Limit 30 Attendees

*Rick Kelley*

8:30-11:30am

Duramax engines are not designed and produced by the manufacturer that sells them. This means that the people who created the engine management and emissions systems and the people who wrote the repair information weren't always on the same page. The result is repair information is becoming scarce and inconsistent. This class is designed to simplify the Duramax systems, and give technicians a clear diagnostic path. Learn how to leverage underused PID's to save hours of testing, find elusive internal fuel leaks, common mechanical issues, tips for DPF regeneration, help for stuck DEF messages & codes, variable vane turbo issues, simplified no-start & hard start diagnostics, and more!

### EVAP Diagnostics

*Greg Courter – Sponsored by ACDelco*

8:30-11:30am

This seminar will provide an overview of evaporative emissions and the systems that control them. Topics include the function of the fuel tank ventilation system, charcoal canister, purge and vent valves, fuel tank pressure sensors, Leak Detection Pumps (LDP) and other components. We will discuss the strategies and function of Onboard Refueling Vapor Recovery (ORVR), Engine Off Natural Vacuum (EONV), including the diagnosis of P0440, P0442 and other EVAP system DTCs.

### Fluid Leaks & Sealing Solutions

*Brent Delfel – Sponsored by CARQUEST Technical Institute*

8:30-11:30am

Finding the source of fluid leaks is a task every technician faces on a weekly (if not daily) basis. Engineers fighting for every inch of room in the modern vehicle have added some difficulty to this task. "It's just a leak, right?" But, where is it originating and is there anything else I need to check before the repair? Lighter and smaller components, along with higher mechanical stresses, make correct sealing techniques more critical than ever. Sealing today's engines require utilization of the latest tools and technology. Learn the techniques that will help you make accurate diagnosis and prevent costly comebacks.

### Mode \$06 Diagnostics Beyond DTC's

*Scott Shotton*

8:30-11:30am

Mode \$06 provides detailed test results that can be used to help diagnose a variety of issues. It is also a valuable tool when diagnosing OBD Emissions Failures. Monitors are key to OBD emissions testing success. Mode \$06 provides the detailed results of monitors that have run to completion. Learn what Mode \$06 is and how to decipher its meanings. Learn the basics of how to use Mode \$06 to your advantage to help: Diagnose intermittent MIL's; Identify marginal components; Perform repair verification; and more. Warning! Mode \$06 data cannot always be trusted! Time will be spent discussing when data is valid and when it should be ignored. Websites where Mode \$06 data can be found will also be discussed. The goal of this course is to educate technicians on potential uses of Mode \$06 and provide attendees with an additional tool to add to their diagnostic tool box.

## Simplifying Electronics and Bus System Operation

*Brian Chaffe – Sponsored by Autologic*

HANDS-ON CLASS with electrical training boards. Class attendees will work together in groups to build circuits using provided electrical training boards and DVOM. Students will start off with simple circuits and learn best practices on testing each circuit including voltage drop, circuit integrity, and amperage draw.

## Lunch Keynote: Personal Responsibility *Dan Gilley 12:15-12:45pm*

Accountability and integrity are important components of personal responsibility. Your life will go in the direction you make it. Personal responsibility is stepping up and choosing that direction.

## Building a Winning Culture – AMI 6

*Danny Sanchez – Sponsored by Autoshop Solutions 1:00-4:00pm*

Your shop's culture is the frame that holds your business together. From service writers to technicians, every member of your team deserves an environment that breeds creativity, leadership, and internal empowerment. Great people thrive in the right environment and won't stay long in the wrong one. This class won the Business to Business award for Training from Women in AutoCare.

## Communication Wins, For The Shop and The Customer – AMI 6

*Barry Barrett 1:00-4:00pm*

Today's customers have pricing information available to them and often use that knowledge to ask for a lower price. Advisors need to be prepared to have a meaningful exchange with these customers so the customer and shop both win. Learn the questions to ask to differentiate your shop from others. Learn to maintain desired gross profits while keeping your customers satisfied.

## Digital Tools For Automotive Professionals

*Scott Brown – Sponsored by IATN 1:00-4:00pm*

Maximize the use of your digital tools and bring a higher level of professionalism to your personal brand. The course will include: Simple techniques you can begin to apply immediately in order to capture much clearer images and video; Photography theory and terminology review; How to quickly capture, annotate, organize and store data displayed from any PC based application including scan tools, scopes and more. Learn about applications shops today use to help increase internal communications. Once you complete this session you'll be able to better leverage the power of your digital devices and access online resources like a pro!

## Sales, Profits & Your Effective Labor Rate – AMI 6

*Jeremy O'Neal – Sponsored by WORLDPAC 1:00-4:00pm*

Many shops struggle with profit because their effective labor rate is too low. In order to properly manage your effective labor rate you first have to understand how to calculate it. Once you have this understanding, then you can identify the areas where you can improve your effective labor rate, without overcharging your customer. After you have an understanding of the system, Jeremy will then teach you the specific sales skills needed to properly close sales in a way that naturally improves your profitability.

## Advanced Driver Assistance Systems

*Randy Briggs – Sponsored by CARQUEST Technical Institute 1:00-4:00pm*

You have seen them publicized on television. Advanced Driver Assist Systems (ADAS) that are developed to automate/adapt/enhance vehicle systems for safety and improved vehicle control. Some features are designed to avoid collisions and accidents by offering technologies that alert the driver to potential problems. Others to avoid collisions by implementing safeguards and taking over control of the vehicle. These systems are entering the aftermarket repair world. Be up to date

on operation and diagnostic techniques that will enable you to keep these jobs profitably in your shop.

## BMW Driveability Diagnostics

*Scot Manna – Sponsored by WORLDPAC 1:00-4:00pm*

This class will use vehicle case studies to illustrate the diagnostic process needed to diagnose a range of problems on these complex cars. ISTA test plan diagnostics will be shown along with the need to develop a logical way to diagnose problems that the manufacturer created test plans do not provide a simple solution to. Problem vehicles include issues with EVAP, Valvetronic, Turbocharger and no code driveability problems.

## Creation of the Modern Engine

*Donny Seyfer – Sponsored by NASTF 1:00-4:00pm*

This engine class is kind of a fun way for to learn about engine engineering. We will have the full and delighted support of the Mahle engine parts and gasket divisions to create this. We will actually build an engine on a computer simulator during the class and see how our decisions in the class affect the vehicles performance.

## Cummins 5.9L & 6.7L Theory and Diagnostics – Limit 30 Attendees

*Rick Kelley 1:00-4:00pm*

Cummins designed the engines, but Dodge wrote the repair information, resulting in confusing (and often invisible) Dodge/Ram repair data. This class was designed specifically to give technicians a clear diagnostic path for engine management and emissions issues. Find out which tests to run in what order, what the results should be, and what your options are when a test fails. Learn how to find elusive internal fuel leaks, DPF regeneration tips, help for stuck DEF messages & codes, easy tests for injector ball faults, simplified no-start/hard start diagnostics, great tests for low power complaints, and more!

## Immobilizer and Anti-Theft System Diagnosis

*Eric Ziegler 1:00-4:00pm*

Immobilizer and Anti-theft is incorporated in almost all modern vehicles in some form. Anti-theft measures are not just keys and burglar alarms. Some valve bodies in transmissions are Theft Related Parts. More and more OE's are component protecting their parts and required some measure of "anti- theft" style programming. Several types of OE Anti- theft systems, their operation and diagnosis will be covered. Factory tooling, LSID licensing and the required documentation will also be discussed.

## Introduction to Digital Storage Oscilloscopes

*Scott Shotton 1:00-4:00pm*

Learn the power of using a DSO as a diagnostic tool. We will discuss scope principles such as voltage, time, trigger, slope, and more. We will break waveforms from common inputs and outputs down into usable diagnostic pieces. Low current probe applications basic Ohm's law will also be discussed. Emphasis is placed on using a scope correctly to diagnose vehicle issues correctly and efficiently. Master the basics of voltage, time, trigger, etc; Learn to analyze waveforms from multiple components; Be able to use this new knowledge to make diagnostic decisions.

## Introduction to Ford Hybrids

*Ken Zanders 1:00-4:00pm*

This course will explain the basic concepts of the hybrid system in reference to Ford vehicles. Real life case studies will be provided for analysis and review. This is a must-attend class for the serious "Driveability" technician.

## Unlock The Power of Global OBD2 for European Vehicles

**Bob Pattengale – Sponsored by Bosch Automotive Aftermarket** 1:00-4:00pm

Have you ever wondered how diagnostic trouble codes are set and how the engine management system makes those decisions? You might think the answer to this question is complex, as we are talking about European vehicles and most technicians believe EURO vehicles can only be diagnosed using an expensive OE or enhanced aftermarket scan tool. In reality the answer is simple and the solution is closer and less expensive than you might think. The solution is fully understanding the power of Global OBD2 and this seminar will provide the information needed to successfully use a Global OBD2 scan tool on European vehicles.

## Annual Fred Says – Round Table Meeting for Educators

4:00pm – 5:00pm

This annual meeting is a sharing of thoughts and ideas for all auto educators as well as updates to any changes in NATEF, ASE, and AYES.

## SATURDAY, MARCH 17

### Breakfast Keynote: Your Future Belongs To You!

**Richard Flint**

7:15-8:00am

The automotive industry is under going an enormous amount of change in all areas — certainly in the world of being a technician. This presents an interesting challenge for today's Tech. They have a choice — either resist the changes or see it as the opportunity to increase their skills and their value to the business. Hey, the future is always about evolving. Your Future Belongs to You!!!

### Finding The Right People For Your Company – AMI 6

**Richard Flint**

8:30-11:30am

Talk to anyone, in any industry, who runs and/or manages a business and ask them their #1 challenge, and you will get the same answer – Finding the Right People. In this well-researched and information driven program participants will explore the “Law of Recruiting,” learn why they have such a challenging time Finding The Right People, explore whom they should keep and whom they should not have. The program concludes with a proven process for Finding The Right People For Your Company. The People Challenge is there because most don't understand the part retaining plays in recruiting The Right People!

### Marketing for Today – AMI 6

**Cecil Bullard – Sponsored by WORLDPAC**

8:30-11:30am

Find out what the best shops are doing today that are filling their bays with all the right customers. Digital Marketing, Website and SEO, Google and Yelp as well as Focused Marketing are all being used today to drive business and bring in the best customers: find out how the most successful marketers in the Automotive Service Industry are using these methods to increase their business and drive profits. If they can do it, you can too. This is the future for the successful shop owner and those that don't learn new methods will struggle, wither and likely die.

### Team Building Between Advisors and Techs – AMI 6

**Barry Barrett**

8:30-11:30am

Auto repair is a team sport and advisors must not only get along with technicians they must also lead the team. This workshop will give advisors insights and ideas on how to improve morale and build better relations and communications with their team.

### Understanding Financials – AMI 6

**Dan Gilley – Sponsored by RLO Training**

8:30-11:30am

Understanding your business financials is key to profitability. In this workshop we will review financial statements and teach which numbers are important and what to strive for. Achieving profitability

is often as simple as a few slight adjustments and monitoring results. With this training you will be better equipped to plan and grow your business.

### AC Comeback Analysis

**Dave Scaler**

8:30-11:30am

Alternative AC Temp Testing Techniques. This class will cover the analysis of AC Comebacks, and how to insure that the same comeback does not happen again. This class will cover leak comebacks, defective parts, and how some “standard” repair practices work on some cars well, and how they backfire on other cars. Oils, contamination, compressor failures, hoses, retrofit comebacks, leaks will all be covered to make sure the technician has the best information to make informed choices for AC repairs. This class will cover alternative testing techniques like Temperature vs. Pressure testing and the pros and cons of this method of testing. Also Included is the new R1234YF refrigerant!

### Advanced GDI Diagnosis and Theory

**Gary Smith – Sponsored by WORLDPAC**

8:30-11:30am

Considering the known GDI performance and diagnostic issues we have today, how we ask customers to service and maintain these vehicles has an important impact on the long-term performance of these vehicles. Maintenance on these GDI engines are 100% drive cycle dependent, learn how to communicate this information to the customer. Several NEW case studies from actual repairs are used to show prudent GDI diagnostic strategy. In this ALL NEW GDI class, we will look at typical fuel trim diagnostic thought and how GDIs differ, how GDIs manage air and vacuum leaks, how GDIs manage fuel injection timing, and utilizing rationality codes and known GDI control strategy in diagnosis.

### BMW M57 Diesel Engine Technology

**Brian Chaffe – Sponsored by Autologic**

8:30-11:30am

Course content will include understanding the principle of common rail technology. Understanding fuel systems high and low pressure pumps. The different types of fuel injectors. Swirl flap operation. DPF regeneration principles, plus how to test the system. What is SCR? How do you test the system including maintenance. Learn: Diesel Principles (common rail); Fuel Systems (Pumps and pressure delivery); Exhaust Systems (DPF operation); Air supply System (intake system and swirl flaps); DDE Scope patterns (Checking and understanding sensor signals); SCR System (Complete system operation and testing).

### Introduction to ODIS for VW/Audi

**Craig Shippy – Sponsored by Autologic**

8:30-11:30am

This class will cover how to use ODIS with j2534 to perform an accurate diagnosis. We will cover how to bring modules in to service and the removal of component protection also how to perform control unit programming. Topics include: New Module Replacement; Used Module Replacement; Key Programming; Remote Programming; Control Unit Coding; Live Data Reading; Component Protection removal.

### Logical Diagnostics 3

**Scot Manna – Sponsored by WORLDPAC**

8:30-11:30am

This class presentation will illustrate how a common sense, logical testing approach will allow a technician to tackle any diagnostic problem they may encounter with greater confidence. An examination of the diagnostic processes typically employed will be discussed first. Any vehicle diagnostic challenge requires 3 main elements, an understanding of system operation, the necessary testing tools, and the determination of a qualified technician. All of these requirements will be shown in a detailed fashion with the use of PowerPoint and actual vehicle case studies.

## Scan Data Analysis for Driveability Diagnosis

Scott Shotton

8:30-11:30am

This class covers a wide range of information to help you understand and diagnose driveability issues with a scan tool and your mind. Focus stresses the process of elimination and streamlining your diagnostic procedures. Gather the most valuable information quickly before opening the hood and performing potentially unnecessary and time-consuming intrusive tests. Learn to maximize the use of graphed scan data. Many different OE and aftermarket scan tools will be used. Code and no code diagnostics; successfully diagnose lower power problems; misfire and fuel trims; volumetric efficiency; learn what PIDS can be valuable when; and repair verification.

## Scan Tool Modern Air/Fuel Management

Adam Robertson - Sponsored by CARQUEST Technical Institute

8:30-11:30am

This class will concentrate on air/ fuel management strategies as implemented on Advanced Tier platforms. Air/Fuel management has changed drastically in recent years and what we expect to see in fuel trim reactions to systems faults may not apply to today's vehicles. Special emphasis will be placed on the effects of the downstream exhaust gas sensor on fuel control. Topic discussed will include: The Air Equation; Air control; Fuel delivery; Feedback devices; Control outside of stoichiometry; Adaptive range and strategy; The effects of secondary control; Key PIDS and analysis.

## U Codes and Network Diagnostics

Eric Ziegler

8:30-11:30am

Since the advent of the computer controlled car, the number of modules on said car keeps growing. Networks also gave us the ability to program modules and enhance our diagnostic abilities exponentially. However, when there is a communication breakdown, or a module becomes non-responsive, the diagnostics can be not so straight-forward. To make things worse, "U" Codes often leave "you" with little direction. This class will introduce technicians to a simplified, straightforward and logical step-by-step process to understanding and diagnosing network issues in the modern vehicle. Tooling options and techniques will be discussed.

## Lunch Town Hall Meeting Panel of Industry Experts

Carm Capriotto, Jerry Smith, Donny Seyfer, Scott Brown

12:30-1:15pm

Industry Experts connected with ALL facets of the automotive world will answer questions about where "your" industry is heading in the upcoming years.

## Continuing on the Path to Earning 20%+ – AMI 6

Cecil Bullard – Sponsored by WORLDPAAC

1:30-4:30pm

The difference between earning 3% net and 20% net is often smaller than you think. Let's compare two shops (one that does 3% and one that does 20%) and see what the differences are. You will be amazed at how simple it is to earn 20% net once you know what the differences are. Plus, learn the formulas that will get you the profits you want. This exciting class will make you wish you had more time to learn what is necessary in order to get what you want financially from your business!

## Measure, Manage, Market – AMI 6

Dan Gilley – Sponsored by RLO Training

1:30-4:30pm

What should you focus on as a business owner? We will cover what to measure, what to manage and what to market. You will learn the four types of time, elements of technician productivity and efficiency, proven selling techniques, how to improve gross profits in each income stream, and three combined methods to increase net profits.

## The Profitable Service Advisor – AMI 6

Jeremy O'Neal – Sponsored by WORLDPAAC

1:30-4:30pm

A profitable service advisor is one that creates profitable sales for the business. Profitable sales are derived from the repairs and maintenance that your shop performs. It is the service advisor's responsibility to ensure that the shop is creating and achieving the profit targets set by the management team. This course will help you master the 5 pillars of being a profitable service advisor. Together we'll help you build a more profitable shop while creating 5 star reviews!

## The Telephone – Lifeline or Distraction – AMI 6

Barry Barrett

1:30-4:30pm

The phone is one of the most important tools in the shop and yet most advisors in the industry fail to use it properly. This workshop will cover the proper way to maximize the phone. We will guide service advisors in developing their own script which fits their shop and personality.

## 6.7 Ford Powerstroke Diesel

Brent Delfel – Sponsored by CARQUEST Technical Institute

1:30-4:30pm

This class will present a full and detailed look at current Ford 6.7 Powerstroke diesel operation and diagnosis. It is designed to not only leverage OE techniques but also compare those to what most shops have in the aftermarket. Topics will include: Engine feature overview, electrical power management, networking, fuel systems, glow plug control, emissions systems including aftertreatment, air management and turbocharging, service issues, OE vs. aftermarket scan tool functions, and an overview of current TSBs.

## Engine Mechanical Diagnosis with Electronic Equipment

Eric Ziegler

1:30-4:30pm

This class covers the use of current probes, vacuum transducers and pressure transducers to quickly diagnose engine mechanical issues quickly. Often, using the techniques discussed in this class, the amount of physical teardown to confirm the diagnosis will not be required. This class will focus on misfire problems, but will also address ignition and camshaft timing issues. Multiple tools will be covered to achieve these goals, but technique is the key. All of the testing techniques will be backed up with actual "broken car" case studies. If you own a scope, you'll want to attend this class. The information discussed will greatly expedite your diagnostic process.

## Essential Skills in Electrical Diagnostics

Bob Pattengale – Sponsored by Bosch Automotive Aftermarket

1:30-4:30pm

You've taken an electrical class with electron theory and all those ohm's law formulas, but it left you confused. How will this information really help you fix an electrical or driveability issue? This seminar will clear up the confusion and teach you the essential skills needed to apply electrical theory in real world practical situations.

## GM Chassis System

Gregory Couter – Sponsored by AC Delco

1:30-4:30pm

This class covers the components, characteristics, and operation of various GM chassis control systems. Suspension system types, ride and alignment control, air suspension systems, automatic level control, electronically controlled damping, tire pressure monitoring, and alignment will be covered in this course.

## GM MOST Protocol

Ken Zanders

1:30-4:30pm

Times are changing. And fiber-optic MOST protocol is out there now. However, GM is different! This course serves as an introduction to GM infotainment systems and their communication protocols. A discussion of the new center stack design along with the GM's MOST protocol and its new diagnostic procedures will be discussed.

## Start/Stop Technologies

*Randy Briggs - Sponsored by CARQUEST Technical Institute* 1:30-4:30pm

Many vehicles are now being engineered with Stop-Start technology. Implementing automated stop-start technology in today's vehicles is a cost-effective way to improve fuel economy and reduce emissions without affecting consumer acceptance. A Stop-Start system operates by cutting off the engine when the vehicle comes to a complete standstill, and automatically re-starts the engine when the driver releases the brake pedal. This operating strategy is often utilized in full hybrid-electric vehicles that have powerful electric systems, but is becoming more popular in non-hybrid vehicles that use traditional starter/battery configurations. We will cover manufactures using stop-start technology, dual battery and robust starter motor technologies, common components found on each system, diagnostic evaluation and repair methods and review important best service practices to handle working on vehicle's equipped with Stop-Start systems.

## Technical Business Class

*Dave Scaler* 1:30-4:30pm

**This class is designed for BOTH Technicians and Owners.** This course is NOT your typical business seminar, we will NOT discuss things like direct mail, advertising, and profit margins. This course looks at real world opportunities in the shop from a technical perspective AND the techniques that work. The most common ways we lose customers is we think we are doing the right thing. From BRAND specialization, to technicians, writers AND owners in the shop; this course will look at the many opportunities that are lost because of "old school" techniques. Being successful in the automotive business in the 90's was easier than it is today, and yet many successful shop owners are following the same old school techniques that may no longer work. This course will explore some out-of-the-box ideas that might work for you and your EXISTING staff, no matter what technical level they are on.

## Tire Pressure Monitoring Systems

*Adam Robertson - Sponsored by CARQUEST Technical Institute* 1:30-4:30pm

Tire pressure monitoring systems have been in use for over a decade. Issues with these systems are now commonplace in the aftermarket repair shop. This course covers changes to tire pressure monitoring systems including: new sensor technology, programmable sensors, aftermarket replacement sensors and the tools necessary to service these systems.

## SUNDAY, MARCH 18

### Breakfast Keynote: Diagnostic Prowess: How Insane is YOUR Brain?

*Gary Smith* 7:15-7:45am

Diagnostics is a crazy business today. How 2 insanely fun hobbies (Habits...) helped me to up my diagnostic game, along with some ideas and motivations to help you... **UP YOURS!**

### Diagnostic Sales & Technical Stuff – What You Need To Know

*Gary Smith - Sponsored by WORLDPAC* 8:30-11:30am

**This is a must for sales staff AND entry-level technicians.** Advisors don't need to have a technical background to be successful, but more and more, a basic understanding of some of the systems in today's cars can be extremely helpful in serving your customers well. How do GDI fuel systems play into maintenance recommendations? A check engine light is "fixed", but is it really? How do you recognize those situations when you need to prepare your customer that there may be more to do? Let Gary give you the foundation to bring your game to a whole new level!

## Fishing For Millennials – AMI 6

*Rena Reenebohm – Sponsored by The ACT Group* 8:30-11:30am

Have you noticed that the sales process is changing? If not you are either not paying attention or that wave just hasn't hit you yet. Millennials are driving this new process where not giving a price over the phone is becoming harder and harder! We are all dealing with the fact that almost anybody can get a price for both parts and labor from the Internet and we MUST change some of our tried and true methods in order to not alienate our potential new customers. I say new because that is what this class is primarily about! Our existing customers already trust us, they know the work we do, the warranties we provide and that the customer experience will be the best you can have when repairing or servicing your vehicle!

## Hi 5's and Hugs – AMI 6

*Jeremy O'Neal - Sponsored by WORLDPAC* 8:30-11:30am

How do you know when you've created a truly amazing experience for your customer? By earning a high-5 or a hug at the end of the transaction? The emotional response you trigger at the end of the transaction will either carry the customer to the internet where they'll share their wonderful experience with the world in the form of a 5-star review, or it will leave them feeling less than satisfied and searching for a new repair shop to call home. You'll learn how to create a system that ensures you are executing an amazing client service experience for every customer every time.

## HR Danger Zones

*Rod Stephens* 8:30-11:30am

Get into the trenches with a practicing attorney, Rod Stephens and an HR professional Kathryn Gardiner and learn about employment and HR law for Automotive shop Management. Learn how to avoid common mistakes made in hiring employees. Discover how a properly drafted handbook can protect your company from claims and provide you with valuable defenses. Learn how to handle difficult employees and comply with leave laws and the new paid sick leave law. Gain an understanding of State and Federal harassment and discrimination laws.

## The Power of Working Together – AMI 6

*Richard Flint* 8:30-11:30am

When those who share the work environment don't work together, they weaken the internal spirit and create confusion for those who desire to move forward. How important is harmony among people to creating quality in all aspects of the organization? When people aren't working together, there are cliques, collisions and agendas that aren't in sync with where the company wants to go. Without the spirit of togetherness people will establish their own agenda and that is dangerous.

## Advanced/Essential Skills for Sensor & Actuator Diagnosis

*Bob Pattengale – Sponsored by Bosch Automotive Aftermarket* 8:30-11:30am

The check engine light is on and you're following a diagnostic flow chart with a series of yes or no options and at some point in the process, it recommends replacing a part or repairing a circuit. Are you 100% confident the flow chart has pointed you in the right direction? How many of you have followed the diagnostic process only to find the known good part or repair did not fix the problem? This seminar will provide a solid diagnostic validation process, with a specific focus on common sensors and actuators, which will ensure you diagnose the vehicle right the first time.

## GM Network Communications

*Ken Zanders*

8:30-11:30am

This presentation will offer insight into GM communication protocols. A review of UART, Class 2, GMLAN will be discussed. A series of case studies will enhance the understanding and provide a diagnostic game plan to address failures. The GM MOST protocol will also be discussed as a part of this presentation.

## Hybrid Motor and Diagnostics

*Adam Robertson – Sponsored by CARQUEST Technical Institute* 8:30-11:30am

As more hybrid vehicles appear in aftermarket shops the need for improved understanding of the operation and diagnosis of inverters and motors becomes increasingly important. This class will focus on the operation of inverters and motors as they apply to today's hybrids. Learn what knowledge and tooling it will take to accurately diagnose and repair these advanced drivetrain systems. Some topics covered: Motor types, components and how they function; Crucial sensing devices; Inverter operation and operational strategy; Modes of operation.

## Leveraging Technologies to Streamline Diagnosis & Repair

*Eric Ziegler* 8:30-11:30am

This course covers a variety of new technologies that many technicians and shop owners are not aware of. Many of these technologies can be used to streamline diagnostics, repair, record keeping, data storage, data sharing, information access and more. Many different options will be covered, including but not limited to: smart phone apps, valuable web sites, file storage and sharing options, non-automotive software applications and some new diagnostic tool options. All of the tools and techniques discussed will be accompanied by actual cases of how they have been effectively used. This is not only a class where technicians benefit, service writers and shop owners will pick up some valuable tips as well.

## Practical Mechanical Engine Diagnosis – Using Tools You Already Own

*Dave Scaler*

8:30-11:30am

This course focuses on what can be a VERY difficult driveability or emission diagnosis; a base engine problem. What can make base engine problems difficult to diagnose? Well for a start, there is no scan tool or scope that can tell you exactly what is wrong with an engine. Any technician can diagnose a broken timing belt, this course focuses on the not so obvious failures. Trying to identify engine problems by disassembly of components is not a good option for diagnosis, since it is very time consuming. This course takes your diagnostics to the next level, by expanding on the theory of engine operation. You will then use that theory to provide fast "real world" diagnosis without disassembly! From volumetric efficiency testing, compression theory, valve timing analysis to misfire diagnosis, this course will give you the tools to quickly and accurately diagnose base engine problems. This course is also excellent for the seasoned veteran, as many concepts that have applied to older engines, no longer apply to today's engines. This course covers both import and domestic engines and USES TOOLS YOU ALREADY OWN. This is NOT a pressure transducer class!

## Refrigeration Diagnostics and Service Procedures

*Greg Couter – Sponsored by ACDelco*

8:30-11:30am

Designed for technicians with prior understanding of the refrigerant cycle and system operation, this approximately 3-hour long seminar will provide technicians with techniques and strategies required to isolate the root cause and perform repairs of failures in R-134a and R-1234yf equipped Air Conditioning (A/C) systems. The use of pressure-temperature and humidity readings as a diagnostic aid will be the foundation of the course. Specific component diagnosis includes variable displacement compressors, electrically driven compressors, expansion valves, Internal Heat Exchangers (IHxs), evaporators, and condensers. This course will include simulated diagnostic exercises to apply the principles learned.

## Transmission Diagnostics for the Non-Trans Tech

*Scott Shotton*

8:30-11:30am

Transmissions have been controlled by computers for a long time. As a result, transmission issues can be electrical or hydraulic/mechanical in nature. When a vehicle with a transmission issue rolls into a shop it is often "shipped" to a transmission shop. Why? A perfectly capable technician who can accurately diagnose an engine issue could tackle the transmission issue. Why lose the customer? This course starts with a basic review of transmission hydraulics. The remainder of the class will be spent exploring different techniques and thought processes required to effectively diagnose transmission related issues. We will outline a logical, and repeatable, process for attacking transmission failures. Tools and techniques that driveability technicians already possess will be highlighted. We will discuss how to "Draw the Line" between an electrical problem or an internal transmission issue. Basic knowledge of automatic transmissions is a plus, but this course is geared towards non-transmission technicians.

## Volkswagen/Audi 1.8 & 2.0 New Engines

*Craig Shippy – Sponsored by Autologic*

8:30-11:30am

This class is a live demonstration on engine timing, and will cover disassembly of the engines and the removal and replacement of timing chains, how to diagnose the high-pressure fuel system and common failure of the 1.8L and 2.0L engines. Topics covered: fuel system; common problems; how to read live data on a good running engine.



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