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- Limited individual courses available

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- ★ Over 60 Management & Technical Courses
- ★ The Industry's Leading Instructors
- ★ Relevant Keynote Speakers

Inviting ALL ASA members to join the annual Educators meeting on Friday from 4-5pm. Meet shop instructor(s) in your local area, and learn about the new ASA Northwest Apprenticeship Program. With the current shortage of techs and skilled workers, it's important that we all network and support one another in order to help grow technicians required to fill the needs of our industry.



Automotive Training Expo Produced by:



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Register TODAY at ATETrainingExpo.com
or call toll-free 877-257-2100

■ 7 Steps to a Sale – AMI 6*Dan Leuck – Sponsored by RLO Training***8:30-11:30am**

To provide outstanding customer service and sales for the shop, advisors need to follow a consistent sales process. This class gives the advisor the seven steps that, if followed, will lead to higher customer satisfaction as well as increased sales.

◆ Steps to a Strategic Business Plan – AMI 6*Matt Winslow – Sponsored by ATI***8:30-11:30am**

Many shop owners invest countless hours trying to make money, but have virtually nothing to show for their efforts in the long run. Join Matt Winslow, from ATI, to uncover secrets wildly successful shop owners use to dramatically increase their cash flow, operating capital, and spendable income. Discover how to create an effective business plan that gives you the income you deserve to enjoy the good life, and the wealth you need to retire with financial security.

◆ The Inspiring Leader – AMI 6*Cecil Bullard – Sponsored by Worldpac Training Institute***8:30-11:30am**

Leaders lead because of who they are and what they focus on. Great leaders have great teams and get great results. This class is one of the most powerful leadership classes taught in the automotive industry. Learn the 6 Stages of Leadership, the 4 Stages of Building Trust and 6 ways to show your team that you care. Learn the secrets to improving excuses and the magic of avoiding blame. This class is a must for those who want to improve their leadership skills and build a solid team that gets results.

● Internal Sales from Technician to Service Advisor – AMI 6*Maylan Newton – Co-Sponsored by ESi***8:30-11:30am**

Is communication between your Service Staff and your Technicians good? Then you probably don't need this class! But If not, join team ESi for an education on Internal Sales, the processes and procedures between Service Advisor(s) and Technician(s) that make successful shops, successful.

● Alignment Intermediate – Level II*Bob Graham – Sponsored by Hunter Engineering***8:30-11:30am**

Topics covered include a more in-depth study of the alignment angles, aftermarket adjustments and modified vehicles. Emphasis will be placed on OEM and aftermarket vehicle adjustment procedures found on today's passenger cars, light trucks and SUVs using SLA and strut suspensions, including Twin I-Beam suspensions and "altered height" vehicles.

● ✪ Diagnosing Difficult Fuel & Oil Deposit Concerns*Gary Smith – Sponsored by Worldpac Training Institute***8:30-11:30am**

Diagnosing the TOUGH ones: ghost misfires, VVT issues, P0420 cat codes, lean codes, hard misfires... Learn to leverage scanner data and lab scope waveform analysis techniques to identify and correct deposit related drivability conditions. Learn mechanical, VVT and rationality diagnostic techniques using your lab scope. This class looks at how fuel and oil depositing plays a MAJOR role in getting the diagnosis RIGHT THE FIRST TIME on these modern, close tolerance, fast-fuel control GDI vehicles.

✪ Duramax Diesel Incorporating Multiple Models*Lonnie Horn – Sponsored by Carquest Technical Institute***8:30-11:30am**

Throughout its history the Duramax has undergone many running changes. The Duramax engine design and some of the in-vehicle engine repair procedures that produce the most problems will be discussed.

A technician attending this class can expect to gain understanding of the LMM engine operation and testing procedures of the following: fuel system, high pressure pump and regulator, injectors, turbocharger, cold start strategies, critical sensors and scan tool based diagnostics. Repair and testing tips are provided to help the technician avoid some of the most common pitfalls associated with the Duramax engine.

● Gasoline Direct Injection (GDI) Seminar*Bob Pattengale – Sponsored by Bosch Automotive Aftermarket***8:30-11:30am**

This seminar will enable the technician to properly identify, understand and diagnose Bosch GDI engine management systems. This class provides an overview of GDI operating strategies, intake system, fuel delivery, ignition, exhaust and emissions related components. Topics Covered: GDI operating strategies, fuel delivery overview, low pressure, high pressure, and review common sensors and actuators.

● ✪ Navigating the Electrical Road Map*Kevin Leiby – Sponsored by Carquest Technical Institute***8:30-11:30am**

Automotive electrical system diagnosis has long been a frustrating part of being an automotive technician. Once the electrical testing procedures have been learned, the technician must be able to return to the service bay and put the new found knowledge to work. However, with the maze of wiring on today's automobiles, understanding the electrical schematics can frustrate even the most seasoned technician. This course will provide direction and understanding of the design and use of each of the electrical wiring diagram designs. From DIN to Valley Forge, CTI will teach you to navigate the Electrical Road Map.

● ● ✪ Sprinter Workshop 2002-Present – Part I*Trainer TBD – Sponsored by Worldpac Training Institute***8:30-11:30am**

Sprinter does not diagnose like Dodge, Isuzu or Ford vehicles. Mercedes vehicles log a lot of fault codes and event codes for most operational faults. Being able to read and understand fault codes on all control units is vital to diagnose CAN-Bus problems. Learn: Dodge, Freightliner and Mercedes Benz, engine design and operation, fuel system operation and diagnostics, frequent drivetrain codes, diagnosis and solutions, maintenance and service, exhaust system and exhaust after treatment, scan tool use – DRBIII and Star Tester, Sprinter common failures and solutions.

● ● Using Digital Multi-Meters*Todd Doty – Sponsored by Carquest Technical Institute***8:30-11:30am**

Technology is rapidly changing in the automotive world. Electrical and electronic circuitry seems to permeate every system of the vehicle and continues to get more complex. Diagnosing and repairing these complex vehicle systems requires diagnostic tools that provide accurate information. The digital multi-meter or DVOM is one of the most basic and most common pieces of diagnostic equipment. In this class, you will learn how to fully leverage the DVOM and will be introduced to a new revolutionary diagnostic technique using a simple DVOM.

● VW/Audi Driveability Diagnostics*John Thornton – Sponsored by Worldpac Training Institute***8:30-11:30am**

This class will focus on VW/Audi driveability diagnostics. Using a case study format, we will discuss a variety of driveability topics on a mix of VW/Audi vehicles. A strong emphasis will be placed on scan data interpretation. Scope data will also be used to support scan tool data. Discussion topics include the following: 2008 Audi A4 Quattro 2.0L BWT EVAP Issue, 2009 Audi Q5 3.2L CALB secondary air issue, 2007 VW Passat 2.0L BPY turbo boost issue, 2006 VW Passat 3.6L VR6 HP pump control issue, 2008 VW Passat 2.0L CCTA low pressure pump control issue, 2011 Audi Q5 2.0L CAEB misfire issue, 2009 Audi A4 2.0L CAEB intermittent no start, and 2005 Audi A6 3.2L BKH immobilizer issue.

Lunch Keynote: Your Passion – Is It Nowhere?

John Burkhauser – Sponsored by Bolt-On Technologies

12:15-12:45pm

Remember doing something like fixing a crank, no start and the feeling that you felt as the engine roared to life? Your passion, your career, might have been born in that moment. But now your job is a drag and your passion gone. It's time to change this. The good news is the automotive industry is currently going through a transformation that if you position yourself correctly, your passion can be reborn, and your career can take off as you always wanted it to. This Keynote is your first step in preparing and positioning yourself to take advantage of this shift in the industry giving you your passion and career back.

■ 4 Pillars of Sales Success – AMI 6

Jeremy O'Neal – Sponsored by Worldpac Training Institute

1:00pm – 4:00pm

Do you want to create a sales explosion in your business? If so, you'll want to master the 4 pillars of sales success. Jeremy will share the 4 Pillars sales professionals master to attain a higher level of success. The 4 Pillars uncover the hidden traps most sales professionals fall into when selling. By mastering each pillar you'll understand how to create a 30-day success cycle that helps you reach higher levels of success every 30 days. We also show you how the majority of sales objections are created by the sales professional and how to remove them!

◆ Improving Effective Labor Rates – AMI 6

Dan Gilley – Sponsored by RLO Training

1:00pm – 4:00pm

A shop's effective labor rate is one of the most important numbers to track for profitability. We will show how to track effective labor, why it's important, plus we will provide shop owners with practical and impactful methods of improving their effective labor rate.

◆ ■ Getting It Done – Strategies to Avoid Procrastination – AMI 6

Bill Haas – The Group Training Academy

1:00pm – 4:00pm

Procrastination is a complex behavior. It is not a habit like many think. This psychological behavior affects everyone. It ranges from a minor problem for some to a serious source of stress and anxiety for others. Contrary to what you might think procrastination is only slightly related to time management. If there is a significant period of time between the time you intend to do something and the actual time you do it, you are a procrastinator. Eliminating or even reducing procrastination leads to less stress, better health and improved earnings.

● Listening to Maximize Sales – AMI 6

Dan Leuck – Sponsored by RLO Training

1:00pm – 4:00pm

Listening to the customers both internal and external, is the most important part of the service advisor's job, however, it is also one of the skills that many advisors need to improve. This class will give practical training and exercises to improve listening skills and with improved listening, communication improves and sales will increase.

✦ Alignment Advanced – Level III

Bob Graham – Sponsored by Hunter Engineering

1:00pm – 4:00pm

Instruction covers in-depth equipment operation including advanced diagnostic procedures, steering and suspension system related problems, specialized OEM adjustment schemes and other alignment related diagnostic procedures using SAI and included angle set back plus other measurements.

✦ BMW Driveability

Scott Manna – Sponsored by Worldpac Training Institute

1:00pm – 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 and created test plans do not provide a simple solution. Problem vehicles include issues with EVAP, valvetronic, turbocharger and no code driveability problems. The following vehicles will be discussed: • 2007 Mini Cooper R56 rev limit • 2006 BMW 330i crank, no-start • 2007 BMW X-3 idle surge and stall • 2011 BMW 335i emission failure • 2013 BMW X-5 turbo code • 2001 BMW X-5 no-crank. Each case study will illustrate the path to the root cause of the problem.

● Bosch Direct Injection Technology Update

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

The demand for greater fuel efficiency and lower tailpipe emissions is pushing car manufacturers to develop new ideas and improve on existing combustion technology. We hear a lot about the progress of Hybrid and Electric vehicles, but you might be surprised to learn that vehicles equipped with Gasoline Direct Injection (GDI) and Diesel fuel systems are achieving great results and will make up 90% of the vehicles you will work on in the future. In this session you will learn how Bosch direct injection works and how the GDI and Diesel systems have more in common than ever before.

● ✦ Critical Thinking Skills – Logical Troubleshooting Process

Kevin Leiby – Sponsored by Carquest Technical Institute

1:00pm – 4:00pm

Today, it is not uncommon for even a base model vehicle to be equipped with more than 30 different processors. Brakes, tires, steering, air conditioning, vehicle lighting and even maintenance items are either controlled or monitored by a computer system. This increase in vehicle technology can also increase the level of difficulty when diagnosing and repairing today's vehicles. However, if today's technician learns to use a logical, sequenced procedure, troubleshooting becomes much simpler and more accurate. As if the complexity of the vehicle were not enough, today's customer has also become more sophisticated.

● ● Essential Electronics Voltage Drop Testing

Randy Briggs – Sponsored by Carquest Technical Institute

1:00pm – 4:00pm

Essential Electronics is the first course in a series of classes exploring electrical system diagnosis and testing. This course is the foundation of the series dealing with problems relating to electrical connections and wiring. This course covers electrical theory as it applies to electrical diagnosis along with how to properly perform a voltage drop test, as well as when and why to perform this essential test. The "next steps" of the electrical diagnostic process will also be introduced. Establishing a thorough groundwork in the essentials of electronics leads to further problem solving skills that will better equip you to manage electrical problems as they occur.

● In Cylinder Pressure Transducer Diagnostics

John Thornton – Sponsored by Worldpac Training Institute

1:00pm – 4:00pm

Today, in-cylinder pressure transducers are changing how technicians evaluate the mechanical condition of an engine. The instructor will discuss how to interpret cranking and running compression patterns captured by an in-cylinder pressure transducer. We will study both good and bad. We will analyze exhaust path restrictions, cam timing issues, leaking valves, broken valve springs and much more. We will also discuss the use of overlays for detailed pattern analysis. The attending technician will learn how to analyze and interpret these information filled patterns. The use of these techniques can save a tremendous amount of diagnostic time and teardown time.

🌟 ● 🟡 Sprinter Workshop 2002-Present – Part II

Trainer TBD – Sponsored by Worldpac Training Institute 1:00pm – 4:00pm

Sprinter does not diagnose like Dodge, Isuzu or Ford vehicles. Mercedes vehicles log a lot of fault codes and event codes for most operational faults. Being able to read and understand fault codes on all control units is vital to diagnose CAN-Bus problems. Learn: Dodge, Freightliner and Mercedes Benz, engine design and operation, fuel system operation and diagnostics, frequent drivetrain codes, diagnosis and solutions, maintenance and service, exhaust system and exhaust after treatment, scan tool use – DRBILL and Star Tester, Sprinter common failures and solutions.

● Transmission Diagnostics for Engine Technicians

Lonnie Horn – Sponsored by Carquest Technical Institute 1:00pm – 4:00pm

This course is designed to provide the modern drivability technician with a foundational knowledge of transmissions and transmission electronics. So often transmission systems are misdiagnosed due to a lack of understanding of the interaction between the engine systems and transmission systems. This course will outline the types of modern transmissions and their respective normal operating characteristics. Using real world problem vehicles, CTI will bring together critical thinking skills and apply those to a logical diagnostic path.

Round Table Meeting for Educators 4:00pm – 5:00pm

This annual meeting is a sharing of thoughts and ideas for all automotive educators as well as updates to any changes in ASE Education Foundation, and AYES. In addition to this year's Educator's RoundTable, we would like to invite ALL ASA Members to join us and meet the shop instructor(s) in your local area. With the current shortage of techs and skilled workers, it's important that we all network and support one another in order to help grow technicians required to fill the needs of our industry.

SATURDAY, MARCH 23

Breakfast Keynote:

Stopping Long Enough to Consider What Lies Ahead

Bill Haas – Sponsored by Worldpac Training Institute 7:15-8:00am

Technicians, service advisors and owners seldom find the time to think beyond the immediate car or customer they are serving. This will be a great opportunity to stop and examine the next generation of vehicles, future technology, and customer expectations. What lies ahead when changes are happening so fast? The shop of tomorrow won't do what it does today.

▲ Fishing for Millennials – Attracting Them with SEO – AMI 6

Jennifer Filzen – Co-sponsored by Worldpac Training Institute 8:30-11:30am

Millennials are using their mobile devices to find you, so make sure your business stands out in the digital marketplace. In this interactive workshop, we will show you how to include the best keywords and share your story in such a way that your business will be irresistible to the people looking for you. Millennials love stories that resonate within their hearts and minds, and in this workshop, you will discover the best techniques to reel them in.

■ Mastering the Digital Inspection & Sales Process – AMI 6

Jeremy O'Neal – Sponsored by Worldpac Training Institute 8:30-11:30am

A shift has taken place with consumers across the globe. That shift has replaced the traditional old-school sales model, with a new empowered consumer driven sales process, where the customer feels empowered to buy. This course will help you identify the key digital touchpoints

that customers are demanding from businesses in every industry. Specifically, we'll dive deep into the auto repair transaction and help you understand where new skills are needed to influence customers to a Yes. We'll break down each touchpoint and compare old-school vs. the new Digital Sales Process.

■ Selling Diagnostics – AMI 6

Dan Leuck – Sponsored by RLO Training 8:30-11:30am

Many of the vehicles coming into auto repair shops are requiring sophisticated diagnostics! This course demonstrates how to improve processes of charging for diagnostic labor and providing the customer with full value for monies spent. Customers have access to more information than ever before. With this knowledge they sometimes have some resistance to investing in needed services. Advisors need to be prepared for resistance and have the tools needed to educate the customer and overcome objections. This class will give advisors the needed tools and questions to keep customer vehicles safe and reliable. To begin substantially improving your billed hours tomorrow, attend this course!

◆ The Secrets to Creating Accountable People – AMI 6

Cecil Bullard – Sponsored by Worldpac Training Institute 8:30-11:30am

Are you doing the right things to create accountable people in your business? Do you have people who do the job and get the results you want without having to spend most of your time answering their questions, looking over their shoulders, and telling them what to do? If not, this class is for you. Learn how to teach your people to make good decisions for themselves that will benefit your customers and your business.

☆ Advanced Domestic Driveability

Scot Manna – Sponsored by Worldpac Training Institute 8:30-11:30am

This class will focus on the diagnostic path used to determine root cause failures for a number of puzzling vehicle problems. The class will show the step by step process that was used during testing to reach a conclusion to the cause of the customer issue. Each problem vehicle will illustrate the need for detailed scan tool and scope testing to eliminate the needs for parts replacing in order to effectively diagnose and repair each vehicle. Topics include: • Engine mechanical testing with lab scopes • Using current probes to enhance testing • Advantages of eight channel lab scope analysis.

☆ Ford Power Stroke Diesel Multiple Models

Brent Defiel – Sponsored by Carquest Technical Institute 8:30-11:30am

Technicians will understand how to properly test and diagnose the major systems including: the fuel supply, HEUI injection, high pressure oil and exhaust backpressure regulator systems. Topics will include the use of the scan tool during diagnosis. Also included are common pattern failures and preventive maintenance service procedures. The Ford 6.0 and 6.4 light duty diesel systems provide technicians with many challenges. There are several common production issues with both of these engine systems along with a multitude of drivability related concerns. This course will cover common mechanical failures, repair tips, engine controls, turbo charger testing using a variety of methods and tools, fuel system testing, and emission controls and system testing.

★ ● GDI – High Level Indicator

Rick Kelley – Co-sponsored by ATG

8:30-11:30am

Gasoline Direct Injection (GDI) is simple in design but difficult to diagnose because the traditional shortcuts of swapping out parts and disassembling for inspection are not practical. Coverage includes: GDI high level pressure & performance tests, carbon deposit prevention, best valve carbon removal tools/techniques, excellent strategies for reducing possible causes, manufacturer-specific faults & tips, shortcuts for validating sensors & actuators. You won't be buried in useless engineering detail – only useful facts that you can measure and that will help guide your diagnostic path.

● ● HVAC Diagnosis and Repair Solutions

Phil Fournier – Sponsored by O'Reilly Auto Parts

8:30-11:30am

We will look at new developments in systems designs, controls, service techniques and tools. Each year, the manufacturers face stricter regulations regarding emissions and fuel economy and improving the efficiency of HVAC systems is a big part of their response. The next refrigerant, r1234yf is being used in more vehicles and you will need to be prepared for diagnosis and service of these systems. The electronic controls for HVAC have become more complex and need to be part of your diagnostic process. We will show you how these systems work, what goes wrong, and how to complete a successful repair.

● ● Introduction to Hybrid & Electric Vehicles

Gary Smith – Sponsored by Worldpac Training Institute

8:30-11:30am

A COMPLETE look at Hybrid technology, safety, basic diagnosis, basic high voltage system repairs and controls. This class looks at how to safely understand and work on Hybrid and all-electric vehicles. Includes theory on function and control of motor generators, power split and planetary gear function, high voltage and battery service and more.

● ● Introduction to ODIS for VW/Audi

Craig Shippy – Sponsored by Autologic Diagnostics

8:30-11:30am

This class will cover how to use ODIS with j2534 to perform 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.

★ Mastering Your Multimeter

David Hobbs – Sponsored by Delphi Technologies

8:30-11:30am

Practical Skills for Diagnosing Vehicle Electronics. Over 25 % of the content in the manufacturing of a modern vehicle is related to an electrical / electronic system. Problems that bring those vehicles into your shop account for an even higher percentage. Every technician is "somewhere" on the ladder of electrical knowledge and this unique course has something for each level! Not another boring Ohms Law class – we emphasize "PRACTICAL" tips to help you master your most important electrical diagnostic tool – your digital multimeter.

★ NVH – Noise, Vibration, Harshness Diagnosis

Adam Robertson – Sponsored by Carquest Technical Institute

8:30-11:30am

Vibrations can be very frustrating and in some cases very expensive. Parts are often replaced unnecessarily. Vibrations can happen at any speed or RPM and can be very hard to pin down. Vibrations can be first, second, third order or higher, technicians have to be able to identify the order of vibration and the frequency at which it is happening. This class will discuss how to determine what order and frequency the vibration is occurring, what testing techniques determine operating frequencies of all rotating components. We will cover multiple tools that categorize

the order, frequencies and measure the intensity of the vibration that will help quickly identify the problem area. You will learn how to measure and correct u-joint angles, checking driveline phasing, and driveline alignment. We will cover common mistakes technicians make when replacing glued in U-joints that result in a vibration and the use of electronic chassis ears.

Lunch Keynote: To ADAS or not to ADAS, that is the question

Chris Chesney – Sponsored by Carquest Technical Institute

12:30-1:15pm

By now you've all been exposed to articles, advertisements, videos and new reports focused on the tidal wave of Advanced Driver Assist Systems or ADAS being installed on vehicles worldwide. They promise a world of safety, convenience and reclamation of time (autonomy). But if you've been watching industry news lately, you've surely been scared to death with the possible liability and legal risk these technologies present. As a leader of the largest automotive education program in North America, Chris Chesney will guide you through the quagmire of myth and assumption resulting in a clear picture of how becoming Service Ready for ADAS technologies can be a clear differentiator for you and your business.

■ Get Them Off The Phone and In the Shop – AMI 6

Maylan Newton – Co-sponsored by ESI

1:30pm – 4:30pm

Join us as we discuss how to convert price-driven calls into appointments. We will look at what it takes to change the price or commodity-driven customer into a value-driven one. This class will look at the differences and why most customers need to be better educated to be able to understand the difference.

■ Creating The VALUE in Everything You Say and Do – AMI 6

Bill Haas – Sponsored by The Group Training Academy

1:30pm – 4:30pm

Turn those calls into valuable conversations, ask powerful questions, solve their problems and capture new business. Be prepared to present a VALUE that nobody can compete with. Never feel pressured to discount or price match again and avoid price base selling. Learn how to have valuable conversations with customers and learn to ask the powerful questions. Their answers will tell you the value they are looking for. Now, you can offer solutions to their problems and meet their expectations.

◆ Where is Your Business Taking You? – AMI 6

Dan Gilley – Sponsored by RLO Training

1:30pm – 4:30pm

Where are you going and how are you going to get there? Have you set goals in all areas of your life and do you have a plan to achieve them? What about your team – are you working with them? Getting your team to buy into your goals for the business is critical in achieving a strong team and prosperous business. We will revisit goals and expectations for you and your team and some methods of achieving them.

● Fixing a Dysfunctional Courtesy Check Process – AMI 6

Matt Winslow – Sponsored by ATI

1:30pm – 4:30pm

Courtesy checks are critical to profit, employee pay, and customer satisfaction. Consistent courtesy checks turn first time customers into long term service clients. Yet, many shop owners are frustrated because courtesy checks in their bays aren't being performed consistently. In this exciting session you'll discover how to create consistency with every car and every technician by establishing optimized procedures with effective accountability. You'll also uncover what your front counter staff must do to keep your technicians happy and your customers coming back on your time-table. Don't miss it!

★ ● Cummins 5.9 & 6.7 Common Rail Diesel

Rick Kelley – Co-sponsored by ATG

1:30pm – 4:30pm

Bosch fuel systems and Cummins engines come together to create some confusing (and often invisible) Dodge/Ram repair information. Cummins designed the engines, but Dodge wrote the repair information. See the problem? Very little practical diagnostic information was ever published, and what there is lacks any explanation of the purpose of each test, or a clear direction to go with the results. But we have a solution! This class was designed specifically to give technicians a clear diagnostic path for engine management and emissions concerns. Find explanations that not only tell you which tests to run in what order and what the test results should be, but why, and what your options are when a test fails.

● ● Current Probe Revisited

Todd Doty – Sponsored by CIT CARQUEST

1:30pm – 4:30pm

Using amperage waveforms to diagnose electrical circuits is certainly not new. Technicians are routinely faced with the need to utilize an inductive amp probe to measure current. Proper diagnosis depends on not only operational knowledge of the amp probe, but a thorough understanding of the circuit being measured. In this course, learn tips and new techniques to diagnose circuits such as reference voltage and wide band air/fuel sensors.

● ● Diagnosing Driver Assist System

David Hobbs – Sponsored by Delphi Technologies

1:30pm – 4:30pm

Automated Driver Assist Systems (ADAS) are becoming common on today's vehicles as we move closer to fully autonomous vehicles. In this course we will cover: educating your customers on the levels and limitations of ADAS systems; overview of lane keep assist, lane departure warning; blind spot monitor, adaptive cruise, etc.; hardware overview (RADAR, LIDAR, smart cameras and ultrasonic sensors); camera / sensor aiming equipment, windshield and paint concerns, etc.; ABS, electronic throttle and e-steering interactions / customer concerns; diagnostic tool data interpretations, service dos and don'ts and case studies.

★ Digital Storage Oscilloscope, Application, Setup & Operation

Adam Robertson – Sponsored by Carquest Technical Institute

1:30pm – 4:30pm

The Digital Storage Oscilloscope (DSO) is fast becoming a primary tool for the automotive diagnostic technician. The setup and operation of the DSO is presented so that a technician can take advantage of the tool's many features. Learn to set up the DSO to acquire a correct waveform, store it for future reference, and interpret the waveform for diagnostic purposes. Voltage settings, time base and triggering techniques are covered so that any signal may be displayed and analyzed accurately and efficiently. If you are considering buying or already own a scope, this class will provide information that will allow you to confidently use a DSO to aid in your diagnostic process.

★ Far East Failures

Scot Manna – Sponsored by Worldpac Training Institute

1:30pm – 4:30pm

The Orient has long been considered a land of mystery, and sometimes the vehicles that show up in your bay from Asia can be quite mysterious. This case study-based class will cover Asian vehicle diagnostics ranging from transmission problems to no-crank issues. The cars discussed will illustrate the difficulty in tracking down some unique problems with Asian vehicles and the process used to determine the root cause of the issue. The goal of this case study class is to make each student more confident in solving tough problems and help expand their diagnostic resources.

★ ● Making Hybrids Profitable

Jeff Sloan & Todd Black – Sponsored by Hybrid Automotive

1:30pm – 4:30pm

In this course you will learn how to succeed as a hybrid vehicle service & repair technician or service advisor. This course has a special focus on the hybrid battery theory and reconditioning & repair practice. The course will also cover how & when to present hybrid battery reconditioning or replacement to the customer (and when not to). Safety will be briefly covered but the expectation is attendees have taken introductory courses already, so the primary focus will be on technical theory, practical how-to content, and knowledge sharing. Learn what are the symptoms of a weak/degraded hybrid battery. Learn what triggers a battery failure code during vehicle operation. Learn how to identify, test, and replace failed hybrid battery cells, and how to recondition full battery pack assemblies. Learn the different use cases for hybrid battery reconditioning. Learn when and how to present hybrid battery reconditioning to the vehicle owner (as an alternative to full battery replacement).

★ ● Push Button Start Systems

Phil Fournier – Sponsored by O'Reilly Auto Parts

1:30pm – 4:30pm

The goal of this class is to prepare the aftermarket technician to diagnose and repair push button start systems. Technicians will learn to differentiate between a smart key system fault and a module-controlled starter fault. Technicians will learn the core components involved with all push button start systems, as well as the OE specific components and their operation on four different vehicles. Understand module controlled starting systems, identify core components and learn input to allow for passive engine start. Diagnose wireless and wired communication faults, and learn which part of the system has failed and create a diagnostic plan. Learn to read and interpret a starting system wiring schematic.

SUNDAY, MARCH 24

Breakfast Keynote: Next Generation Owners

Bob Ward – Sponsored by Perpetual Business

7:15-7:45am

Who are they? Where do you find them? Learn the amazing truth –they're already working in the business! Technicians and service advisors, working for successful shop owners, are the next generation. Bob Ward, nationally recognized as an expert in small business succession planning, will inspire you to begin your exit strategy now and ensure your legacy.

■ Selling the Invisible Service Solution – AMI 6

Jeremy O'Neal – Sponsored by Worldpac Training Institute

8:30am – 11:30am

The profit structure of repair shops is changing. Have you ever struggled with a driveability diagnosis and wondered how in the world you are going to get paid for the 8 hours your technician invested in properly identifying the root cause of the client's concern? This course is designed to help you master the skills needed when selling the invisible service solution. The most critical part of profitability for a repair shop is ensuring every segment of time is billed out and collected for every vehicle at the proper rate. You'll learn how to price invisible services in a way that customers will say yes, as well as creating value for the service provided. We'll identify emerging profit centers that will help your shop stay profitable in the next 5 - 10 years.

■ Strategies to Harness the POWER of the Phone – AMI 6

Bill Haas – The Group Training Academy

8:30am – 11:30am

Every customer experience starts with a conversation. A great conversation leads to a great experience. Even with all of the incredible communication technology available today, the most effective business

tool is still the phone. The telephone is convenient, easily accessible and the lifeline for most business to be conducted. Don't take phone callers for granted; if handled improperly the conversation can be more damaging than beneficial. Learn how to make every call and every conversation count. Watch sales increase as you watch callers become clients!

▲ **The Future of Social Media Marketing & How It Affect Your Business – AMI 6**

Jennifer Filzen – Co-sponsored by Worldpac Training Institute 8:30am – 11:30am

Big changes are taking place in the social media world. Marketers and business owners alike are sorting out how the changes will affect our business marketing efforts. The bottom line? Social media marketing, online review sites, and Google searches from your mobile devices are here to stay. Learn how to navigate future changes within social media so your business continues to connect to the hearts and minds of your target audience. Learn what's going on with the major social media platforms. Discover how Facebook advertising can benefit your business. Create killer social media posts, videos, and blog articles that will help you connect.

◆ **Transitions – Preparing for the Next Generation – AMI 6**

Matt Winslow – Sponsored by ATI 8:30am – 11:30am

Within 5 years, millennials will represent over 50% of the employed workforce. Join us for a critical look at how this new generation will radically effect our sales, marketing, business culture, recruiting, managing, and retaining employees. Discover why many values that baby boomers hold dear are NOT embraced by millennials and how you need to change to ensure success. Whether you plan to sell your shop, give it to your kids, or get a much younger manager to run it for you so you can retire, you'll learn important information to help you survive and thrive in this new era.

☆ ● **Developing a Diagnostic Game Plan**

Mark Olinger – Sponsored by Carquest Technical Institute 8:30am – 11:30am

This course will provide the building blocks necessary to develop your own diagnostic game plan which can be used to solve a variety of diagnostic problems. One of the many challenges technicians face today is where to start. Diagnostics, however, is not just about where to start, but how to interpret the data acquired during diagnosis. This class uses case studies of actual vehicles to provide you with the testing procedures required to diagnose complex issues and the information necessary to properly interpret the data acquired during your diagnosis.

● **Diesel Exhaust After-treatment Systems**

Brent Delfel – Sponsored by Carquest Technical Institute 8:30am – 11:30am

Since 2007, all light duty diesel vehicles sold in the United States are equipped with an exhaust after-treatment system of some type. Those technologies can include diesel oxidation catalysts, NOx catalysts, diesel particulate filters, selective catalyst reduction using diesel emissions fluids, or any combination of these subsystems. This class will present the operation and design of these complex systems along with techniques for effective diagnosis. Skills and knowledge from this class cannot only be applied to today's pickups and vans, but also diesel equipped cars.

☆ ● ● **Thermal Image Diagnostics**

Todd Doty – Sponsored by Carquest Technical Institute 8:30am – 11:30am

Faced with today's diagnostic challenges, a technician needs to consider any technology that they can use to improve their diagnostic game. One of those technologies is the thermal image camera. With several options available to a technician we will explore some of the diagnostic capabilities using the thermal image camera, including electrical,



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parasitic draw, cooling systems, drivetrain, brakes, air conditioning, exhaust systems and more. Please join us to better understand the benefits of the thermal image!

☆ ● **48 Volts and Beyond – Advanced Hybrid**

David Hobbs – Sponsored by Delphi Technologies 8:30am – 11:30am

48-volt systems will become the new normal as OEMs bridge the gap between more expensive higher voltage hybrid and electric vehicles and older conventional gas engine powertrains. In addition to increased electrification automakers will also be utilizing more variable displacement engines with technology like the new Delphi "Skip Fire" system which constantly picks the right combination of cylinders to give the driver the perfect mix of power, economy and engine smoothness. This course will bring you up-to-date on these systems covering their mechanical and hydraulic aspects along with the DC and AC side of 48-volt and higher electrification. We'll go through how they work, common failures and diagnostic tips to help you master the variables of hybrid systems and variable displacement engines.

☆ ● **Modern Charging Systems and Power Distribution**

Kevin Leiby – Sponsored by Carquest Technical Institute 8:30am – 11:30am

Are you replacing the alternator unnecessarily? When faced with an illuminated BAT, GEN or ALT light that's on, what do we do on a late model vehicle equipped with a computer controlled charging system? The connected development of next-generation electrical and electronic architectures (EEA's) has led to a whole new level of balance between modern batteries and the charging systems that support the vehicle's electrical needs. The modern charging system is designed to maximize the effectiveness of the generator, manage loads, improve battery state of health and life, send diagnostic messages to alert the driver, and minimize the system's impact on fuel economy.

● ● **Lab Scope Diagnostics & Pressure Transducer Testing**

Gary Smith – Sponsored by Worldpac Training Institute 8:30am – 11:30am

Learn signal acquisition, basic lab scope testing procedures, Basic set-up of the scope, triggering, time bases, pattern analysis and different applications for lab scope testing in various automotive systems. This class introduces the power of pressure transducer diagnostics in today's super-high-tech no start and intermittent diagnostic scenarios. Learn how to "see" valve problems (Mechanical), VVT issues and more! We introduce PCM/Mechanical signal overlay techniques.

● ● **Essential Skills for Sensor & Actuator Diagnostics**

Bob Pattengale – Sponsored by Bosch Automotive Aftermarket 8:30am – 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. Topics covered include electrical circuit analysis for common sensors and actuators. Learn how to create a baseline for circuit diagnosis and validation, develop a diagnostic plan after researching the issue, and learn how to get the most out of your diagnostic tools.