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# AUTOMOTIVETRAININGEXPO

The West Coast's Largest  
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**MARCH 27-29, 2020**



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- ASA Member All-Inclusive Package *after Jan. 29* ..... **\$435**
- Non-ASA Member All-Inclusive Package ..... **\$525**  
*Registration for non-ASA Members opens Jan. 30*
- Educators' Discount All-Inclusive Package ..... **\$350**
- Limited individual courses available

## ATE 2020 Expo Features:

Take advantage of this opportunity to preview/purchase the latest tools, equipment, technologies and supplies. A perfect opportunity to network with colleagues and suppliers!

- ★ Over 50 Vendors Offering the Best Deals of the Year
- ★ Complimentary Hors d'oeuvres & No-Host Bar
- ★ Industry's Foremost Consultants, Products & Suppliers
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## ATE 2020 Training Features:

- ★ 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:**



**Register TODAY at [ATETrainingExpo.com](http://ATETrainingExpo.com)**  
or call toll-free 877-257-2100

## TWO-DAY CLASS: FRI. & SAT.

Required to attend BOTH DAYS: Friday, March 27 and Saturday, March 28

### ◆ Mastering Profits & Financials

Dan Gilley – Sponsored by RLO Training

8:30am - 4:30pm

Competition has created a need for Shop Owners and Managers to have a full understanding of and methods to improve performance in all areas of their business in order to achieve or exceed automotive repair industry performance benchmarks. There are many key performance indicators to track. Which one or ones are the most important? This workshop will answer that question and give you methods to improve your key numbers as well as a plan to assist in achieving income goals. Tracking numbers and getting your team onboard will lead to ensuring that jobs are sold correctly and profitably. You will learn how to: setup a financial statement which renders comparable figures in the auto repair industry; understand critical financial ratios; improve gross and net profits; minimize operating expenses; control inventory; improve shop productivity and efficiency; calculate a labor rate based on costs; discount profitably; better utilize your facility; calculate Service Advisor performance; improve and maximize car count; maximize potential of the customer database; and improve the three routes to profits.

## FRIDAY, MARCH 27

### ■ Confident Selling

Maylan Newton – Sponsored by ESI

8:30-11:30am

What's the difference between a Service Writer selling 50% and one that sells 90% of their attempted sales? In short, Confidence! Confidence selling is the key to most GREAT sales individuals. Join Team ESI for a class in Confidence selling, the Techniques, the Attitude and the results you should expect.

### ◆ Creating the Most Value in Your Business

Cecil Bullard – Sponsored by WTI

8:30-11:30am

If I just fix enough cars I will make a profit. – Why this statement is a lie and how to win the Game. Many business owners are working too hard and earning too little while their children grow up and they grow old. Their business circumstances controlling them. Learn what you can do to create value in your business and gain control. Learn how to get what you want and live the life you want.

### ◆ ■ Get a Grip – Mastering Organizational Skills

Kim Auemheimer – Sponsored by WTI

8:30-11:30am

Is Chaos your daily norm? By mastering your mess and taking control of the seconds, minutes and hours of your day, you can dramatically increase productivity. Get more out of your business and your life. This class is essential for Shop Owners, Management, Service Advisers and Office staff looking to reduce the daily stresses of the business. Discover Organization and Time Management Tools that are in the palm of your hand; Identify "time robbers" and how to put them away forever; Experience how working more efficiently makes it easier to reach your goals. Discover ways to minimize distractions and maximize effectiveness; Organization is the root of good business management.

### ■ Show and Sell with Digital Inspections

John Burkhauser – Sponsored by BOLT ON TECHNOLOGIES

8:30-11:30am

Build trust with your customers by using digital inspections to educate them on the "why" of repair and service. Just as effective as showing the customer what's wrong with their vehicle in the bay, digital inspections put this education in the palm their hands. During this course you will learn: The basics of a properly completed inspection; Building customized inspections that even can build value in diagnosis;

Understand the importance of photographs and video in educating your customers; Maintaining a complete history on every vehicle keeping your customers coming back; Increase your ARO by over 30%. During this session we will cover the basics of inspection from how to build, perform, edit and send them to customers. Helping you build a documented history with each customer that not only brings them back to your shop but has them buying more of the services they need. Leading to greater profits for your shop.

### ● 6.7L Cummins Operation and Diagnosis

Lonnie Horn – Sponsored by CTI

8:30-11:30am

The 6.7L Cummins diesel engine was introduced mid model year of 2007 The first release of the 6.7L engine was rated at 350 HP and 650 lb ft of torque which was a slight increase from the 2007 5.9L production of 325 HP and 610 lb ft of torque. As of the 2018 model year the 6.7L Cummins turbo diesel engine produces up to 900 lb ft of torque. The new 6.7L Cummins design was not solely created for performance improvements but focused largely on meeting the current and future emissions standards without sacrificing the towing power Cummins customers had grown to love. This newly designed 6.7L Cummins was a fresh platform on which future emissions restrictions could be met. Topics include 6.7L Cummins engine design and specifications; fuel quality influences; systems testing and diagnostic approach; fuel system analysis; turbo operation and testing; emissions and aftertreatment function and diagnosis.

### ● ● ☆ ADAS

John Shewbridge – Sponsored by Hunter Engineering

8:30-11:30am

ADAS is Advanced Driver Assistance Systems. While many of these systems have been around for over 10 years, such as SAS Steering Angle Sensors, the majority of which can be reset using Hunter Engineering Elite alignment machines, they are evolving rapidly into Adaptive Cruise Control, Lane Departure Warning, Blind Spot Indicators, Night Vision, Brake Assist Systems and more. This class is designed to help you get a better understanding of OEM requirements and their position statements on resetting these systems, the insurance companies and how they are looking at this as well. The systems are changing rapidly as well as the resetting procedures. We will be talking about all these issues and how the industry is responding at this time.

### ● ☆ Advanced Gasoline Direct Injection

Gary Smith - Sponsored by WTI

8:30-11:30am

Theory of Operation and Field Service Issues \* UPDATED CLASS! Learn the 3 Main Types of GDI Engine Controls and the Differences in How They Operate. Learn how GDI fueling and control strategies differ from MPFI vehicles and why this is important in diagnosing GDI vehicles accurately. Learn how depositing affects the GDI engine, and techniques used to diagnose this condition. NEW! Actual case studies are used in class to cover drivability data diagnosis and the importance of the GDI Drive Cycle. Specific fixes to multiple tough to solve GDI problems from our technician support line. Case study based look at injection strategy and diagnostic strategy for injectors and air side controls.

### ● ☆ BMW Diesel – The Ins and Outs

Eric Scharping – Sponsored by OPUS IVS Powered by Autologic

8:30-11:30am

Eric Scharping will deliver an abridged portion of the popular WTI BMW Diesel Technology full day class. This training session will focus on the prolific BMW M57 diesel Air Management system (In) and the SCR NOx aftertreatment system (Out). Eric Scharping's impassioned technical training approach couples BMW's system-oriented training with test procedures and real-world nominal values; unique to his presentations. This seminar will emphasize the dynamic relationship of the EGR and

Turbo charging systems in the Air Management framework. Eric offers a “best practices” testing sequence that will streamline the order of diesel system diagnosis. On the other end; the Selective Catalyst Reduction (SCR) system components and operation, will be examined. The SCR and DPF relationship will be demystified. Eric is an advocate of a 1,2,3 approach to diagnosing the SCR system. The SCR system has been one of the most difficult systems to efficiently diagnoses and repair; for many workshops. The knowledge gained from this presentation, simplifies the approach and delivers accurate results.

### ● 🌱 Calibration Insights

*Scott Brown*

**8:30-11:30am**

This session will talk about strategies manufacturers use to achieve objectives such as predicting/measuring cylinder air for fuel control, catalyst warm-up, engine noise management, torque management, NVH, power enrichment, and more. We will focus heavily on taking an inside look at the actual calibration tables from vehicles of the past and compare them to the current day. We'll investigate many of the functions taking place in the background which will provide some new perspectives for anyone tasked with solving driveability and emission problems on today's vehicles. Prerequisites: Solid understanding of engine operation; Solid understanding of fuel injection and fuel delivery systems; Knowledge of ignition systems; Knowledge of emissions controls; and a desire to gain a deeper understanding of scan tool data and how to leverage it.

### ◆ Diagnostic Mindset – Hands-On Setting (Instructor Class)

*Jeffrey Curtis – Sponsored by Consulab*

**8:30-11:30am**

Time is of the essence in your learning as well as your student learners time. How do we add more to our courses that are already overloaded with tasks? This session will explore the use of live components in a classroom/lab setting to facilitate student learning of engine mechanical failures and CAN Bus diagnostics in a timely manner. Session attendees will be participating in various hands-on learning activities to model with their student learners. Concepts of formative and summative assessments will be discussed throughout the session so that instructors may walk out the door and use these concepts. This is not a PowerPoint driven class. You will not be sitting in one place for this session. Come join us as Jeff leads us through past practices and into future strategies for student learning.

### ● ● Diagnostic Application of Wiring Schematics

*Kevin Leiby – Sponsored by CTI*

**8:30-11:30am**

This course guides technicians through the effective use of wiring schematics as a diagnostic tool. Learn to combine schematics circuit operation information and power flow techniques along with applied circuit principles to diagnose problems quickly and accurately. Find electrical faults fast by recognizing the characteristics of shorts opens and high resistance circuit problems. Learn the most effective tools and techniques to use for a given fault. During this interactive course students will use selected schematics to diagnose assigned circuit problems and condition.

### ● 🌱 Engine Mechanical Diagnosis w/Electronic Equipment

*Scott Shotton*

**8:30-11:30am**

This class covers the use of current probes, vacuum transducers and pressure transducers to quickly diagnose engine mechanical issues effectively. Often, using the techniques discussed in this class, the amount of physical teardown to confirm the diagnosis will be minimized. 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.

### ● 🌱 Push Button Ignition

*John Thornton – Sponsored by WTI*

**8:30-11:30am**

Push Button Ignition is very common on today's vehicles. These systems can be broken down into 3 broad categories: Immobilizer, Steering Lock and ACC/Run/Crank Relay Control. This class will assist technicians in developing a diagnostic routine for handling the common complaint of “I press the button and nothing happens”. The instructor will emphasize system understanding, and scan data interpretation. Tools used to check for Low Frequency and Radio Frequency wireless transmissions will also be discussed.

### ◆ Lunch Keynote: The 2nd Derivative

*Scott Brown*

**12:15-12:45pm**

It's more than fixing broken stuff – Scott Brown will discuss some of the early technical challenges he experienced in his career beginning in the early eighties and talk about how his continuous drive for knowledge and information helped to move him through a successful career in the automotive service industry. His talk will discuss how he's been able to leverage his actions of the past in order to open doors in the future.

### ◆ Branding to Attract the Ideal Customer

*Kim Auemheimer – Sponsored by WTI*

**1:30pm – 4:30pm**

Does your ideal customer exist? Are you attracting the right customer for your shop? Branding makes a memorable impression on your customers. It's your way to set yourself apart from and above the competition. Build unique identifiable branding so YOUR shop resonates with YOUR customers. If you're selling to everyone, you're selling to no one! Identify if your shop is in the midst of an “identity crisis.” Define your brand by knowing the WHY of your business. Discover how strong branding creates the foundation for all marketing efforts and strategies.

### ■ Creating an Excellent Experience for Your Customers

*Matt Winslow – Sponsored by ATI*

**1:30pm – 4:30pm**

Discover how to increase your sales, stabilize your car count, and drive profits to your bottom line with six proven steps to legendary customer service. You'll learn how to wow your customers, turn them into clients who come back for additional services, and gain advocates who refer their friends and write rave reviews about you on the Internet.

### ◆ ■ Selling Diagnostic Labor Profitably

*Mark Seawell – Sponsored by RLO Training*

**1:30pm – 4:30pm**

Let's face it, Technician wages are skyrocketing, and more and more of the vehicles coming into auto repair shops are requiring some form of diagnostics! With the high costs of Technician's training, equipment, and information systems, business owners can no longer afford to give away the Technician's time. This course demonstrates how to improve processes of charging for diagnostic labor and providing the customer with full value for monies spent. To begin substantially improving your billed hours tomorrow, attend this course!

### ◆ Don't Be That Guy

*Bruce McDowell – Sponsored by Technician Academy*

**1:30pm – 4:30pm**

In 20+ years in this industry and having retired from the military, I have worked for several owners and supervisors. Some good, some not so good. I have also supervised independent shops and managed dealership service departments. This course is for the owners and supervisors that truly want to have an exceptionable shop with



exceptionable people. In the military, the Commanding Officer is overall responsible for everything. It's the same at your shop. Accepting that responsibility and becoming the "boss" people want to work for is the first step toward recovery. If you are a "boss" that is not willing to accept some truths about yourself, and is happy going through employees like McDonalds does fry cooks, then this course IS NOT for you.

### ● ☆ **Advanced Alignment Angles Level 2 and 3**

*John Shewbridge – Sponsored by Hunter Engineering*

**1:30pm – 4:30pm**

This class is to talk about the features of your alignment machine that you may not be familiar with and take you to the next level beyond red is bad and green is good. The additional adjustments button will unlock features such as; Steering Axis Inclination; Scrub Radius; Front and Rear Setback; Max Steering Angle; Body Dimension Audit; and Ride Height. A few minutes of inspection will provide numbers and information that will be a win, win for your bottom line and your customer's satisfaction.

### ● ● ☆ **Application of Electrical Test Tools**

*Kevin Leiby – Sponsored by CTI*

**1:30pm – 4:30pm**

Understanding electricity and electrical circuits is becoming the ultimate quest for the future automotive technician. A good electrical foundation is not only a bonus as in the past but a necessity in the future. Nothing will solidify the demand for a technicians skills in the future job market like electrical savvy. Understanding what methods work what tools are available and what test to perform will make every technician more valuable and profitable for many years to come. Electricity for the most part is unseen. We will explore the tools that enable us to visualize what is happening on a circuit With the right tool a technician can predict the outcome of a circuit and compare the measurements obtained during testing to the expected values. As simple as that sounds it gets complicated when how the tool is testing the circuit is not properly understood. In this class we will explore both normal and faulted circuits and demonstrate proper electrical tool application.

### ● ☆ **Automotive HVAC Update**

*Dave Butters – Sponsored by CTI*

**1:30pm – 4:30pm**

This HVAC Update class is designed to familiarize the shop and technicians with the current state of AC service. While it is not designed as a complete AC refresher course it touches on many foundations from previous courses and adds current information regarding new technologies diagnostic techniques and the critical nature of HVAC systems today. Who should attend? Both technicians and customer service personnel. Topics include current equipment standards and how to verify capabilities; the future with R.1234yf and how it will impact the service bays and customer satisfaction; real information on safety with new refrigerants; changes in leak detection and how to verify equipment operation; a thorough review of the new service process and machines including video demonstrations; a review of testing practices with added tools and techniques to save time and increase accuracy.

### ● ☆ **BMW/Mini Bus – A Pragmatic Analysis**

*Eric Scharping – Sponsored by OPUS IVS Powered by Autologic*

**1:30pm – 4:30pm**

Eric Scharping will present an abridged portion of the WTI BMW/Mini Bus Systems full day class. This presentation will offer a bus system overview and select bus system diagnostics. Eric Scharping takes the "factory" BMW Bus system training information and extracts the content that can be used to diagnose and repair vehicles; and leaves the rest. A diagnostic routine that maximizes results and minimizes testing time will be provided for consideration. A focus of this course will be recognizing the difference between properly functioning bus and a malfunctioning one; with various tools and techniques.

### ● ☆ **CAN Bus Fundamentals**

*Gary Smith – Sponsored by WTI*

**1:30pm – 4:30pm**

Theory, systems and diagnostic applications. Learn the theory of the CAN Bus Protocol and understand the communication methods. We will look at CAN Bus physical and transport lines (Wiring); voltages; termination and operating characteristics. System topology (Layout), gateways and newer multi-protocol communications are covered. Companion protocols, Flex Ray, MOST, LIN and older UART "K" Lines on Euro vehicles covered. Learn diagnostic methodology using simple test approaches. Case studies look at CAN failures and fixes using Voltmeters, Ohmmeters and Lab Scopes. Learn the analysis of communication bus lines using lab scope waveforms for clues to the source of the problem.

### ● ☆ **Duramax Diesel Diagnosis & Service**

*Phil Fournier – Sponsored by Standard O'Reilly*

**1:30pm – 4:30pm**

In 2011, GM introduced the LML and LGH Duramax engines which also introduced the new Bosch CP4 high pressure fuel pump. These systems have presented technicians with new service opportunities other shops may veer away from. In 2017, GM introduced the L5P Duramax that included a completely new high pressure fuel system and turbocharger. Technicians will learn operating principles of the fuel and turbocharger systems on each of the new platforms, as well as, exhaust aftertreatment systems for each application. Technician will see fuel system replacement procedures and tips on the LML engines due to high failure rates of the CP4 pump. After completing this class, a technician will be able to: Understand the LML and LGH fuel systems; Diagnose and repair fuel system failures; Understand turbocharger systems on the LML and LGH engines; Introduce new L5P fuel system and electronically controlled turbocharger; and Identify aftertreatment components and common failures.

### ● ☆ **GDI Operation and Diagnostic**

*John Thornton – Sponsored by WTI*

**1:30pm – 4:30pm**

GDI vehicles are common in today's service bays. This class will focus on the high pressure fuel system. Using a case study format, the two primary areas which will be covered are the high pressure fuel pump and the high pressure fuel injectors. 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: Gasoline Direct Injection Overview; High Pressure Pump Operation and High Pressure Fuel Injector Operation.

### ● ● **Transmission Diagnostics for Non-Trans Techs**

*Scott Shotton*

**1:30pm – 4:30pm**

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 a transmission issue. Why loose the customer? This course outlines a logical process for attacking transmission failures. Using tools and techniques that driveability technicians already possess, 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.

### **Educators Roundtable**

**4:00-5:00pm**

Please join us for The annual "Educator's Roundtable" meeting is a sharing of thoughts and ideas for all automotive instructors as well as updates to any changes in NATEF, ASE, and AYES. We would also like to include Automotive Shop Owners to open up the line of communication

between the schools/colleges and Automotive Repair Shops. Richie del Puerto Sno-Isle TECH Skills Center.

## SATURDAY, MARCH 28

### Breakfast Keynote

Dave Schedin Sponsored by CompuTrek

7:15-8:00am

BE A BETTER YOU can't be overstated. It's the secret to separating yourself from the pack and will bridge you to goals you have yet to reach more quickly. Personal growth is the greatest separator between those who succeed and those who do not, and its importance can't be overstated; yet, we undermine our growth by investing in things that numb us to the reality of how short life really is.

### 🌟 Hands-On Scope & Electronics 101 (All day class)

Bernie Thompson – Sponsored by WTI

ALL-DAY: 8:30am-4:30pm

**MANDATORY – Bring Your Complete Scope Kit including: Leads, Filters, Attenuators, and Current Probe.** This is a hands-On with advanced electronic engine simulator. Learn how to setup your scope: Voltage, Time Base, Triggers, and more. Automotive electrical circuits and diagnostics explained. Circuit and Waveform Analysis. This hands-on class will cover the operation and testing of Series circuits, Parallel circuits, Series Parallel circuits. **Limited to 25 people!**

### 📌 Adopting Technology in your Operations

Chris Cloutier – Sponsored by Autotextme

8:30-11:30am

As owners, we want to increase productivity, improve efficiency, and enhance the customer experience we provide in our automotive repair shops. But, now that we all offer a free bottle of water, we need to make a bigger impact. We need technology to help build our competitive advantage to separate us from the rest of the pack. In this class, We will discuss the three stages of technology, describe where the majority of shop owners are, and define the progression of advanced shop owners. Do you have a web presence? Are you using a digital vehicle inspection? Are you using a digital work order? Find out where you're located on the timeline.

### 📌 The Service Advisors Guide to the Galaxy

Bruce McDowell – Sponsored by Technician Academy

8:30-11:30am

The Service Advisors guide is aimed at the newly hired or less than 1 year Advisor. It begins with "Don't Panic!". There are stories of people hired to be an advisor who go to lunch their first day and never come back. Staying in control of yourself first and then the situations we find ourselves in is the key. "If you're not in control, you're out of control!" We'll look at the 7 P's and how they apply. The 7 P's are: Purpose, Person, Phone, Process, PMI, Perception, and Payback. The Purpose and the Person begin by looking at why there are Service Advisors and if you are the right person for the job. Phone, Process and PMI can be taught to those willing to learn. The Perception is how our customers see us. Finally the Payback will demonstrate why we do it ... and it's not just for the money. **Please bring some of the numbers for your shop to help you during this class: average RO, Car Count, number of techs, and number of bays.**

### 📌 Making Selling Easy – Rigging the Game

Cecil Bullard – Sponsored by WTI

8:30-11:30am

Success in selling is about helping the client to like you and understand the value of what you have to offer. Real salespeople know how to improve the odds that the client will buy and there are many things that improve the odds. When the client sees more value than what they are being asked to pay they will almost always buy. Learn how to position

yourself and your product and improve sales. There are many ways to improve the odds of selling the client and we will cover more than 30 of those. Redirecting is key to the close, learn how to close more clients without pushing.

### 📌 The Graying of Garages; What it Means to Your Shop

John Burkhauser – Sponsored by BOLT ON TECHNOLOGY

8:30-11:30am

Industry respondents to a recent survey indicated that half of them will retire in the next ten years. Fifty percent in the next ten years! Some will close their shops, pass them down in the family or sell their shops to chains and independents. This tsunami of change is going to affect every corner of the automotive repair industry including you. During this session you will learn: • The what and why this is about to happen • What it will mean for the industry and your shop • How you should prepare if you are retiring or still in for the long haul • Is it time to sell or to expand? • How you can benefit from this wave of change During this session we will discuss why this is happening, the possible effects, and what you should do with your shop to benefit from this incredible change. No matter what phase you and your business is in, just beginning, cruising along with thoughts of retirement decades away, or even being part of the wave of retirement, this session will be important to you and your future.

### 🌟 Diesel Aftertreatment System Overview & Diagnostics

Karl Schneider – Sponsored by Bosch Automotive Aftermarket

8:30-11:30am

Exhaust gas aftertreatment systems are an integral part of today's common rail diesel vehicles and understanding how to diagnose and service these emission control systems is critical for optimal vehicle operation and longevity of these expensive components. In order to reduce Nitrogen-oxide (NOx) output, many vehicle manufacturers have elected to utilize a Selective Catalyst Reduction (SCR) system. This seminar will provide the information needed to understand and diagnose passenger car and heavy duty diesel Denoxtronic systems. Topics Covered: Overview of aftertreatment system components; Review of SCR DeNOx theory of operation; Denoxtronic 3.1 passenger car system overview; Denoxtronic 2.2 heavy commercial and off highway system overview; Review diagnostic and service procedures; What tools are needed to service SCR systems.

### 📌 DVOM Revisited

Lonnie Horn – Sponsored by CTI

8:30-11:30am

Every technician has access to a digital volt-OHM meter. This course will help increase your diagnostic capabilities while using a DVOM. Focus will be to fully understand voltage drop testing as well as a new view on parasitic draw testing using the DVOM. Additionally, a review of AC ripple tests and inductive amp clamps will be addressed.

### 🌟 Ford Eco Boost Diagnostics & Repair

Phil Fournier – Sponsored by Standard O'Reillys

8:30-11:30am

The Ford EcoBoost engine is in wide use by Ford and it comes in a variety of displacements and configurations. Technicians need to understand how the engine control system uses valve timing, air management, and direct injection fuel control to generate the high power available. Special techniques are needed to determine the cause of fuel control or low boost faults. The goal of this class is to prepare the aftermarket technician to diagnose and repair driveability problems on Ford EcoBoost equipped engines. We will present diagnostic scenarios including misfire, boost faults, air and fuel control faults, and EVAP codes using real world examples. We will also demonstrate components replacement best practices. After completing this class, a technician will be able to: Identify EcoBoost engines and components; Diagnose boost control faults; Diagnose misfires; Diagnose EVAP codes;

Diagnose high pressure direct injection faults; Analyze scan data for diagnosis and Acquire and analyze scope waveforms for diagnosis.

## ● ● Rotating Electrical

*Nelson Davis – Sponsored by AutoZone*

8:30-11:30am

This course provides an in-depth look at rotating electrical systems, function, known issues and parts identification for Ford, GM and Chrysler charging systems. During the course, participants will: Learn alternator fundamentals; Review common diagnostic tips; Understand specific component function and system operations; Identify reasons for malfunctions, Installation and system design changes.

## ● ● TPMS Requirements, Processes and Procedures

*W Ripplettoe – Sponsored by AutoZone*

8:30-11:30am

This course gives participants in-depth understanding of TPMS through case studies and hands on training. During the course, participants will: Learn about TPMS service requirements, processes and procedures; Use scan tools and hand tools to properly diagnose and repair damaged TPMS systems; Learn correct tire mounting and dismounting procedures and proper installation processes; Understand the TREAD Act and the legal requirements of TPMS.

## ● ☆ Vehicle Communication Breakdown

*Adam Robertson – Sponsored by CTI*

8:30-11:30am

The expansion and use of multiple on board control units that communicate with each other in one or more networks in the vehicle has become complex. In addition, modern day networks such as Bluetooth and Ethernet that allow customers to run programs in the vehicle (such as email, GPS navigation, calendar management, etc.) means that diagnosing today's vehicle network-related problems can be challenging – to say the least. This course will give you a thorough understanding of how modern vehicle networks operate and communicate, have resources for gathering information concerning network codes and protocols, and enhance your network diagnostic capability through case studies of actual vehicle network communication problems.

## ● ☆ VVT Fundamentals & Diagnostic Process

*Eric Ziegler*

8:30-11:30am

Using case studies of repaired vehicles & actual part cutaways this class demonstrates how VVT systems work, what kinds of problems they have, and what can cause these systems to set codes. The focus is a diagnostic routine that provides a flow of testing steps with technician checkpoints along the way. Topics covered include: types of VVT systems, using scan data, correlation and performance codes, finding problems without disassembly, testing phasers, actuators and solenoids and more. Technicians need a trusted process they can rely on to uncover VVT problems & the routine highlighted will lead you to a successful conclusion for Asian & Domestic vehicles.

## ● ☆ VW AUDI Self Guided Fault Finding

*Chris Martino – Sponsored by OPUS IVS Powered by Autologic*

8:30-11:30am

The Essentials of Developing and Executing Effective Productive Test Plans. Have you ever retrieved faults from a VW AUDI and wished for Guided Fault Finding? Unless you are using ODIS with all the factory goodies, you may be left out in the rain. Or are you? In this abridged training session, Chris Martino present the cognitive tools he, and many other successful Technicians, use to build diagnostic test plans based on the faults, symptoms, technical information resources and proven test techniques. Chris Martino will simplify the VW AUDI specific "Track" Diagrams. He will teach you the skills to quickly and confidently map your Test Plan with those Wiring Diagrams. You will see the benefits and

disadvantages of VW AUDI ODIS and the Major aftermarket information services. If you desire to break the chains of "fault code paths" and truly test/verify components, circuits, systems (including mechanical defects) with an oscilloscope and advanced accessories; this knowledge is a cornerstone for that vision.

## Lunch & Entertainment

12:30-1:00pm

## ◆ ● A+ Team Selling – How to Build Strong Sales

*Dave Schedin – Sponsored by Computrek*

1:30pm – 4:30pm

This class is all about the Technicians and Advisors with the full support of owners taking care of the customers with proven real world tools in such away everyone wins! This class will cover how Technicians and Advisors can communicate better; sell and make more; increase productivity and efficiency; and put out a better final product. Learn how to provide an environment where Technicians and Advisors can both succeed.

## ◆ ■ Better SmartPhone Skills for Photo & Video

*Holli Margell*

1:30pm – 4:30pm

Do you wish your SmartPhone took better photos? What about your Video skills? This class is here to help. You will discover how to use all the key elements with your SmartPhone for better results. This class is designed to help you use and discover the tools on your phone, and time to practice with a hands on portion of the class. Charge your phone and bring it to this class. You'll leave ready to practice with a "cheat sheet" of notes designed to help you get social media ready too.

## ◆ ■ Diversity & Grow Your Business With Assets You Have

*Jill Trotta – Sponsored by RepairPal*

1:30pm – 4:30pm

Are you losing upsell work to poorly equipped, maintenance-focused service centers? In this class, we'll take a frequently dismissed slice of the repair business and show you how to quickly grow it into a machine that generates revenue, builds skilled technicians and retains customers.

## ■ Exceptional Customer Handling

*Greg Marchand – Sponsored by Advance Professional*

1:30pm – 4:30pm

Exceptional Customer Handling Skills provides participants with industry best practices that lead to increased customer satisfaction, higher customer retention, and better profitability. Attendees also learn how to reduce the anxiety of dealing with upset customers. The techniques and industry best practices presented during this interactive seminar will increase your customer satisfaction, decrease your frustration, and help you to create an exceptional customer experience.

## ● ☆ Common Rail Diesel

*Karl Schneider – Sponsored by Bosch Automotive Aftermarket*

1:30pm – 4:30pm

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. Topics Covered: CRD Theory and Operation; Fuel Delivery Methods; Low Pressure; High Pressure; Piezo and Solenoid Injector Overview; Overview of Typical Sensors and Actuators.

## ● ☆ Diagnosing Turbocharged Vehicles with VE & Fuel Trims

*Scott Shotton*

1:30pm – 4:30pm

This course starts with a review of volumetric efficiency on naturally aspirated applications and moves into how to diagnose MAF equipped turbocharged applications using volumetric efficiency and fuel trim numbers. The techniques covered can be used with generic/global tools as well as OE scan tools. Issues covered will include: lean conditions, rich



conditions and low-power complaints. Time will be spent on predicting what good volumetric efficiency numbers should be on forced induction applications. Time will also be spent on the differences between gage/absolute pressures and different units of pressure measurement.

### ● 🌟 Digital Storage Oscilloscope Application Testing

Dave Butters – Sponsored by CTI

1:30pm – 4:30pm

This course presents practical application of digital storage oscilloscope DSO techniques. Appropriate testing methods of major automotive systems including fuel ignition, charging, starting and engine mechanical will be presented. Each system will be approached with the following questions: What am I working on? How does it work? What questions do I need answers for effective analysis? What DSO technique can I use to obtain those answers? What results should I expect?

### ● General Motors Platforms Operation and Diagnosis

Tom Smith – Sponsored by CTI

1:30pm – 4:30pm

General Motors has been improving and refining their powertrains and engine management system at an accelerated pace over the past few years. This course will present the operation and diagnostic techniques the aftermarket will need to service this large segment of the repair market. Each major GM system will be covered using not only OE tooling but capable aftermarket scan tools and techniques. Topics will include: engine mechanical highlights; fuel system operation and diagnosis; ignition system operation and diagnosis; air Induction and turbocharging; emission components and monitoring strategies; network configuration and reprogramming; and current service issues.

### ● 🌟 J2534 Domestic Programming Update

Adam Robertson – Sponsored by CTI

1:30pm – 4:30pm

J2534 is a constantly changing arena of technology. As the need for programming in the shop bay increases, especially with mandated OE diagnostic software being provided for use with a J Device, technicians have to be more familiar with the J2534 process. This class will focus on the need for J2534 today. The current information for hardware setup, software configurations and changing OE websites will be covered in detail. Topics will include: computer and operating system setup; Java and Browser security configurations; J Device selection and management; OE websites and APIs and the reprogramming process; and problems and solutions.

### ● ● ■ Leveraging Technologies to Streamline Diagnosis and Repair

Eric Ziegler

1:30pm – 4:30pm

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.

### ● Vehicle Communication Diagnosis

Phil Fournier – Sponsored by Standard O'Reilly

1:30pm – 4:30pm

Network communications are the backbone to the ever-increasing new technology being introduced into today's vehicles. Systems ranging from power windows to ADAS rely on inputs and outputs from other modules. As a result, additional networks and communication protocols

are being added to support these higher network loads. Technicians will be introduced to communication network concepts and to some changes in communication systems. Additionally, diagnostic procedures will be demonstrated to prepare technicians for communication faults. After completing this class, a technician will be able to: Understand the basics of data communications; Identify different communication protocols; Understand Gateway Modules – purpose and functions; Understand various network physical layers; OE Specific Network Protocols; and Diagnose network communication faults.

### ● 🌟 VW AUDI Body Electrical Bus Systems

Chris Martino - Sponsored by OPUS IVS Powered by Autologic

1:30pm – 4:30pm

Chris Martino will Spotlight VW AUDI's Body Bus systems in this abridged yet detail oriented technical presentation. An overview of the Bus networks used in late model VW AUDI's will provide a working knowledge of functions and testing perimeters. At the center of it all is the Gateway(J533). The Gateway operation and control strategies for communication, information storage and Energy Management will be explained. The Body Module's (J519) central role in the body electronics final staging, Energy Management and information storage will be comprehensively profiled. Chris's passion for system knowledge as the basis for developing a diagnostic strategy; will be apparent when he demonstrates his approach; with relevant case studies. The modern VW AUDI is only adding technology to the passenger compartment and body exterior. It is the technology that the vehicle Owner is the most intimate with. An escalated priority for these systems to be understood and diagnosed efficiently must be acknowledged. Body Electronics malfunctions; and how proficiently repair is carried out, can affect the Owner's relationship with the vehicle and your repair shop. Chris will inspire the attendee to achieve that proficiency.

## SUNDAY, MARCH 29

### Breakfast Keynote

7:15-7:45am

### ■ Converting Price Shoppers to Loyal Customers

Jill Trotta – Sponsored by RepairPal

8:30am – 11:30am

You may think price shoppers are a pain, but did you know 58% of consumers feel they weren't charged a fair price for their last car repair? Given this unfortunate statistic, it's no wonder people are worried about cost. In this class, we'll dive into consumer perception, how they're using the internet, and how you can use this information to your advantage. You can use simple tools to gain trust with these shoppers and turn them into lifelong customers.

### ◆ ■ Maximize Customer Recovery

Mark Seawell – Sponsored by RLO Training

8:30am – 11:30am

What happens when something goes wrong? Do you have a plan and a procedure to keep your customers? Shops that work to satisfy their customers when something goes wrong are more likely to have loyal returning customers. This workshop covers the steps needed to recover from a mistake and earn the customer's loyalty.

### ◆ New Employment Laws & Safety Programs

Rose Gunderson & Rick Means –

Sponsored by Washington Retail Association

8:30am – 11:30am

Considering the passage of 11 state employment laws during the 2018-19 legislative sessions, businesses with employees in Washington State will do well to scrutinize and update their hiring, payroll, and employment practices. You will learn: • A list of the 11 new laws • Where to find resources from state agencies • Implications to your employment

and recruitment • Best practice ideas (This will be the opening session for Washington Retail and will be 1.5 hours long. Accidents happen and they cost business thousands of dollars each year with lower productivity, morale, and they affect your profits. Besides being required by law, safety programs provide fewer injuries, lowers worker's compensation costs, increases productivity, which improves customer service. • True Cost of Work-Related Injuries • Top Ten Citations Safety Programs are a valuable tool for your company and helps the bottom line for your company. The second half will be Rick Means presentation on Safety)

### ◆ Sustainable Automotive Cashflow 101+

*Dave Schedin – Sponsored by CompuTrek*

8:30am – 11:30am

IN THE FOG? Need to put out an APB on your missing cashflow? Every thought, every decision you make is critical for your business and has a direct impact on your bottom line. This nuts and bolts workshop will elevate your current understanding and educate you on automotive 'real-world' financials. Realizing profitable financial success begins by setting intentional goals, creating actionable steps and understanding your 'live' numbers to measure, drive and course correct. Those numbers mean nothing without understanding the wisdom of those numbers. From fog to clarity, you'll discover systems and tools that can be immediately utilized in your business to create positive cashflow. **Reports to bring: P&L: Last full 12 months; Balance Sheet: Year-to-Date; Sales & Gross Profit Management Report showing sales and costs of: Labor, Parts, Sublet, Tires, Supply Fees, Discounts, RO Count, and Labor rates.**

### ● The Technician Service Advisor Challenge

*Greg Marchand – Sponsored by Advance Professional*

8:30am – 11:30am

Sometimes communication between technicians and service consultants is a challenge. This interactive course provides an understanding of perspectives from both sides of the shop. Participants will discuss communication challenges and real world scenarios that occur within their work environment all with the intent of understanding, diagnosing, and resolving these challenges. Tools, tips, and techniques for handling a wide range of technician challenges will be learned in a fun and challenging environment. Technicians and Service Advisors are encouraged to attend together!

### ● ADAS Set-up and Calibration

*Eric Ziegler*

8:30am – 11:30am

Advanced Driver Assistance Systems are emerging in the collision and auto repair industries and they are most certainly here to stay. This class will discuss these systems, their operation and the challenges and opportunities they present. Discussion will include but not limited to; Adaptive Cruise Control (ACC). Blind Spot Monitoring (BSM) Lane Keep Assistance System (LKAS), Lane Departure Warning (LDW) and other camera based systems. This is a no-nonsense investigation of these mission critical safety systems, how they work, their advantages and disadvantages, why manufacturers are using them and most importantly what service opportunities they present for repair facilities. Some services can be done with tools the shop already may already own. Many real-world examples will be used.

### ● Diagnosing Difficult Deposit Driveability Concerns

*Gary Smith – Sponsored by WTI*

8:30am – 11:30am

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 vehicles. This is an eye-opening class for techs, advisors and shop owners alike, and talks about critical knowledge that the OEMs are NOT teaching today... Learn how adding this strategy to your diagnosis saves time, un-necessary parts replacement and LESS COMEBACKS. A Must-See class for all.

### ● GM Stop-Start Technologies

*Tom Smith – Sponsored by CTI*

8:30am – 11:30am

General Motors introduced the first Stop-Start system on the 2014 Chevy Malibu as standard equipment and now have over 21 models using Stop-Start technologies. Topics covered are: Dual battery and control methods used to isolate the electrical systems during Autostop/Start; Robust starter motor technologies-Dual Tandem Starter design and operation; Capacitor and DC-DC (Transformer) Control Stop-Start systems; Common components found on each system; Stop-Start input and output control logic; DTC descriptors and scan tool diagnostic evaluation methods and Important best service practices to handle working on GM vehicles equipped with Stop-Start systems.

### ● Hybrid Battery Diagnostics, Reconditioning and Repair

*Jeff Sloan – Sponsored by Hybrid Automotive*

8:30am – 11:30am

In this course you will learn how to diagnose the most common NiMh hybrid battery failure modes, safely disassemble the battery, replace the necessary sub-components, reassemble the battery, and when appropriate perform the necessary steps to return it to service. This course will also include hybrid battery cell failure theory. 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 how-to content, understanding failure causes, and knowledge sharing.

### ● New Generation GM Diesel Engines

*Norbert Kist – Sponsored by ACDelco*

8:30am – 11:30am

This course prepares technicians to diagnose and service the new generation of diesel engines from General Motors, including the 1.6L offered in the Chevrolet Cruze, the 2.8L offered in the Chevrolet Colorado and GMC Canyon, and the 6.6L offered in the Chevrolet Silverado and GMC Sierra. Topics will include unique features, maintenance procedures, documented service concerns, and special service tools for each next generation diesel engine covered.

### ● To Catch A Thief – Electrical Testing

*Pete Meier – Sponsored by Motor Age*

8:30am – 11:30am

This informative presentation is focused at helping technicians overcome a common weakness – troubleshooting electrical faults. Pete has helped hundreds of technicians become comfortable tackling electrical problems. How? By helping them master fundamental electrical principles and testing techniques. In this session, Pete will help you shore up any holes in your understanding of electrical circuit operation as well as the factors that affect their function. Then, he'll share essential testing techniques you can apply your first day back in the shop!