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Inviting **ALL NWACA 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 NWACA 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.

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ATE Training Schedule | April 1-3, 2022

FRIDAY, April 1

	INSTRUCTOR	TIME (PST)
◆ Mastering Profits and Financials – Day 1 of 2	Dan Gilley	8:30am-4:30pm
◆ Creating the Most Value in Your Business	Cecil Bullard	8:30am-11:30am
■ Overcoming Objections – How to Win the Game	Maylan Newton	8:30am-11:30am
■ Reselling the Value of the Repair	Clint White	8:30am-11:30am
◆ Service Advisors – The Key to Business Success	Rick White	8:30am-11:30am
● 6.7L Cummins Diesel Operations	Lonnie Horn	8:30am-11:30am
●★ ADAS Update	John Shewbridge	8:30am-11:30am
●★ Advanced Gasoline Direct Injection	Gary Smith	8:30am-11:30am
●★ Asian Smart Charging Systems	Peter Sarantidis	8:30am-11:30am
●★ BMW Fuel Management Systems	Luke Murray/Jason Maldonado	8:30am-11:30am
● Diagnostic Application of Wiring Schematics	Kevin Leiby	8:30am-11:30am
●★ Engine Mechanical Diagnosis with Electronic Equipment	Scott Shotton	8:30am-11:30am
●★ Push Button Ignition	John Thorton	8:30am-11:30am
Friday Lunch – KEYNOTE	Thomas Blackwell	11:45am-12:45pm
●■◆ Advisor Mistakes and How to Avoid Them	Rick White	1:00pm-4:00pm
◆■ Change Your Language, Change Your Results	Thomas Blackwell	1:00pm-4:00pm
■ The 3 M's: Money, Mindset, and Mastering Your Revenue Goals	Jennifer Filzen	1:00pm-4:00pm
● Value – Is your Business an Expense or Investment	Mark Bortle	1:00pm-4:00pm
●★ Advanced Alignment Angles Level 2 and 3	John Shewbridge	1:00pm-4:00pm
●★ Application of Electrical Test Tools	Kevin Leiby	1:00pm-4:00pm
●★ Automotive HVAC Update	Adam Robertson	1:00pm-4:00pm
●★ BMW Turbo Technology	Luke Murray/Jason Maldonado	1:00pm-4:00pm
●★ Can Bus Fundamentals	Gary Smith	1:00pm-4:00pm
●★ Deciphering Gasoline Turbo Driveability	Guy Vesco	1:00pm-4:00pm
●★ Effective Engine Mechanical Testing	John Thorton	1:00pm-4:00pm
● Transmission Diagnostics for Non-Transmission Techs	Scott Shotton	1:00pm-4:00pm
Educators Roundtable – Everyone is Welcome		4:00pm 5:00pm

ATE Training Schedule, continued...

SATURDAY, April 2

	INSTRUCTOR	TIME (PST)
Saturday Breakfast – KEYNOTE	Dave Schedin	7:15am-8:00am
◆ Mastering Profits and Financials – Day 2 of 2	Dan Gilley	8:30am-4:30pm
◆ Creating Brand Champions and Customer Communication	Jimmy Lea	8:30am-11:30am
◆ ■ Is Your Internal Marketing As Good As Your External Marketing	Jennifer Filzen	8:30am-11:30am
■ Make Selling Easy – Rigging the Game	Cecil Bullard	8:30am-11:30am
◆ ■ Firing a Customer – Not Everyone is Your Customer	Mark Bortle	8:30am-11:30am
● ● DVOM Revisited	Lonnie Horn	8:30am-11:30am
● ● ☆ Hybrid and EV – Batteries and Charging	Peter Sarantidis	8:30am-11:30am
● ● Ford and Chrysler Controlled Charging Systems	Nelson Davis	8:30am-11:30am
● ● TPMS Requirements, Processes & Procedures	W Rippetoe	8:30am-11:30am
● ☆ Vehicle Communication Breakdown	Adam Robertson	8:30am-11:30am
● ☆ VVT Fundamentals & Diagnostic Process	Eric Ziegler	8:30am-11:30am
● ● ☆ P0420 & P0430 “Keeping The Light Off”	“G” Trulia	8:30am-11:30am
Saturday Lunch – KEYNOTE	Gary Smith	12:30am-1:15pm
◆ ● A+ Team Selling – How to Build Strong Sales	Dave Schedin	1:30pm-4:30pm
◆ ■ Change Your Language, Change Your Results	Thomas Blackwell	1:30pm-4:30pm
◆ ■ Diversity & Grow Your Business With Assets You Have	Jill Trotta	1:30pm-4:30pm
◆ The Customer Connection	Rick White	1:30pm-4:30pm
● ☆ ADAS - Setup and Calibration	Eric Ziegler	1:30pm-4:30pm
● ● Body Control Series – Doors and Windows	Guy Vesco	1:30pm-4:30pm
● ☆ Diagnosing Turbocharged Vehicles with VE and Fuel Trims	Scott Shotton	1:30pm-4:30pm
● ☆ Digital Storage Oscilloscope, Application, Setup & Operation	Kevin Leiby	1:30pm-4:30pm
● GM Platforms Operation & Diagnosis	Tom Smith	1:30pm-4:30pm
● ☆ J-2534 Domestic Programming Update	Adam Robertson	1:30pm-4:30pm
● ● ☆ Understanding and Diagnosing Electric Hybrid Vehicles	“G” Trulia	1:30pm-4:30pm
● ● VW and Audi Charging Systems	Nelson Davis	1:30pm-4:30pm

SUNDAY, April 3

	INSTRUCTOR	TIME (PST)
■ Converting Price Shoppers to Loyal Customers	Jill Trotta	8:30am-11:30am
■ Achieving Maximum Sales	Maylan Newton	8:30am-11:30am
◆ Sustainable Automotive Cashflow 101+	Dave Schedin	8:30am-11:30am
● ■ ◆ DVI Why? Cultivating Service Advisor & Technician Buy-In	Clint White	8:30am-11:30am
● ● ☆ ADAS Best Practices	Tom Smith	8:30am-11:30am
● ☆ ■ Diagnosing Difficult Deposit Related Driveability Concerns	Gary Smith	8:30am-11:30am
● ● ■ Leveraging Technologies to Streamline Diagnosis & Repair	Eric Ziegler	8:30am-11:30am
● ● ☆ Master the Art of Electrical Fault Diagnosis	Pete Meier	8:30am-11:30am
● ● General Motors Regulated Voltage Control Charging Systems	Nelson Davis	8:30am-11:30am

FRIDAY, April 1, 2022

8:30am – 4:30pm PST

◆ **Mastering Profits & Financials – Day 1 of 2**

Required to attend BOTH DAYS: Friday, April 1 & Saturday, April 2 • Limit: 30

Dan Gilley – Sponsored by RLO Training

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.

8:30am – 11:30am PST

◆ **Creating the Most Value in Your Business**

Cecil Bullard – Sponsored by CTI-WTI

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 are 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.

■ **Overcoming Objections – How to Win the Game**

Maylan Newton – Sponsored by ESI

Are objections causing Service Advisor frustration ending in poor facility performance? Join Team ESI for a look at the most current effective methods and proven responses to age old objections, as well as fresh approaches to the Internet savvy customer. Bring your hardest objection lines with you and let ESI help you get through them.

■ **Reselling the Value of the Repair**

Clint White – Sponsored by Coaching with Intergirity

The cash-out and delivery of the vehicle back to the customer is not the end of the visit, rather it is the birthplace of a successful, profitable, and lasting relationship with your clients. Where some look to quickly shuffle their customers out the door after closing the repair order, others who are focused on providing an indelible customer experience, choose to embrace this opportunity to resell the value of the repairs and prevent buyer's remorse, repair regret and come-back chaos. The purpose of this course is to enlighten forward thinking Service Advisors and Shop Owners to the short-term and long-term benefits of having a well-structured and effective delivery process in place.

◆ **Service Advisors: The Key to Business Success**

Rick White – Sponsored by CTI-WTI

The role of an advisor in today's shop has never been more critical to its success or failure than it is today. There is less repair work to do, the time between service intervals is increasing, and buying habits have certainly changed. This means you're dealing with less trust, more customer stress & scrutiny, and less loyalty. Think your advisor is important? This session delivers the strategies you NEED to help your advisor sell more every day – during every appointment. Attendees will learn:

- Why service advisors are key to business success
- Best practices for service advisors
- The owner's role

FRIDAY, April 1, 2022, continued...

● 6.7L Cummins Operation and Diagnosis

Lonnie Horn – Sponsored by CTI-WTI

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 Update

John Shewbridge – Sponsored by Hunter Engineering

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 CTI-WTI

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.

●●🌱 Asian Smart Charging Systems

Peter Sarantidis – Sponsored by Napa Autotech

Asian manufacturers have unique approaches to computer-controlled charging systems. This class offers detailed information on popular Asian smart charging system designs, operations, and diagnostic procedures.

- Battery, belt, and circuit service
- Honda Electronic Load Detection (ELD) and dual-mode systems
- Toyota computer-monitor systems
- Nissan Intelligent Power Distribution Module and dual module systems
- LIN bus-controlled systems
- Using DMMS, scan tools, and scopes to diagnose computer-controlled charging system issues in specific applications

●🌱 BMW Fuel Management Systems

Luke Murray and Jason Maldonado – Sponsored by CTI-WTI

In this BMW Fuel Management System class you will learn:

- Direct Injection Strategies
- Low Pressure Fuel Supply - Components and Operation
- High Pressure Pumps - Operation and Diagnostics
- Fuel Tank Ventilation - EVAP Diagnostics
- Common Failures, Fixes and Diagnostic Routines

●● Diagnostic Application of Wiring Schematics

Kevin Leiby – Sponsored by CTI-WTI

This course guides technicians through the effective use of wiring schematics as a diagnostic tool. Learn to combineschematics, circuit operation information and power flow techniques along with applied circuit principles

FRIDAY, April 1, 2022, continued...

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

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 CTI-WTI

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.

12:15pm – 12:45pm PST

LUNCH KEYNOTE:

We Bring About What We Talk About

Thomas Blackwell

Our words are magic wands, and one can immediately change their results, their environment, and their life by simply changing their language.

1:00pm – 4:00pm PST

●■◆ **Advisor Mistakes and How to Avoid them**

Rick White – Sponsored by CTI-WTI

This course reviews the top mistakes Advisors typically make in a selling situation in a fast-paced, fun way shows you what you can do to avoid them! The class will be interactive and will combine instruction, stories, role-playing to showcase each mistake. At the end of each section there will be an easy to implement action list to avoid these common pitfalls. You will learn how to identify the most common mistakes made on the front counter every day and discuss best practices. You can use tools that will be provided in these situations to guarantee success.

◆■ **Change Your Language, Change Your Results**

Thomas Blackwell

We Will Discuss and implement:

- How to effectively communicate and attract what we really want, and eliminate the things we don’t want.
- The physical power of our words and how to change your language in order to change your results.
- The importance of “people tend to act how you speak to them,” and how to be more conscious of our communication with those in our spheres of influence.
- How to eliminate doubt, fear, anxiety, and worry from your daily vocabulary, and replace them with empowering language.
- How to operate in a daily state of gratitude and appreciation which attracts good health and optimal results.
- How to significantly improve one’s communication and choice of words.
- How to lead others in a more effective and inspirational manner, through empowering language.
- How to exponentially increase the loyalty of both internal and external customer relationships.

And most importantly . . . How to live a happy and empowering life by bringing about what we talk about.

FRIDAY, April 1, 2022, continued...

■ **The 3 M's: Money, Mindset, and Mastering Your Revenue Goals**

Jennifer Filzen – Sponsored by CTI-WTI

This is an interactive course targeting Service Advisors and Salespeople. The goal is for students to recognize their current views around money, change their mindset to attract more money, and refining their interactions with clients to build a community of raving fans who are delighted to pay for their services.

- Money = We think from our own wallets. Play the game of “What would you pay for...?”
- Mindset = How to raise your money thermostat with the Law of Attraction. Recommend exercises that will help students up-level their mindset around money.
- Mastering your revenue goals = Use the exercises from The Give To Get Principle book to build reciprocity and a community of raving fans. Identify your superpowers, your “why,” and the attitudes within your team.

● **Value – Is your business an expense or investment?**

Mark Bortle – Sponsored by ATI

How do your current customers view your shop's services? As an expense or investment? How do you show the importance of maintenance as maintaining the value of the vehicle investment instead of just being another bill to pay? How do you do this for current customers as well as potential new customers?

●🌟 **Advanced Alignment Angles Level 2 and 3**

John Shewbridge – Sponsored by Hunter Engineering

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-WTI

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**

Adam Robertson – Sponsored by CTI-WTI

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 Turbo Technology**

Luke Murray and Jason Maldonado – Sponsored by CTI-WTI

In this BMW Turbo Technology class you will learn:

- BMW Turbo Systems Design and Operation
- Diagnostic Routines for Boost Related Fault Codes
- Electronic and Mechanical Wastegate Operation
- Valvetronic Operation in the Turbo Engine
- Direct and Indirect Intercooler Systems Components and Operation

FRIDAY, April 1, 2022, continued...

●✦ **CAN Bus Fundamentals**

Gary Smith – Sponsored by CTI-WTI

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.

●● **Deciphering Gasoline Turbo Driveability**

Guy Vesco – Sponsored by Napa Autotech

This course is designed for the technician who diagnoses and repairs engine performance issues. We provide an in-depth examination of the turbocharger’s function, operation, and componentry. In addition, this course offers practical approaches to diagnosis and servicing of turbocharger systems. Gasoline engine turbocharger-specific diagnostic techniques, using fuel trims and volumetric efficiency are highlighted. In addition, differences between speed density and air density fuel strategies and how they affect turbocharger operation are detailed.

- Study of driveability indicators for turbocharged engines
- Turbo-specific fuel system review
- Bidirectional controls
- Sensor testing and diagnostics with case studies

●✦ **Effective Engine Mechanical Testing**

John Thornton – Sponsored by CTI-WTI

There are two very effective, and very simple to perform engine mechanical tests: cranking current and cranking vacuum. Both tests can be performed in under 60 seconds, and can provide a wealth of information regarding the mechanical condition of a gasoline engine. You will learn how to perform both tests, and most importantly, learn how to interpret the test results. If you want to save valuable diagnostic time regarding engine mechanical analysis, this class is for you!

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

Scott Shotton

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 lose 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.

4:00pm – 5:00pm PST

Educators Roundtable – Everyone is Welcome

SATURDAY, April 2, 2022

7:15am – 8:00am PST

Breakfast Keynote with speaker Dave Schedin

8:30am – 4:30pm PST

◆ **Mastering Profits & Financials – Day 2 of 2**

Dan Gilley – Sponsored by RLO Training

(See description, page 4)

8:30am – 11:30am PST

◆ **Creating Brand Champions and Customer Communication**

Jimmy Lea – Sponsored by KUKUI

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.

◆ ■ **Is Your Internal Marketing As Good As Your External Marketing**

Speaker Jennifer Filzen

Jen will talk about Storytelling, Community Culture, Standard Operating Procedures, and how these all generate more of the 4 Currencies. These are internal marketing tactics that will strengthen your external marketing and sales. In this class, we will cover the following topics:

- 1 What are the benefits of Internal Marketing? -- When you do all of these things, you solidify your dominance in your market. If you want to sell your business or expand your business, you will need the SOPs, the community outreach, and the telling of your story to attract the right buyer or the right clients. If your internal marketing is great, it will benefit your external marketing by generating more of the 4 currencies: money, knowledge, relationships, and time.
- 2 Telling Your Story -- Is your website up to date and does it share what makes you special and unique? Do you incorporate videos into your website, emails, social media channels, and paid advertising? Do your team members, vendors, and clients know what you stand for and why? Could they help you find new employees, new clients, and new opportunities?
- 3 Community Culture -- Are you and your employees actively engaged with your community? Are you encouraging employees to donate their time to help others? Are you getting out in front of your community on a regular basis through podcasts or YouTube to share your wisdom? Are you hosting community events at your shop? Do you invite your team, your vendors, and your clients to participate in this community effort?
- 4 Standard Operating Procedures -- Do you have them written down? Do they include videos showing your employees how to do things? Are they easy to access so all employees can learn what to do? Do the SOPs tell your company's story and company culture?

■ **Make Selling Easy – Rigging the Game**

Cecil Bullard – Sponsored by CTI-WTI

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.

◆ ■ **Firing a Customer – Not Everyone is Your Customer**

Mark Bortle – Sponsored by ATI

The bargain shoppers, the deal junkies, the something for free crowd – these are not your customers. They do not care about trust and they truly do not understand real value. Maintenance and Safety are not part of what matters to them. How can you distance yourself from these personalities and behaviors? How do you get comfortable not everyone deserves the services and quality you provide?

●● **DVOM Revisited**

Lonnie Horn – Sponsored by CTI-WTI

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.

●●🌱 Hybrid and EV – Batteries and Charging

Peter Sarantidis – Sponsored by Napa Autotech

Every car and light truck manufacturer in North America today builds at least one model with a hybrid-electric or all-electric powertrain, and the popularity of these models is growing. This training course covers the proper procedures involved in the measuring and operational testing of HV components carrying a voltage.

- Hybrid and electric vehicle design
- In-bay safety and personal protective equipment (PPE)
- Low-voltage battery systems
- High-voltage shutdown procedures
- High-voltage battery systems
- Hybrid, PHEV, and EV charging
- HV battery heating and cooling systems

●● Ford and Chrysler Controlled Charging Systems

Nelson Davis – Sponsored by AutoZone

This class covers late model Ford and Chrysler Computer Controlled Charging Systems.

- How these systems function and how to accurately test and diagnose these systems
- Descriptions of Alternator Circuits and their functions
- Evolution of Chrysler PCM Controlled Charging Systems
- Control of Field Current on Chrysler Charging Systems
- Ford “Smart Charge” Systems 1st version and 2nd version
- Ford LIN Controlled Alternators
- Use of Scan Tools for diagnosing Charging System problems on Ford and Chrysler vehicles
- Common problems with these systems.

●● TPMS Requirements, Processes and Procedures

W Ripplettoe – Sponsored by AutoZone

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-WTI

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

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.

●🌱 P0420 & P0430 “Keeping The Light Off”

“G” Truglia – Sponsored by Dorman Products

The P0420/P0430 DTCs related to catalytic converter efficiency are among the Top 10 DTCs we deal with on a regular basis. It’s easy to assume by the description that the converter itself has failed – and it just may have – but more often than not there is another culprit hiding in the wings that either caused the death of the converter or the code itself. In this seminar, we’ll share testing methods and tips to help you successfully correct the problem the first time around.

12:30pm – 1:15pm PST

LUNCH KEYNOTE:

Are YOU a Student of YOUR Business, or just a bystander?

Gary Smith – Sponsored by Advanced Professional and CTI-WTI

Technology is moving at an epic pace. Are you keeping up? Exciting new developments in automotive technology means embracing important new study subjects and new learning curves in physical testing practices to remain relevant as repair shops and technicians. Come get fired up as Gary covers what is new and exciting about being a technician in 2021 and beyond.

1:30pm – 4:30pm PST

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

Dave Schedin – Sponsored by Computrek

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.

◆ ■ **Change Your Language, Change Your Results**

Thomas Blackwell

We Will Discuss and implement:

- How to effectively communicate and attract what we really want, and eliminate the things we don't want.
- The physical power of our words and how to change your language in order to change your results.
- The importance of "people tend to act how you speak to them," and how to be more conscious of our communication with those in our spheres of influence.
- How to eliminate doubt, fear, anxiety, and worry from your daily vocabulary, and replace them with empowering language.
- How to operate in a daily state of gratitude and appreciation which attracts good health and optimal results.
- How to significantly improve one's communication and choice of words.
- How to lead others in a more effective and inspirational manner, through empowering language.
- How to exponentially increase the loyalty of both internal and external customer relationships.

And most importantly . . . How to live a happy and empowering life by bringing about what we talk about.

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

Jill Trotta – Sponsored by RepairPal

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.

◆ **The Customer Connection**

Rick White – Sponsored by CTI-WTI

Every shop has a handful of "raving fans." Why isn't there more? The goal of every business should be to create and KEEP happy customers. Unfortunately, the customer experience often gets lost in the day-to-day transactions that make up the running of your business. You tend to focus on daily cash outs, invoices, receivables, payables, and probably employee payroll. We will explore the value of a single happy customer and provide tools to help you service, keep, and duplicate your very best customers. The value of a single happy customer goes far beyond the dollars that they will spend this year. This class helps shop owners, managers and service advisors understand the true value of exceeding customer expectations and will provide a roadmap for consistently creating "raving fans!"

● 🌱 **ADAS Set-up and Calibration**

Eric Ziegler

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

SATURDAY, April 2, 2022, continued...

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.

● ● **Body Control Series – Doors and Windows**

Guy Vesco – Sponsored by Napa Autotech

Body Control Module (BCM) complexity has increased significantly over the years because of new vehicle features and functionality. Some vehicles require the BCM to actuate, monitor and control more than 100 circuits. This lesson will examine some common vehicle functions where the BCM plays an important role, including:

- Liftgate Systems
- Power Windows
- Sunroof
- Power Door Locks
- Power Sliding Doors
- System overviews
- Component operation
- Scan tool PID information for each system
- Component diagnostics and testing for each system
- Component activation through scan tool
- Scan tool demonstrations – Performing calibration and learn procedures
- Technical service bulletins and repair procedures

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

Scott Shotton

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, Setup & Operation**

Kevin Leiby – Sponsored by CTI-WTI

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?

● **GM Platforms Operation & Diagnosis**

Tom Smith – Sponsored by CTI-WTI

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-WTI

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, APIs and the reprogramming process, and problems and solutions.

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●●🌱 **Understanding and Diagnosing Electric Hybrid Vehicles**

"G" Trulia – Sponsored by Dorman Product

This Hybrid class focuses on the proper techniques necessary to diagnose, repair, service and make money on Hybrid vehicles. Class consists of:

- Safety training
- DVOM usage (CAT III certified)
- Megohmmeter usage
- Hybrid diagnosis using scan tools
- Scan tool shootout (Enhanced and OEM)
- Labscope measurements on Hybrids
- Using low and high amperage clamps on Hybrid systems
- Testing high voltage batteries
- Regenerative braking system
- AC to DC inverters and DC to DC converters
- Electric assist steering
- Common service procedures; oil changes, cooling systems, tires, brakes etc.
- Internet and OEM websites
- Real world testing

●● **VW and Audi Charging Systems**

Nelson Davis – Sponsored by AutoZone

This class covers late model Volkswagen and Audi Charging Systems.

- How these systems function and how to accurately test and diagnose these systems
- Non-Computer Controlled and Computer Controlled Charging Systems for VW and Audi vehicles are covered
- Descriptions of the Alternator Circuits and their functions
- What to test when the system is NOT charging
- Audi BSS and LIN Charging Systems

SUNDAY, April 3, 2022

8:30am – 4:30pm PST

■ **Converting Price Shoppers to Loyal Customers**

Jill Trotta – Sponsored by RepairPal

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.

■ **Achieving Maximum Sales**

Maylan Newton – Sponsored by ESI

The entire facilities success depends on a sale being made. This class is a must attended for all of your sales staff. Most service advisors are order takers, this action-packed class will convert your Service Staff into Sales Professionals who achieve and maximize your sales goals day in and day out!

◆ **Sustainable Automotive Cashflow 101+**

Dave Schedin – Sponsored by CompuTrek

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.**

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●■◆ **DVI Why? Cultivating Service Advisor & Technician Buy-In**

Clint White – Sponsored by Coaching With Integrity

The Digital Vehicle Inspection (DVI) is no longer a trend or technological anomaly, rather it has become a foundational & critical tool, one that is embraced by many Automotive Repair Shops and now expected by savvy customers. Most shops have already trained their sales staff on how to process and edit a DVI and explained to the technicians how to take a good picture, but in many instances have failed to convey to their team the deeper reasons WHY they are asked to do what they do. The lack of knowing their WHY leads to an absence of buy-in. And without buy-in there is no passion, and without passion we fail. The purpose of this class is to break the mold of traditional DVI training and open the eyes, hearts, and minds of our Service Advisors and Technicians to the deeper purpose of selling and performing a powerful and effective DVI. By the end of this session, participants will be able to:

- experience improved team communication between Service Advisors and Technicians
- have a greater level of “buy-in” from all team members
- understand at a deeper level why an in-depth DVI is so vitally important to the shop and to the customer
- operate with clear expectations and transparent accountability
- find a deeper meaning and purpose in what they do
- sell service & repairs with 100% integrity

●●☆ **ADAS Best Practices**

Tom Smith – Sponsored by CTI-WTI

Advanced driver assist systems (ADAS) faults come in a variety of forms. Component failure, networking problems and calibration failures are at the top of the list. This class will explore ADAS best practices and the analytic process used to solve these problems efficiently. Learn how these systems can be effectively serviced and repaired using an understanding of the technology, strong foundational skillsets and current service information. Topics include:

- Current tooling to set calibration targets correctly
- Utilization of current service information
- Common environmental causes of calibration failures
- The analytic process
- Examples of common failures and corrections

●☆■ **Diagnosing Difficult Deposit Driveability Concerns**

Gary Smith – Sponsored by CTI-WTI

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.

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

Eric Ziegler

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.

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●●🌱 Master the Art of Electrical Fault Diagnosis

Pete Meier – Sponsored by Vehicle Repair Endeavor Business Media

Electrical faults are the arch enemy of most technicians. Even the most accomplished among us often tremble in nervous anticipation of tackling an electrical diagnosis. Fear no more – help is here! Motor Age’s Pete Meier has helped techs around the country develop confidence in their ability to troubleshoot electrical faults properly and efficiently. “The key”, says Meier, “is to first ensure that you have a solid understanding of how and why electrical circuits work. Most of the techs I’ve helped are trying to build on a weak foundation – and that isn’t going to happen.” Meier goes on to say that, once the foundation is solid, mastering a variety of testing techniques will allow a tech to go from mere mortal to superhero, and quickly identify what kind of fault he/she is facing and where the fault is located. What can you expect to learn?

- Diagnosing the fault BEFORE you test
- The 5 ways a circuit can fail
- The ONE testing technique you must master
- Using current as a diagnostic tool
- What to test BEFORE you replace an ECU
- Scope or DVOM – when to pull out the big guns
- And more!

Want to go from apprehensive to confident? Make plans now to attend this presentation!

●● General Motors Regulated Voltage Control Charging Systems

Nelson Davis – Sponsored by AutoZone

This class covers 2004 and newer GM RVC Computer Controlled Charging Systems.

- How these systems function and how to accurately test and diagnose these systems
- Descriptions of Alternator Circuits and their functions
- The various GM RVC charging rate strategies
- Use of Scan Tools for diagnosing Charging System problems on GM RVC Systems
- Common problems with these systems

**Don't Miss This AMAZING
Training & Expo Event!**

**CLICK TO REGISTER
TODAY!**

