

THE WEST COAST'S LARGEST AUTOMOTIVE TRAINING EVENT



MARCH 21-23, 2025 • DOUBLETREE HOTEL-SEATTLE AIRPORT



Don't Miss This AMAZING Training & Expo Event!

Visit ATESeattle.com today for complete details.

DoubleTree Hotel reservations: 1-800-222-8733 Group code: NWACA

Exp. FEB. 7

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- NWACA Member All-Inclusive Package **after FEB. 7**\$485
- Non-NWACA Member All-Inclusive Package\$585
- Educators' Discount All-Inclusive Package\$425
- Limited individual courses available

2025 ATE Seattle 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
- ★ Thousands of Dollars in Gifts & Prizes

2025 ATE Seattle Bonus Events:

All attendees are welcome to the bonus events scheduled following the training courses this year:

- ★ Educators RoundtableFriday, 4:00pm-5:00pm
- ★ Vendor Expo.....Friday-Saturday, 4:00pm-7:00pm
- ★ Shop Owner / Manager Roundtable.....Saturday, 4:00pm-5:00pm

NEW ATE Seattle App!



Attendees can download the ATE Seattle companion app (Google Play and Apple Store) before the live event to:

- ★ Access their schedules using their email and a unique code* created during registration.
- ★ View the Expo Floor Plan and Exhibitors
- ★ View the Sponsors

*Each attendee must have their own unique email address, collected during the registration, to receive their special code for the app.

Register on the NEW website TODAY!

ATESeattle.com

or call 253-676-9222





Seattle ATE Training Schedule | March 21-23, 2025

FRIDAY, March 21

	INSTRUCTOR	TIME (PST)
■ 7 Habits of the Highly Successful Service Advisors	Bill Haas	8:30am-11:30am
■ Boosting Profits: Effective Upselling & Cross-Selling Techniques	Greg Marchand	8:30am-11:30am
◆ Everything You Need to Know About Numbers & Profit	Cecil Bullard	8:30am-11:30am
◆ Incentive Plans	Dave Schedin	8:30am-11:30am
● ☆ BMW Diesel Engines & Emission Systems	Brandon Matthews	8:30am-11:30am
● ● ☆ Scan Data Analysis: How to Maximize Your Scan Tools Abilities for Drivability Diagnostics	Eric Ziegler	8:30am-11:30am
● ● ☆ Diesel Aftertreatment - Domestic & European	Guy Vesco	8:30am-11:30am
● ● ☆ Evaporative Emissions Diagnostics	Josh Whiteman	8:30am-11:30am
● ☆ MASINT: Measurement & Signatures Intelligence In Diagnostics	Gary Smith	8:30am-11:30am
● ☆ Timing Chain Advanced Diagnostics	Jake Sorensen	8:30am-11:30am
● ☆ Troubleshooting Modern Ignition Systems	Kenneth Zanders	8:30am-11:30am
● Wheel Alignment Level 1 Plus, Aligning Stock & Modified Vehicles	Ken Sumerlin	8:30am-11:30am
LUNCH		11:30am-12:45pm
OPTIONAL KEYNOTE	Greg Marchand	12:15pm-12:45pm
◆ Chaos to Control: SOP's	Kent Bullard	1:00pm-4:00pm
◆ ■ Goal Setting Workshop	Steve Beck	1:00pm-4:00pm
■ Mastering Selling Diagnostics	Bill Haas	1:00pm-4:00pm
■ Unlock your Shops Potential: Workflow Management	Greg Marchand	1:00pm-4:00pm
● Automotive Electronics for Today's Vehicle	Kenneth Zanders	1:00pm-4:00pm
● ● ☆ BMW Logical Diagnosis: A Crash Course	Brandon Matthews	1:00pm-4:00pm
● ☆ Chrysler Network Communications & Gateways	Guy Vesco	1:00pm-4:00pm
● Diagnostic: Things to Always Check	Jim Bennett Jr	1:00pm-4:00pm
● ☆ Get Your Freq On: Intro to Radio Frequency Diagnosis in Vehicle Platforms	Gary Smith	1:00pm-4:00pm
● ☆ Push Button Start & Smart Key Access	Joshua Whiteman	1:00pm-4:00pm
● ● ☆ Critical Thinking for Diagnostic Strategies	Jerry "G" Truglia	1:00pm-4:00pm
● ☆ Wheel Alignment Diagnostics, Identify Issues & Resolve Them	Ken Sumerlin	1:00pm-4:00pm
Educators Roundtable – Everyone is Welcome		4:00pm 5:00pm
Vendor Expo – Preview/purchase the latest tools, equipment, technologies, and supplies		4:00pm-7:00pm

MORNING

AFTERNOON

2025 ATE Seattle Training Schedule, continued...

SATURDAY, March 22

	INSTRUCTOR	TIME (PST)
BREAKFAST		6:30am-7:15am
OPTIONAL KEYNOTE	Michael Smith	7:15am-8:00am
◆ Break Free from the Grind: The Shop Owners Real Job Description	Darrin Barney	8:30am-11:30am
■ Good to Great	Dave Schedin	8:30am-11:30am
◆ Increasing Productivity & Labor Profit	Cecil Bullard	8:30am-11:30am
■ Mastering Advisor Presentations	Mark Seawell	8:30am-11:30am
● ☆ Advanced Engine Diagnostics	Jake Sorensen	8:30am-11:30am
● ● ☆ Asian Drivability	Josh Whiteman	8:30am-11:30am
● ● ☆ Common Rail Diesel	TBD	8:30am-11:30am
● ● ☆ Diagnostics Planning: Shortcuts Cause You to Drive Down a Rabbit Hole	Pete Meier	8:30am-11:30am
● ● ☆ German Cars – Secrets to Success	Haakin Light	8:30am-11:30am
● ☆ Targeted Mechanical Testing – Part 1	Adam Robertson	8:30am-11:30am
● ☆ Upping Your Diagnostic Skills	“G” Truglia	8:30am-11:30am
● ● ☆ VVT Fundamentals & Diagnostic Process	Eric Ziegler	8:30am-11:30am
LUNCH		11:30am-12:45pm
OPTIONAL KEYNOTE	Steve Beck	12:15pm-12:45pm
◆ ■ Delivering Exceptional Customer Service	Steve Beck	1:00pm-4:00pm
◆ Managing Yourself	Kent Bullard	1:00pm-4:00pm
■ Permission Based Service Drive	Nick Willey	1:00pm-4:00pm
■ Internal Sales From Technician to Service Advisor	Maylan Newton	1:00pm-4:00pm
● ● ☆ A/C Performance Testing: Good, Better & Best	Pete Meier	1:00pm-4:00pm
● ☆ ADAS & Your Repair Process	Ken Sumerlin	1:00pm-4:00pm
● ☆ Enhanced Air/Fuel Diagnostics	Jason Gloria	1:00pm-4:00pm
● ☆ European Diagnostic Case Studies	Haakin Light	1:00pm-4:00pm
● ● ☆ LT. Duty Diesel Turbo Systems & Operation Principles	TBD	1:00pm-4:00pm
● ☆ Pico Lab Scope - Tools & Testing	Jim Bennett Jr	1:00pm-4:00pm
● ● ☆ Subaru Drivability	Scott Shotton	1:00pm-4:00pm
● ● Targeted Mechanical Testing – Part 2	Adam Robertson	1:00pm-4:00pm
Shop Owner/Manager Roundtable – Everyone Welcome		4:00pm 5:00pm
Vendor Expo – Preview/purchase the latest tools, equipment, technologies, and supplies		4:00pm-7:00pm

SUNDAY, March 23

	INSTRUCTOR	TIME (PST)
BREAKFAST		6:30am-8:00am
◆ Auto Repair Shop Digital Marketing Master Class	Paul Donahue	8:30am-11:30am
■ Title: Building an Amazing Customer Experience	Nick Willey	8:30am-11:30am
◆ Hiring, Motivating & Managing Top Performers	Dave Schedin	8:30am-11:30am
◆ ■ Mastering Productivity Front to Back	Mark Seawell	8:30am-11:30am
◆ Steps to Building a Legacy Business	Maylan Newton	8:30am-11:30am
● ● ☆ ABS & Stability Controls	TBD	8:30am-11:30am
● ☆ Audi & VW Diagnostic Strategies	Hakkin Light	8:30am-11:30am
● ● ☆ Bullet-Proof Diagnostics	Roberto Ibarra	8:30am-11:30am
● ● ☆ Diagnosing Gnarly Intermittents: Tracking Down the Tough Ones	Adam Robertson & Gary Smith	8:30am-11:30am
● ● ☆ Electronic Power Assisted Steering System	TBD	8:30am-11:30am
● ● ☆ Fuel Trim Diagnostics	Scott Shotton	8:30am-11:30am
● ● ☆ Intake Airflow Technologies	Jason Gloria	8:30am-11:30am

■ **7 Habits of the Highly Successful Service Advisors**

Presented by Bill Haas • Sponsored by WTI

There are no secrets to what makes a person successful in their career. A career as a service consultant does not have to be frustrating or unrewarding. Learn the seven habits identified by Stephen Covey. Implement the seven habits & you are assured a rewarding career to be celebrated.

The seven habits will help you:

- Define your top priorities & achieve the results you want
- Be more productive
- Eliminate behavior that distracts & defeats you
- Develop strong relationships based on mutual trust
- Prepare to deal with difficult situations

■ **Boosting Profits: Effective Upselling & Cross-Selling Techniques for Service Advisors**

Presented by Greg Marchand • Sponsored by ShopPros

Join us for a dynamic 3-hour live presentation designed specifically for service advisors who are looking to increase profitability. This session will focus on the art of upselling & cross-selling to maximize revenue from each customer visit. You'll learn practical techniques to identify & communicate additional services & products that meet your customers' needs. We'll explore strategies for training service advisors to confidently suggest upgrades & complementary services, enhancing customer satisfaction while boosting your bottom line. By the end of this session, service advisors will be equipped with actionable insights to drive sales & grow your business through effective, & ethical, upselling & cross-selling.

◆ **Everything You Need to Know About Numbers & Profit**

Presented by Cecil Bullard • Sponsored by The Institute

Step into a realm where automotive businesses transcend mere survival & soar to unprecedented heights of profitability! In this course, we unravel the tales of two contrasting shops: one clinging to the edge of profitability, its owners toiling away for over 50 grueling hours per week, & another basking in the glow of success, where owners leisurely clock in under 40 hours.

Prepare to unlock the vault of secrets to skyrocketing profits & discover the art of working smarter, not harder. We'll guide you through the labyrinth of financial balance, unveiling the six sacred keys to financial triumph.

Calling all Automotive Service & Repair Business owners: this isn't just a class—it's your golden ticket to prosperity. Learn how to revolutionize your business without burning yourself out or leaving your clients in the dust. Are you ready to transform your destiny & drive your profits to unprecedented heights? The journey starts here.

◆ **Incentive Plans**

Presented by Dave Schedin • Sponsored by CompuTrek

Incentive plans for all positions in the shop. Incentive plans while at core are money driven, true incentive plans do just that: incentivizes employees to perform at peak levels. Finding & discovering your employee real motivations will be reviewed & then how to build incentive plans around those motivations. An integral part of incentive plans are the use of bonuses to enhance specific areas that need to be improved or maintained.

Incentive plans should have the following attributes:

- Great Financial Rewards – Individual
- Great Financial Rewards – Team
- Earned Time Off
- Benefit Packages
- Enhanced Behavioral & Personality Style Job Descriptions
- Business Improvement Bonuses
- Discover how to measure Incentive Plan ROI in GP Dollars

● ☆ **BMW Diesel Engines & Emission Systems**

Presented by Brandon Matthews • Sponsored by WTI

- Fuel supply & delivery system operations
- Air induction & swirl flap system operation
- Pre-heating system operation & pattern failures
- EGR operation & diagnosis
- Selective Catalyst Reduction (SCR) operation & diagnosis
- Diesel Particulate Filtering (DPF) system operation & diagnosis

● ● ☆ **Scan Data Analysis: How to Maximize Your Scan Tools Abilities for Drivability Diagnostics**

Presented by Eric Ziegler • Sponsored by WTI

This course helps technicians maximize the diagnostic information they can glean from the simple act of plugging into the vehicle's DLC connection! A logical & systematic path to drivability diagnostics is emphasized. Navigating & drilling down the PCM data stream will aid techs in both code & no code drivability issues. Learn how to use the information in the PCM data stream to save valuable time & avoid wasting time on intrusive testing. Our scan tools have gotten so much more powerful in their graphing ability & scanner movie/snapshot buffer size. The diagnostic test drive will be discussed how to determine the engine's ability to be fueled & its ability to breathe quickly & efficiently. Graphing scan data, creating & archiving snapshots/ movies will be discussed for documentation of drivability failures. Enable criteria, circuit vs. component performance, freeze frame, fail records & repair verification will be explored. Several case studies using many different scan tools both OE & aftermarket, will illustrate how to gain solid diagnostic direction quickly & efficiently for low power, hesitation, misfire, fuel delivery, vacuum leaks, & component circuit failures & much more.

● ● ☆ **Diesel Aftertreatment – Domestic & European**

Presented by Guy Vesco • Sponsored by NAPA Autotech

Due to ever tightening emissions regulations, exhaust aftertreatment systems have become a necessity in passenger cars & light trucks. Shops will encounter the opportunity to service these vehicles & understanding the operational characteristics of these individual aftertreatment components & systems is key to efficient diagnoses & repairs.

This class will teach the fundamentals, then focus on GM & Ford applications. Information & book materials will also be provided for Chrysler/Fiat & European applications & will be discussed (time permitting).

- SCR (Selective Catalyst Reduction)
- DEF (Diesel Exhaust Fluid)
- Component identification
- System theory of operation
- In-depth diagnoses

● ● ☆ **Evaporative Emissions Diagnostics**

Presented by Josh Whiteman • Sponsored by Garage Guru's

This clinic is designed to aid technicians in the understanding of how to diagnose & repair today's Evaporative Emission Control Systems. We will cover several types of Enhanced Evaporative Emission systems with a focus placed on Leak Detection Pumps (LDP) & Evaporative System Integrity Modules (ESIM). We will also discuss operating strategies for Engine Off Natural Vacuum (EONV) systems & Natural Vacuum Leak Detection (NVLD) systems. Leak testing procedures using smoke test equipment will be reviewed & discussed. Diagnostic methods for quickly pinpointing the cause of common EVAP DTC's will be highlighted. DTC interpretation defining electrical & mechanical component faults will be reviewed to aid in streamlining diagnostic processes.

After completing this seminar, the student will have the knowledge to:

- Identify the type of enhanced EVAP system being diagnosed
- Use the OBD II monitors to aid in diagnosis & testing
- Utilize scan tool bi-directional controls for testing
- Test for small & large EVAP leaks using smoke tests
- Determine the most effective & time saving 'next step' in the diagnostic process

● ☆ **MASINT: Measurement & Signatures Intelligence In Diagnostics**

Presented by Gary Smith • Sponsored by WTI

- Measurement & Signatures Intelligence: What IS it, anyway?
- Electrical fundamentals: Are these fundamentals advanced subject knowledge, or just basics? You decide! Study how these fundamentals apply in daily use.
- Electronics Circuit Operation & Theory: Is this advanced subject knowledge, or just basics? You decide! Study how the electrical fundamentals affect your interpretation of lab scope waveforms.
- WHAT am I really looking at here? (Woah.)
- Intro to Advanced Lab Scope Tools, Functions & Their Use in Live Diagnostics.

● ☆ **Timing Chain Advanced Diagnostics**

Presented by Jake Sorensen • Sponsored by NAPA Autotech

An engine needs three things to run: air, fuel, & ignition. This class will focus on “air” – getting it in, compressing it, & getting it out again. A variety of testing techniques will be taught, using the scan tool & DSO (Digital Storage Oscilloscope) to inspect & identify engine mechanical problems that impact the engine’s volumetric efficiency & its mechanical ability to compress the air/fuel mixture. Examples of “known good” & “known bad” will be included to help the student understand the concepts Presented.

- CKP & CMP patterns
- Crank & cam sensors
- Cranking compression
- Digital Storage Oscilloscopes (DSO)
- In-cylinder running pressure test
- Relative compression
- Scan tool resources
- Scope setup to read pressure
- Volumetric Efficiency (VE)

● ☆ **Troubleshooting Modern Ignition Systems**

Presented by Kenneth Zanders • Sponsored by Dorman

This class continues where “Getting to Know Ignition Systems” leaves off. Systems used on newer engines are explained along with information on how to diagnose, test & repair problems. Included are tech tips & examples of good & bad waveforms, ignition current ramping, voltage waveforms & waveform analysis.

● **Wheel Alignment Level 1 Plus, Aligning Stock & Modified Vehicles**

Presented by Ken Sumerlin • Sponsored by Hunter Engineering

This class will cover the primary wheel alignment angles, Camber, Caster, Toe & Thrust. It will go over the definition, purpose & effect of each angle & common adjustment methods on today’s vehicles. Additionally, it will go into the effects of modified vehicles & how to align them for optimum results. This class will help you build a solid foundation to build & improve your wheel alignment understanding & skills. Good for the alignment technician or even if you are not doing alignments this class will help you better understand what the alignment print out is telling you & be able to explain it to your customers with confidence.

LUNCH

11:30am – 12:45pm PST

OPTIONAL KEYNOTE 12:15pm – 12:45pm PST

Title TBD

Presented by Greg Marchand • Sponsored by ShopPros

Description

1:00pm – 4:00pm PST

◆ **Chaos to Control: SOP's**

Presented by Kent Bullard • Sponsored by The Institute

In this informative class presentation, we will delve into the art of designing recession resilient Standard Operating Procedures (SOPs) that can help your business not only survive but thrive during economic downturns. Join us as we explore practical strategies & actionable insights to navigate challenging times & seize opportunities for growth. Unlock the secrets to masterfully designing recession-resilient SOPs. Discover how to transform adversity into an opportunity for your business to flourish even in the most challenging economic climates.

■ ◆ **Goal Setting Workshop**

Presented by Steve Beck • Sponsored by Beck Seminars

The Goal Setting Workshop is about having participants look at what gets in their way of achieving absolute and astounding success in their job and in their life. They then proceed to create a game plan for getting through the problems, obstacles, fears, and roadblocks that stand in their way of achieving all their goals.

Participants leave the seminar with a game plan to achieve a one year business goal. They will also have their long and short-term S.M.A.R.T. goals written in their participant's guide and tools to achieve all of those goals.

Topics Discussed:

- Statistics on goal setting and their relevance on success
- The importance of having a vision
- The importance of having a shared vision at your Shop
- How to get through the problems, obstacles, & stumbling blocks to achieving our goals
- The Beck Method on 'How to achieve any goal'
- How having a great attitude can speed up our success
- How important DESIRE is in achieving our goals
- Achieving balance through goal setting
- Reducing stress through goal setting
- How negative thoughts slow down the success process
- Focus and how important it is every day

■ **Mastering Selling Diagnostics**

Presented by Bill Haas • Sponsored by WTI

Designed to equip automotive service professionals with the skills needed to effectively convey & sell TESTING (diagnostics) along with inspection services.

- Communicate the value of diagnostic services in simple terms.
- Handle objections confidently & build trust with customers.
- Procedures & processes to capture the proper revenue.
- Secrets on selling diagnostic sales - How to do them PROFITABLY.

Through practical strategies, techniques, & case studies, attendees will have the tools to ensure their customers understand the importance & value of testing while making money.

■ **Unlock your Shops Potential: Workflow Management**

Presented by Greg Marchand • Sponsored by ShopPros

Unlock your shop's full potential in this dynamic 3-hour program. Think of it as 3 hours with a shop coach. Are you overwhelmed with appointments, struggling with parts sourcing, & failing to meet deadlines? Learn to set realistic customer expectations & schedule repairs more effectively – based on your shop's actual potential & production. Dive into understanding your production capacity & practical techniques to fill it. We'll cover financial goals, management practices, & strategies to meet your production targets. Engage in discussions, goal-setting, & mock coaching sessions to maximize performance. Gain invaluable insights & resources to optimize operations, increase profitability, & achieve long-term success.

● ● **Automotive Electronics for Today's Vehicle**

Presented by Kenneth Zanders • Sponsored by Dorman

Ready to move from mechanical labor to more advanced diagnostic work? It all starts with electrical theory. This training blends theory & practice so you can find & repair electrical problems on today's vehicles.

● ● ☆ **BMW Logical Diagnosis: A Crash Course**

Presented by Brandon Matthews • Sponsored by WTI

- Service Information & Resources
- Diagnostic Strategy
- In-depth Wiring Diagram & Circuit Analysis
- Live Data Analysis

● ☆ **Chrysler Network Communications & Gateways**

Presented by Guy Vesco • Sponsored by NAPA Autotech

Chrysler communication systems have changed significantly over the last few years. Specific diagnostic strategies, information & even equipment are needed to effectively service them.

- STAR connectors
- Security Gateway Modules
- Bus types
- Factory diagnostic subscription requirements
- Network topography
- Equipment needs
- Communication architecture
- Bus voltages & pattern diagnostics

● ● **Diagnostics: Things to Always Check**

Presented by Jim Bennett Jr • Sponsored by ATi

The Diagnostic Things to Always Check Part 1 - Without a Scan Tool Class is designed to enhance the knowledge and effectiveness of automotive technicians by teaching best practices, reducing misinformation, minimizing comebacks, lowering technician/shop liabilities, and identifying opportunities. This class aims to equip technicians, service advisors, managers, and owners with the necessary skills, techniques, and strategies to streamline their work, reduce turnaround times, and improve overall efficiency in automotive repair and maintenance tasks.

Goals:

- Share best practices
- Reduce misinformation
- Reduce comebacks
- Reduce technician and shop liabilities

● ☆ **Get Your Freq On: Intro to Radio Frequency Diagnosis in Vehicle Platforms**

Presented by Gary Smith Sponsored by WTI

There are MANY automotive RF systems in use today. Yet there is no training on how to understand, measure and quantify the presence of RF signals across the vehicle platform.

In this class, you will learn some basic RF fundamentals and learn different tooling and cool testing methods we can use to test for RF and isolate faults.

Testing techniques for Wi-Fi, Bluetooth, TPMS, Door Lock RFA systems, GPS, Immobilizer and more are covered!

- Fundamentals of RF, what is it and How Does It Work?
- Frequency, Bandwidth Allocations for Automotive RF Systems
- Testing RF, How to Capture the Signal Out of the Air
- Testing Methods and Tooling, from Creative to Commercial Tools
- Techniques, Tips and Tricks for RF Testing

● ☆ **Push Button Start & Smart Key Access**

Presented by Joshua Whiteman • Sponsored by Garage Guru's

This clinic enhances the skills of the professional technician in the area of push-button start, smart keys & start/stop systems. All of these systems are integrated together & can have an impact on one another. This course will discuss tricks in navigating service information to find necessary information for diagnosing a 'no-start' or no 'power up' condition. We will highlight various methods to allow scan tool communication with relevant modules in the event of a dead fob, or a failed start button. Wiring schematic information is highlighted throughout to understand diagnostic strategies. We will review communication networks, security gateways & talk through all of the system checks necessary to power, start & run the vehicle. After completing this seminar, the student will have the knowledge to:

- Source wiring schematics relevant to vehicle starting systems using smart keys
- Identify root causes for a vehicle 'no-start' or 'no power up' condition
- Understand the hardware & electrical circuit control for start-stop systems
- Analyze related electronic systems that interact with the push button start system
- Understand the role the security system plays in starting the vehicle

● ● ☆ **Critical Thinking for Diagnostic Strategies**

Presented by "G" Truglia • Sponsored by AutoZone

Updated regularly since its 2021 introduction, this class teaches holistic vehicle assessment using context clues like code setting criteria, PIDs & fuel trims—even if the check engine light isn't illuminated.

● ☆ **Wheel Alignment Diagnostics, Identify Issues & Resolve Them**

Presented by Ken Sumerlin • Sponsored by Hunter Engineering

This class is designed for an experienced alignment technician. It takes a deeper look into the angles with a focus on the diagnostic angles such as Steering Axis Inclination, Included Angle, Set Back, Scrub Radius & Toe Out on Turns. The discussion will aim towards diagnosing vehicles that can't be adjusted to specification, or are in spec but still present tire wear, drive-ability or handling issues. This will help utilize your alignment equipment to its full potential & determine what is causing the issue, properly identify bent or damaged parts & keep the repairs in house.

4:00pm – 5:00pm PST

Educators Roundtable – Everyone Welcome

Plan to attend this After Hours event to discuss and explore topics along with other attendees and the instructors, with the opportunity to gain more information and ask follow-up questions.

4:00pm – 7:00pm PST

Vendor Expo – Complimentary Hors d'oeuvres & No-Host Bar

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

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

**CLICK TO REGISTER
TODAY!**



SATURDAY, March 22, 2025

BREAKFAST

6:30am – 7:15am PST

OPTIONAL KEYNOTE 7:15am – 8:15am PST

Title TBD

Presented by Michael Smith; Sponsored by The Institute

Description

8:30am – 11:30am PST

◆ **Break Free from the Grind: The Shop Owners Real Job Description**

Presented by Darrin Barney • Sponsored by Elite Worldwide

Feeling stuck in the daily grind & wondering how other shop owners thrive? You've poured your heart into your shop, but constant chaos leaves you feeling helpless. It's time to reclaim your time & transform your business into a smoothly running, successful operation. Break Free from the Grind: The Shop Owner's Real Job Description is a 4-hour course designed to redefine your role as a shop owner, providing the tools to break free from daily struggles & get on the path you were meant for.

In this hands-on course, you'll discover how to:

- Escape the Daily Chaos: Practical steps to regain control & eliminate constant firefighting.
- Set Powerful Goals: Create clear, actionable goals that drive your business forward.
- Craft Winning Strategies: Develop business plans that align with your vision.
- Build an All-Star Team: Hire & keep top talent to help your shop run smoothly

■ **Good to Great**

Presented by Dave Schedin • Sponsored by CompuTrek

Take the next critical steps to be more of an A+ Service Advisor. Learn & implement proven strategies, techniques and advisor tools that have been tested through 3 down economy periods. Understand what it really means to WOW the customer. Come away with practical tools you can put to work your next day back to turn on cash flow and increase the shop's Efficiency in the following areas:

- A+ Selling System: How to sell in a down economy
- A+ Handling Objections: i.e. "You're too expensive. I can get it done cheaper elsewhere"
- A+ Identifying customer types & needs: The start of the WOW factor
- A+ Phone skills: Moving price shoppers to appointments
- A+ Appointment System: The most overlooked tool an advisor uses (or doesn't use)
- A+ Being Prepared for each appointment: Prepping Profitable Repair Order's
- A+ Driving GP Dollars: How to drive GP Dollars with quick simple tools
- A+ Active Delivery: Building Loyalty & Retention with internal programs
- A+ Referrals: How to properly send your customers out in the community
- A+ Team Leader/Interactions Skills: Be the leader your owner wants you to be as an advisor

◆ **Increasing Productivity & Labor Profit**

Presented by Cecil Bullard • Sponsored by The Institute

Do you feel like you can't get work out in a timely fashion? Are your technicians doing less than 8 hours of billable work in a day? Or, do you just want to make your business run smoothly & efficiently? This is the class for you. The average productivity in the Automotive Service & Repair Industry is 72%, costing shops tens of thousands of dollars of net profit each year. The best run shops achieve 120% productivity & earn tens of thousands of additional profit each year. This class will teach you what the best shops do to maximize their productivity.

- The processes that affect productivity
- How improving productivity increases tech pay & attitude
- 8 ways to motivate your team
- How better communication improves productivity
- And more...

Walk away from this class with several proven methods to improve your productivity & your profits & put the fun back into your business.

■ **Mastering Advisor Presentations**

Presented by Mark Seawell • Sponsored by WTI

A unique blend of compelling sales presentations & effective conflict resolution techniques.

- The 5 fundamental principles of sales presentations – The MAP Method
- Persuasive presentations that effectively communicate the value of your services
- Navigate sales discussions confidently, creating deeper connections with clients
- Conflict – Turn negative experiences into positive outcomes
- Strengthen customer relationships through Effective Resolution

This class is ideal for both advisors & managers seeking to refine their communication skills & master the art of conflict resolution.

We'll get you on the path to transform your Service Advisors into powerful assets that impact both your profitability & reputation. This course focuses on why these steps matter & how to implement them effectively.

Join us to maximize profits & build a strong, trusted reputation through Service Advisor excellence

● ★ **Advanced Engine Diagnostics**

Presented by Jake Sorensen • Sponsored by NAPA Autotech

Oftentimes, a vehicle arrives in your bay after several faults have compounded into one customer complaint. This course will guide you through complex multifaceted driveability diagnostics. You will learn how to use scan tools, scopes, & multimeters to isolate faults & break down the causes. This course will cover several case studies where common fixes were applied & failed to address the customer concern or symptoms presented.

- Pressure & temperature testing
- Signal analysis
- Current & primary voltage testing
- Ignition waveforms
- Sensor & component tests

● ● ★ **Asian Drivability**

Presented by Josh Whiteman • Sponsored by Garage Guru's

This all-new Asian vehicle training seminar is the latest addition to our Engine Performance offering, & continues the evolution of our curriculum from a systems-based layout to a diagnostics-based layout. We differentiate new & legacy engine management systems, changing the way you approach Asian vehicles. Emphasis is placed on the feedback loop & Fuel Control systems. We will focus on high level indicators related to driveability faults, streamlining the time it takes you to find the root of a problem. Helpful Fuel Trim diagnostic tips are discussed to prevent you from being misled. Rear Fuel Trim Faults & Fueling Strategies are covered & we will also discuss Air:Fuel Sensor operation & best testing practices.

After completing this seminar, the student will have the knowledge to:

- Diagnose Check Engine Light concerns on Asian vehicles
- Evaluate low power engine performance related concerns
- Analyze scan tool data parameters pertaining to engine performance
- Utilize scan tool & lab scope testing methods to isolate sensor faults

● ● ★ **Common Rail Diesel**

Presented by TBD • Sponsored by AutoZone

This course provides a high-level overview of CRD systems with a focus on the various low & high pressure fuel delivery methods. The course includes a review of common diesel emission components, including the DeNox SCR system.

During the course, participants will:

- Learn how to accurately diagnose no start & drivability conditions
- Review CRD theory & operation, fuel delivery methods, low & high pressure
- Discuss Piezo & solenoid injectors
- Discuss typical sensors & actuators
- Understand diesel after-treatment system

● ● ☆ **Diagnostics Planning: Shortcuts Cause You to Drive Down a Rabbit Hole**

Presented by Pete Meier • Sponsored by Dorman

Don't lose time with an uncertain diag approach. Our eight-step diagnostic sequence gets you on track quickly – right on your initial test drive.

● ● ☆ **German Cars - Secrets to Success**

Presented by Haakin Light • Sponsored by WTI

- Vehicle Identification
- OEM Service Info vs Aftermarket
- Finding System Operational Information
- OEM Scan Tools vs Aftermarket
- Diagnostic Process
- Fault Code Logic Principles
- Mapping System Operation & Diagnostic Data
- Role of the Oscilloscope

● ☆ **Targeted Mechanical Testing – Part 1**

Presented by Adam Robertson • Sponsored by WTI

As an instructor & technician, I have been studying/using this diagnostic process for over 20 years. Of all that I have learned, the most important part is that I still to this day find anomalies in these waveforms that are new to me. What I mean is that this topic is much deeper & has more information than most of us realize, & therefore continued study is priceless. Pressure can only do 3 things: go up, go down, or remain the same. Pretty simple. If this is true, then we only need a few things to properly analyze it as it relates to engine operation & determine the issues BEFORE disassembly:

- Have the proper equipment & knowledge to measure the change(s) in-cylinder, intake, exhaust, crankcase, & hydraulic pressure.
- Have a way to determine & measure where the piston/valves/stroke & other mechanical components within its rotation (typically 720 degrees).
- Know what pressure changes to expect.
- What to do if the pressure changes aren't what we expect

This class will utilize REAL DiagNation case studies to prove these invaluable testing methods & is suited for technicians of all skill levels, entry to expert.

● ☆ **Upping Your Diagnostic Skills**

Presented by "G" Truglia • Sponsored by AutoZone

If you're looking to start tackling driveability diagnosis seriously, this class is a great jumping-off point. Learn how to tackle problems, use advanced equipment and learn advanced analysis techniques with this course geared to building a solid vehicle diagnostic foundation.

● ● ☆ **VVT Fundamentals & Diagnostic Process**

Presented by Eric Ziegler • Sponsored by WTI

Using case studies of repaired vehicles & actual part cutaways this class demonstrates how VVT systems work, what kinds of problems they have, & 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:

- Types of VVT systems
- Using scan data first
- Correlation & performance codes
- Finding problems without disassembly
- Case studies for mechanical problems, control problems, oil problems & electrical problems
- Cheat sheets for successful scope setups
- Testing phasers, actuators & solenoids
- What to do when codes return
- Useful specifications

LUNCH

11:30am – 12:45pm PST

OPTIONAL KEYNOTE 12:15pm – 12:45pm PST

10 Rules to Ensure a Fabulous Life

Presented by Steve Beck • Sponsored by Beck Seminars

By adopting these 10 Proven Rules it will ensure a fabulous life.

The participants are given a choice to develop new habits and create new patterns of behavior so they can be more focused, happier, and more effective at their job and happier in their home life.

3 Key Points discussed in this Keynote are:

- Faith and its Relevance on one's life
- Food, Family and Fun-let's do this
- The importance of Appreciation and being Thankful in everyday life

1:00pm – 4:00pm PST

◆ Delivering Exceptional Customer Service

Presented by Steve Beck • Sponsored by Beck Seminars

The Exceptional Customer Service seminar is about creating & maintaining Exceptional Customer Service in your business. Participants discover that their job is not just a job, but in fact a performance on, 'How to be Their Best with the Customer AND Co-Worker While Having a Great Day Every Day!' This seminar gives participants the knowledge that they set the tone for every interaction with the customer or co-worker. We provide the insights & methods that will assist them in making a positive difference on a daily basis with every interaction they have. Participants are given the understanding & tools to enhance their attitude & mindset so that they make their day flow smoothly with their customers & co-workers. The four behavioral styles (Driver-Expressive-Analytical-Amiable) are discussed in detail. Recognizing 75% of people are not like them is an eye opener for most people. This seminar is also about knowing when & how to flex their style when interacting with customers as well as coworkers so that communication flows more smoothly.

Angry customer situations are discussed. Participants learn a secret to better deal with unreasonable customers.

The purpose of this seminar is to have participants:

- 'Fire-Up' & stay 'Fired-Up' all day long
- Bring energy & enthusiasm to every 'Moment of Truth' with the Customer
- Learn the 21 task skills involved in delivering Exceptional Customer Service
- Leave their 'Funk' at the door
- Remember the 'Ripple Effect'-how everything they do effects everyone
- Demonstrate professional telephone procedures in a consistent manner
- Strengthen their listening skills
- Learn how to 'Have a Great Day Every Day'
- Acquire an Army Ranger technique that will change their life (for the better)
- Increase effective communication throughout the organization
- Understand our personal 'style' & how others perceive us
- Handle difficult or angry customers in a positive & friendly way
- Learn the four behavioral styles (Driver-Expressive-Analytical-Amiable)

◆ **Managing Yourself**

Presented by Kent Bullard • Sponsored by The Institute

In today's fast-paced world, managing time effectively is not just a skill but a necessity for achieving personal & professional success. "Managing Yourself: Personal Time Management Strategies for Ultimate Impact" is meticulously designed to empower ambitious individuals with the tools & techniques necessary to master the art of time management.

This transformative class offers a deep dive into the principles & practices that drive peak productivity & ensures that participants learn not just to manage their time but to master it through a blend of theoretical insights & practical exercises.

Participants leave equipped with essential skills for peak productivity & effective time management. In this class, you'll learn to prioritize tasks, plan strategically, overcome procrastination, & achieve a balanced work-life harmony. We offer insights into leveraging technology to streamline your routine & customize time management frameworks to fit your unique lifestyle. This course is designed to transform your approach to daily tasks & long-term goals, ensuring you lead a more organized, purposeful, & fulfilling life.

This class is not just about finding more hours in your day; it's about creating more value in the hours you have. Whether you're an aspiring entrepreneur, a seasoned executive, or someone looking to inject more purpose & balance into their daily routine, this course will equip you with the mindset & methods to achieve your objectives with efficiency & grace.

Join us to embark on a journey of self-discovery & transformation. Let's unlock your full potential & create a life that's not only productive but also meaningful & fulfilling.

Prioritize Effectively: Learn to distinguish between what's urgent & what's important. Master the art of saying 'no' to distractions that do not align with your goals.

■ **Permission Based Service Drive**

Presented by Nick Willey • Sponsored by Mammoth Training

Objective: Establish the foundation for a permission-based mindset in the service drive.

- What is permission-based selling?
- Differences between hard-sell tactics & permission-based methods.
- Benefits of the approach: trust-building, increased customer retention, & ethical upselling.

■ **Internal Sales From Technician to Service Advisor**

Presented by Maylan Newton • Sponsored by ESi

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

● ● ☆ **A/C Performance Testing: Good, Better & Best**

Presented by Pete Meier • Sponsored by Dorman

A/C performance testing isn't all the same. Learn tactics for testing in a variety of ways: Testing temperature readings with your pressure gauges, meter & learning to effectively tap your scan tool for enthalpy charts.

● ☆ **ADAS & Your Repair Process**

Presented by Ken Sumerlin • Sponsored by Hunter Engineering

As the percentage of ADAS equipped vehicles in operation increases so does the effect of ADAS on your estimating & repair procedures in mechanical as well as collision service. We will discuss the various ADAS systems, their components & how an ADAS equipped vehicle might change or add to your procedures. Identifying when to calibrate can be elusive. We will go over the many general reasons that a post repair calibration or other procedure may be needed & then go deeper into using available resources to identify vehicle & procedure specific calibration events. Just because there are no codes set & no warning lights on does not mean everything is good & working properly. ADAS potentially has control over Steering, Braking & Acceleration & our industry is responsible for maintaining the integrity of these systems.

● ☆ **Enhanced Air/Fuel Diagnostics**

Presented by Jason Gloria • Sponsored by NAPA Autotech

This course is designed to eliminate confusion regarding Oxygen & Air/Fuel Ratio Sensors & lead the technician to more efficient diagnostics. They will learn the role these sensors have in fuel control strategies. Learn to utilize fuel system monitor operation to help identify the root cause of the failure.

- Detailed coverage of O2 Sensors vs Air/Fuel sensors
- Proper utilization of 5-gas diagnostics
- Interpretation of scan data to develop a test plan
- Micro probe testing of AFR Sensors

● ☆ **European Diagnostic Case Studies**

Presented by Haakin Light • Sponsored by WTI/TopDon

- Tackling a lack of available service information
- Wiring Diagram Navigation
- Creating a game plan for limited information fault code diagnosis

● ● ☆ **LT. Duty Diesel Turbo Systems & Operation Principles**

Presented by TBD • Sponsored by AutoZone

Manufacturers have been using different turbocharger technologies in their light-duty diesel offerings to meet the recent changes in US EPA emissions standards. This course reintroduces the technicians to different turbocharger technologies & control systems.

More importantly, many times a turbocharger failure is not caused by the turbocharger itself, but the result of another root cause. The course discusses diagnosing operation & performance issues as they relate to causing turbocharger failures to help ensure a complete engine repair & to avoid repeated turbocharger failures.

● ☆ **Pico Lab Scope – Tools & Testing**

Presented by Jim Bennett Jr • Sponsored by ATi

Pico Lab Scope Class is designed to enhance the knowledge and effectiveness of automotive technicians by teaching them about Pico Lab Scope capabilities, different system sensors, lab scope accessories, identifying out-of-range values, faulty waveforms, and testing vehicle components and vehicles using NVH Kit. This class aims to equip technicians with the necessary skills, techniques, and strategies to streamline their work, reduce turnaround times, and improve overall efficiency in automotive repair and maintenance tasks.

Goals:

- Understand the operating principles of lab scope use for graphing waveforms and component signals.
- Identify the operational characteristics and functions of various vehicle system sensors/components.
- Learn the use of lab scope accessories.

● ● ☆ **Subaru Driveability**

Presented by Scott Shotton • Sponsored by WTI

- Subaru Overview – Engines, chassis, & body
- SSM4 & aftermarket scan tool coverage & data
- Navigating Subaru service information – OE & aftermarket
- J2534 programming
- Subaru AVCS (variable valve timing) – Components, operation, diagnostics
- Case studies

● ☆ **Targeted Mechanical Testing – Part 2**

Presented by Adam Robertson • Sponsored by WTI

As an instructor & technician, I have been studying/using this diagnostic process for over 20 years. Of all that I have learned, the most important part is that I still to this day find anomalies in these waveforms that are new to me. What I mean is that this topic is much deeper & has more information than most of us realize, & therefore continued study is priceless. Pressure can only do 3 things: go up, go down, or remain the same. Pretty simple. If this is true, then we only need a few things to properly analyze it as it relates to engine operation & determine the issues BEFORE disassembly:

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4:00pm – 5:00pm PST

Shop Owner/Manager Roundtable – Everyone Welcome

4:00pm – 7:00pm PST

Vendor Expo – Complimentary Hors d'oeuvres & No-Host Bar

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

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

**CLICK TO REGISTER
TODAY!**



SUNDAY, March 23, 2025

BREAKFAST 6:30am – 8:00am PST

8:30am – 11:30am PST

◆ **Auto Repair Shop Digital Marketing Master Class**

Presented by Paul Donahue • Sponsored by ADAP

PART 1: How to Optimize Your Website for Maximum Conversion & Lead Flow

We will be providing you with all the latest proven techniques & strategies to get your website to convert at a maximum level.

Summary: Your website's ability to convert can make all the difference between your website & marketing not performing, & your website & marketing performing well. Research has proven that between 20-60 % of all the traffic to websites goes unconverted. You will increase your shop revenues just by focusing on converting more of the traffic already getting to your website into Book jobs. Workbook Provided.

PART 2: The 2025 SEO Formula for Auto repair shop owners

I'm going to unpack what I call the new SEO formula, which is based on the very latest research from over a dozen of the leading SEO authorities as to what's going on with the Google search algorithms.

Summary: Auto repair SEO is constantly changing. I'll be going over some of the things that you may have put in place that in the past were productive but may be hurting you today & tell you the strategies you can utilize to get ahead of your competition. Action Checklist Provided.

Part 3 Google Maps for Automotive Repair Businesses

Getting your shop higher up in the Google maps listings or getting on more Google maps listings for more of your targeted keywords will significantly impact your shop's revenues.

Summary: We're going to be talking all about Google Maps also known as the local 3 pack or the local map pack & what it takes to get ranked on the Google maps in your service area for your most important auto repair related key terms. We've analyzed hundreds of different shops & found out what they all have in common when it comes to their Google maps rankings. Action Checklist Provided.

■ **Building an Amazing Customer Experience**

Presented by Nick Willey • Sponsored by Mammoth Training

Topics Covered:

- Importance of customer experience (CX).
- What participants can expect to learn.
- Key factors that influence satisfaction (emotions, trust, & value).
- Empathy's role in CX.
- Consistency, Personalization, & Exceeding Expectations.
- Key steps: Apologize, own the issue, resolve quickly, & follow up.
- Empowering employees to exceed expectations.
- Recognizing & rewarding great service.
- Recap of core concepts.
- Building a personal action plan for improving CX.

◆ **Hiring, Motivating & Managing Top Performers**

Presented by Dave Schedin • Sponsored by CompuTrek

Utilizing leadership tools to find, coach & lead employees to be top performers. It costs shop owners on average \$137,000 each year for each position in the shop by not having a Top Performer in any one position. This seminar will not only bring clarity to those items listed below but give you real world practical information, systems & tools to be used immediately in your business. Lack of clarity in employee motivation keeps business owners in a fog that keeps cash flow in the fog.

Valuable lessons given in this seminar:

- Using personal & skill assessments to determine leadership & training needs
- Clarity in Company Structure
- Maximizing the power of enhanced commitment based job descriptions
- How to maximize employee review tools
- Interview questions for hiring Managers, Service Advisors & Technicians
- Email of tools to facilitate key systems in an automotive environment.

You will get emailed the above topics in Excel and/or Word Doc form so you can edit them for your real world environment.

In today's economy every move you make (or lack of move) is critical & has a direct impact on the bottom line. This is a Nuts & Bolts seminar on learning real world solutions for motivating, leading & maximizing your employee's performance levels beyond what the incentive plan will do.

◆ **Mastering Productivity Front to Back**

Presented by Mark Seawell • Sponsored by WTI

Tackle the common problem of poor communication between Service Advisors & Technicians.

- Overcoming communication barriers in automotive services
- Real-World case studies on effective communication
- Hands-On exercises for practical learning
- Strategies for clear information transfer between Advisors & Technicians
- Enhancing workflow efficiency & customer satisfaction

Master the communication hacks that lead to improved productivity & service quality in their businesses.

◆ **Steps to Building a Legacy Business**

Presented by Maylan Newton • Sponsored by ESI

A legacy business involves creating a company that not only achieves success in the short term but also sustains its impact & relevance over the long term. It means building a business that survives you & provides your family with an income & something to sell long after you have exited the business. Building a business that gives back to your family must be a priority.

● ● ☆ **ABS & Stability Controls**

Presented by TBD • Sponsored by AutoZone

This course is designed to help technicians become more familiar with Anti-lock Brake (ABS), Stability Control (ESC) & Traction Control Systems (TCS). Topics covered will include the components & operation of anti-lock brake, stability & traction control systems, which are essential for understanding more complicated braking & chassis control systems. Better understanding of how these systems operate will enable technicians to become more efficient in system diagnostics & repair.

The intent of this course is to increase a technician's ability to diagnose brake system concerns by:

- Distinguishing active from passive WSS (Wheel Speed Sensor) & proper diagnostics
- SAS (Steering Angle Sensor), Lateral, & Yaw sensors diagnostics
- Advanced braking systems used in many hybrid & electric vehicles (brake-by-wire)

● 🌟 **Audi & VW Diagnostic Strategies**

Presented by Hakkin Light • Sponsored by WTI

- Diagnostic Process
- Service Information Resources & Training
- Fault Code Logic & Test Plans in ODIS
- Map Your Diagnostic
- What IS Published & What IS NOT
- Sorting out System Operation
- Case Studies & Practical Application

● ● 🌟 **Bullet-Proof Diagnostics**

Presented by Roberto Ibarra • Sponsored by Revenue Now Inc.

Introduction

- Brief overview of scan tools and their importance in modern automotive diagnostics
- Explanation of how scan tools provide a window into the electronic control unit (ECU)

Understanding Scan Tool Data

Types of Data

- Diagnostic Trouble Codes (DTCs)
- Live data streams
- Freeze frame data
- Bidirectional controls

Interpreting Scan Tool Information

- How to read and understand the data presented
- Importance of knowing what the ECU “believes it sees”
- Recognizing patterns and anomalies in the data

Practical Application

Case Studies

- Present real-world scenarios where scan tool data was crucial in diagnosis
- Discuss common misinterpretations and how to avoid them

Hands-on Demonstration

- Use a simulator or actual vehicle to demonstrate data retrieval and interpretation
- Show how to navigate through different menus and options on a scan tool

Advanced Techniques

Data Analysis Strategies

- Techniques for identifying areas where students need support based on scan tool data
- How to use data to set specific, measurable learning goals for students

Troubleshooting Using Scan Tool Data

- Systematic approach to using scan tool information for problem-solving
- Importance of combining scan tool data with other diagnostic methods

Best Practices and Tips

- How to maximize scan tool use in a diagnostic process
- Common pitfalls to avoid when interpreting scan tool data
- Importance of keeping scan tools updated and properly maintained

Conclusion and Q&A Session

- Recap of key points
- Open floor for questions and discussion

Throughout the class, emphasize the importance of practice and hands-on experience in mastering scan tool usage. Encourage students to experiment with scan tools on non-faulty vehicles to build confidence and skills. This approach will help them become more proficient in using scan tools for effective diagnostics and troubleshooting.

● ● ☆ **Diagnosing Gnarly Intermittents: Tracking Down the Tough Ones**

Presented by Adam Robertson & Gary Smith • Sponsored by DiagNation

This class will fill the attendee with several creative, out-of-the-box diagnostic thoughts, approaches & strategies for tracking down and successfully diagnosing those gnarly “ghost” faults that can be so difficult to duplicate and solve.

We will look at several methods used every day on the DiagNation Support Hotline to help technicians with a “Guided Fault Finding” pathway to solve these vexing issues, regardless of the system you are working with.

Learn why the shop and technicians often make intermittent diagnosis more difficult & learn how to avoid these mistakes and leverage a customized approach to each intermittent fault you approach. We will use actual (recent) case studies to prove these methods of approach.

● ● ☆ **Electronic Power Assisted Steering System**

Presented by TBD • Sponsored by AutoZone

Vehicle manufacturers are faced with trying to meet ever increasing fuel economy standards. One of the technologies the manufacturers have embraced is removing the always-turning power steering pump from the engine & using electrical power to create the power steering assist.

This course covers common diagnostic procedures to verify the vehicle can support the electrical demands of the EPAS systems. It also covers the different versions of EPAS systems, as well as the components that support providing inputs to the control module. Module software update requirements are also covered. The rest of the course is designed to cover systems used by individual vehicle manufacturers.

● ● ☆ **Fuel Trim Diagnostics**

Presented by Scott Shotton • Sponsored by WTI

Fuel Trim – Theory, Troubleshooting & Practical Application

- MAF Sensor – Test drive diagnostics
- Incorrect injector flow rate - Data signatures
- Fuel related DTCs - Scan data analysis
- Targeted Data PIDs to have direction before opening the hood
- Diagnostic “Cheat Sheets”
- What you need to know about Ethanol, EVAP & more

● ● ☆ **Intake Airflow Technologies**

Presented by Jason Gloria • Sponsored by NAPA AutoTech

In the search for lower emissions & better fuel economy, manufacturers have had to be creative. OEMs now control & monitor air flow in various ways. The skills learned in this class will help the student diagnose these systems more efficiently, speeding up diagnostic time frames. This increases profitability for both shops & technicians.

- Overview of modern air flow technologies
- Review forced induction
- Multiple length intake runners
- Discuss adaptive throttle strategies
- Cover theory, design & diagnosing driveability concerns

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