

**RENO**



**ATE**<sup>TM</sup>

**AUTOMOTIVE TRAINING EXPO**

**Saturday, October 25, 2025 • SILVER LEGACY RESORT CASINO**

Resort Reservations: [bit.ly/4IJjNkU](https://bit.ly/4IJjNkU)

PRODUCED BY

**NWACA**

Northwest AUTO CARE ALLIANCE



**Don't miss  
this AMAZING  
training event!**

Visit [ATE-Reno.com](https://ATE-Reno.com)  
for complete details.

**EXP.  
Sept. 19**

**All-Inclusive Early Bird  
NWACA / ACA Member Pricing: \$199**

NWACA / ACA Member All-Inclusive Pricing <b>after Sept. 19</b> .....	<b>\$225</b>
Non-NWACA / ACA Member All-Inclusive Pricing .....	<b>\$275</b>
Educators' Discount All-Inclusive Pricing.....	<b>\$199</b>

**Event Features:**

- ★ Technical, Management & Service Advisor Courses by the Industry's Leading Instructors
- ★ Expo Event
- ★ Complimentary Lunch

Register **TODAY** at **ATE-Reno.com**

or call 253-676-9222



## ATE Reno Training Schedule | Saturday, October 25, 2025

MORNING COURSES	INSTRUCTOR	TIME (PST)
◆ The Motivated Advisor	Mark Seawell	8:00am-11:30am
◆ Utilizing AI in Your Autosshop	Greg Marchand	8:00am-11:30am
Wicked Diagnostic Routines Cutting Down the Trouble Tree Chart	Adam Robertson	8:00am-11:30am
Ford EcoBoost Family of Engines	Jake Sorensen	8:00am-11:30am
Audi & VW Diagnostics Strategies for More Accurate & Efficient Diagnosis	Haakin Light	8:00am-11:30am
Asian Drivability	Mark Kenyon	8:00am-11:30am
Advanced Air Conditioning Diagnosis & Service	Tom Finneran	8:00am-11:30am
<b>Lunch, Keynote, and Expo</b>		<b>11:30am-1:00pm</b>
Keynote: <i>From Me to We: The Power of the 'I' in Teams</i> Presented by Jimmy Lea, The Institute		11:35am-11:50am
AFTERNOON COURSES	INSTRUCTOR	TIME (PST)
◆ Resolving Conflicts Like a Pro: Mastering Customer Frustration with Finesse	Mark Seawell	1:00pm-4:30pm
◆ Empowering Teams: Effective Techniques for Motivating Employees	Greg Marchand	1:00pm-4:30pm
Bits and Bytes Network Serial Decoding	Adam Robertson	1:00pm-4:30pm
Diesel Aftertreatment Service Domestic & European	Jake Sorensen	1:00pm-4:30pm
Developing Better Diagnostic Judgment & Critical Thinking	Haakin Light	1:00pm-4:30pm
Diagnosing Steering & Suspension Systems from A to Z	Mark Kenyon	1:00pm-4:30pm
Radar Ready! Diagnosing Advanced Driver Assistance Systems	Tom Finneran	1:00pm-4:30pm

**Saturday, October 25, 2025**

**MORNING COURSES: 8:00am-11:30am PST**

◆ **The Motivated Advisor**

**Presented by Mark Seawell • Sponsored by The Institute**

“The Motivated Advisor” is a comprehensive program designed to empower shop owners, managers, and service advisors with the tools and insights necessary to achieve peak performance and drive success in the automotive aftermarket.

This course delves deep into the dynamics of motivation, equipping participants with the knowledge and strategies to inspire and sustain high levels of motivation both within themselves and among their teams. Through engaging discussions and practical exercises, attendees will gain a profound understanding of motivational principles and learn how to apply them effectively in the context of sales, marketing, leadership, and management within the automotive service industry.

**Key Topics Include:**

- Understanding Motivation: Exploring the psychological factors that drive human behavior and performance.
- Motivating Others: Techniques for inspiring and empowering team members to achieve their full potential.
- Motivating Yourself: Strategies for maintaining personal motivation and overcoming common obstacles.
- Leadership and Management: Leveraging motivational strategies to foster a positive work culture and drive organizational success.
- Sales and Marketing: Integrating motivational principles into sales and marketing strategies to boost customer engagement and loyalty.

Join us on a journey to unlock your full potential and become a driving force for success in the automotive service industry!

**Certification:** Upon completion of the course, participants will receive a certificate recognizing their mastery of motivational techniques and their commitment to excellence in automotive service.

◆ **Utilizing AI in Your Auto Shop**

**Presented by Greg Marchand • Sponsored by ShopPros**

Artificial Intelligence is no longer a futuristic concept – whether you like it or not! AI can be a competitive advantage for today’s most efficient and profitable auto repair shops. In this fast-paced and practical 3.5-hour session, shop owners, managers, and service advisors will learn how to harness AI tools to reduce workload, streamline operations, increase sales, and enhance customer service.

We’ll explore real-world applications of AI in the automotive aftermarket—from AI-powered service advisors and chatbots to repair recommendation engines, scheduling optimization, and business performance dashboards. You’ll see how AI can help automate customer follow-ups, improve technician productivity, and drive data-informed decisions—without replacing the human touch that keeps your customers coming back.

Whether you’re just starting to explore AI or already using some basic tools, this class will give you a clear roadmap for integrating the right technologies into your shop’s workflow, safely and profitably.

**CLICK TO REGISTER TODAY!**



## **MORNING COURSES, continued...**

### **Wicked Diagnostic Routines: Cutting Down the Trouble Tree Chart**

**Presented by Adam Robertson • Sponsored by WTI**

Tired of being led down the wrong path by factory flowcharts and parts-swapping guesses? OEM “trouble trees” have misled us for years, causing wasted time and unnecessary parts replacement. This class is a smorgasbord of “wicked cool” diagnostic routines that go beyond the everyday. We’ll explore creative, efficient, and eye-opening methods that challenge the status quo and open your mind to what’s possible. Every routine covered in this class is designed to stretch your thinking, spark your imagination, and add new testing methods to your diagnostic arsenal to handle the stuff that doesn’t follow the book. You won’t get a deep dive into any one system, but you will get a powerful intro to multiple high-impact concepts, with hands-on and virtual courses available for those ready to go further. Whether you’re just starting or already seasoned, this class will leave you thirsty for more. This isn’t a checklist of textbook tests. It’s a mindset shift, built around real-world techniques and the belief that the only limit is your imagination.

### **Ford EcoBoost Family of Engines**

**Presented by Jake Sorensen • Sponsored by NAPA Autotech**

Ford Motor Company has introduced its own line of smaller-displacement engines, the EcoBoost series, for its passenger vehicles and light truck applications. This course covers the entire EcoBoost family in detail.

#### **Recommended for all levels of Technicians**

- Review the principles of gasoline direct injection
- Reveal how twin turbochargers work
- Identify carbon and contamination buildup and its effects
- Identify fault causes and proper correction/resolution procedures
- Describe the EcoBoost’s unique cooling system
- Perform diagnostics for lack of boost and DTC P0299 issues
- Perform diagnostics for crank cam correlation DTC P0016 issues
- *What makes an engine “EcoBoost”?*
- *What effect does carbon buildup have?*
- *Can we just do a standard carbon clean?*
- *Do these engines have timing chains or belts?*

### **Audi and VW Diagnostics: Strategies for More Accurate and Efficient Diagnosis**

**Presented by Haakin Light • Sponsored by WTI**

Do you find working on VW/Audi to be a headache? Do you feel like finding something simple like a direction to take with a fault code to be a nightmare? Do you struggle to locate description and operation for vehicle systems? If you said yes to ANY of these questions, this class will help you! We dive deep into where we can find training resources on these vehicles, navigation of factory service information, oem training structure and more. Fault code logic and how an ECU monitors, measures and evaluates a system is discussed in greater detail. Strategies to answer questions about system operation when there is no OEM documentation available are also provided. Practical application via case studies is conducted. Generalist shops AND European shops can benefit from this class.



## **MORNING COURSES, continued...**

### **Asian Driveability**

**Presented by Mark Kenyon • Sponsored by Garage Gurus**

This all-new Asian vehicle training seminar is the latest addition to our Engine Performance offering, and continues the evolution of our curriculum from a systems-based layout to a diagnostics-based layout. We differentiate new and legacy engine management systems, changing the way you approach Asian vehicles. Emphasis is placed on the feedback loop and 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 and Fueling Strategies are covered and we will also discuss Air:Fuel Sensor operation and 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 and lab scope testing methods to isolate sensor faults

### **Advanced Air Conditioning Diagnosis & Service**

**Presented by Tom Finneran • Sponsored by AutoZone**

There is a new way to cool the automotive industry. And a new set of rules to follow for a successful repair. Review 134a descent into refrigerant history while 1234yf is now in all makes-models as of September 2020. And a quick update on the status of R744.

**This course will instruct the technician on:**

- New lubrications
- Updated service-diagnostic procedures for 1234yf
- Scan tool bi-directional controls
- Onboard module software operation
- Variable displacement compressor issues and repairs
- Also, heat exchange and hybrid climate control are explored and dissected for easy consumption in this four-hour course.

## **LUNCH & EXPO: 11:30am-1:00pm**

### **LUNCH KEYNOTE: Jimmy Lea, The Institute**

#### **From Me to We: The Power of the 'I' in Teams**

We've all heard "there's no 'I' in team," but in the real world of running a shop, every win, and every failure, starts with individual actions. The truth is, strong teams are built one person at a time.

Let's discuss the 5 essential "I"s that turn struggling teams into synchronized units:

- Introspection – Understand your role and impact on the team
- Inquiry – Ask better questions to uncover better answers
- Information – Use data, not drama, to make smarter decision
- Inspiration – Motivate and energize the people around you
- Implementation – Turn ideas into consistent action

Whether you're an owner trying to build a culture of accountability, a manager aligning people and process, an advisor improving communication, or a technician looking to lead from where you are, this session delivers actionable insight you can put to work immediately.

Come ready to reflect, engage, and walk away with practical tools to transform your "me" into a powerful part of "we."

**CLICK TO REGISTER  
TODAY!**



## AFTERNOON COURSES: 1:00pm-4:30pm PST

### ◆ **Resolving Conflicts Like a Pro: Mastering Customer Frustrations with Finesse**

**Presented by Mark Seawell • Sponsored by The Institute**

Embark on a transformative journey, as we unveil the art of conflict resolution in “Resolving Conflicts like a Pro.” In this immersive workshop, participants will discover the power of turning challenging situations into opportunities for positive growth and strengthened relationships.

Learn to wield the tools of precision communication, leveraging motivational levers to deftly navigate through customer frustrations with grace and ease. Embrace the satisfaction of transforming a customer’s poor experience into one that inspires and builds lasting trust.

Advisors and managers alike will gain invaluable insights into enhancing communication, transforming problems into manageable hills, and guiding customers through memorable experiences that reinforce trust and satisfaction. Stay cool, calm, and collected in the face of calamity as you conquer insurmountable obstacles and conquer challenging customer conundrums.

#### **Key Topics Include:**

- Precision Communication: Mastering the art of precise communication to effectively address and resolve conflicts with clarity and empathy.
- Leveraging Motivational Levers: Understanding the psychological factors that motivate customers and using them to navigate through frustrations and objections.
- Transforming Problems into Opportunities: Learning strategies to view challenges as opportunities for growth and relationship-building, rather than obstacles to be avoided.

Join us and discover the secrets to resolving conflicts like a true professional, building stronger relationships, and achieving unparalleled success in your repair facility!

### ◆ **Empowering Teams: Effective Techniques for Motivating Employees**

**Presented by Greg Marchand • Sponsored by ShopPros**

Your shop’s success depends on more than tools and training—it hinges on the energy, engagement, and drive of your team. In this powerful 3.5-hour session, you’ll learn proven techniques to motivate employees, boost morale, and create a workplace culture where people show up energized and ready to perform.

Designed specifically for shop owners, managers, and team leads, this course dives into the psychology of motivation, the mechanics of recognition, and the practical systems you can implement immediately to inspire accountability and initiative across every role in your shop.

Through real-world examples and interactive discussion, you’ll uncover how to turn routine jobs into meaningful work, reduce employee turnover, and bring out the best in each team member—without relying solely on pay raises or bonuses.

## **AFTERNOON COURSES, continued...**

### **Bits and Bytes: Network Serial Decoding**

**Presented by Adam Robertson • Sponsored by WTI**

Diving into Serial Decoding and Packet Structure Diagnostics. All experience levels are welcome.

With so many networks running through modern vehicles—20 or more on some platforms, and that's before counting wireless—network diagnostics have to go beyond random unplugging and module swapping. This class is about developing a mindset, not a checklist. It's a logical way to approach communication faults that cuts through confusion and leads you to a real answer, fast.

We'll dig into the kinds of complaints that show up—like codes that don't make sense, strange warning lights, or scan tools that won't connect—and show how to use protocol rules and waveform behavior to figure out what the network is really doing. You'll learn how to tell whether a fault lives in the physical wiring, the transport structure, or the software logic. The idea is to build a flexible routine that adapts to each situation without wasting time on dead ends.

PicoScope is used for demonstration, but the methods work with any capable scope.

### **Diesel Aftertreatment Service – Domestic & European**

**Presented by Jake Sorensen • Sponsored by NAPA Autotech**

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

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

Recommended for Shop Owners, Service Advisors, and all levels of Technicians.

- SCR (Selective Catalyst Reduction)
- DEF (Diesel Exhaust Fluid)
- Componentry identification
- System theory of operation
- In-depth diagnoses
- *Are you prepared to service efficient diesels in today's vehicles?*
- *Do you have the skills and knowledge to take advantage of this ever-changing market?*
- *What do you know about the chemistry of Selective Catalyst Reduction (SCR)?*
- *Do you understand the differences in SCR and DEF?*
- *Are you familiar with the differences between OEMs as it relates to SCR and DEF systems?*

### **Developing Better Diagnostic Judgement & Critical Thinking**

**Presented by Haakin Light • Sponsored by WTI**

In many situations with shops and technicians, the place the “train comes off the tracks” is during the diagnostic process. This class is focused on helping technicians define, refine, and improve their diagnostic process. We work to improve the understanding and necessity of standard operating procedures. The instructor will highlight and provide examples of how building a critical thinking oriented mindset into EVERYTHING will enable a technician to have greater success in all aspects of their daily tasks. All discussion is framed with an adaptive approach mindful of efficiency and wide applicability to all makes and models. Methods of data collection are addressed as well as the benefits and limitations of many tools and testing techniques. All skill levels can benefit from this class.

**CLICK TO REGISTER  
TODAY!**



## **AFTERNOON COURSES, continued...**

### **Diagnosing Steering & Suspension Systems from A to Z**

**Presented by Mark Kenyon • Sponsored by Garage Gurus**

This clinic enhances the skills of the professional undercar technician in the areas of mechanical and electronic steering and suspension systems. We discuss proper component inspection procedures on today's popular suspension and steering systems. Vehicle diagnostic strategies revolving around ride quality and handling issues are a focus with an emphasis on electronic shocks and air springs used on vehicles with ECS (Electronically Controlled Suspension). A description, operation and diagnostic segment on electric steer vehicles is included. Integration of these components within modern day safety systems result in special wheel alignment procedures after 'hard part' replacement. We discuss how to perform this service the 'right way' to restore proper vehicle handling and control. Calibrating various steering and suspension components after replacement is highlighted.

**After completing this clinic, the student will have the knowledge to:**

- Relate worn chassis components to accelerated tire wear and inadequate steering, stopping and stability
- Define the operation of electronically assisted steering systems (column drive, rack motor drive, belt drive)
- Validate performance of steering and suspension components on ECS equipped vehicles
- Understand the function and calibration needs of the Steering Angle Sensor (SAS) within various vehicle safety systems
- Recognize scan tool functional tests, data stream interpretation and output controls to complete electronic steering and suspension service procedures

### **Radar Ready! Diagnosing Advanced Driver Assistance Systems (ADAS)**

**Presented by Tom Finneran • Sponsored by AutoZone**

ADAS (Automated Driver Assist Systems) are becoming common on today's vehicles as we move closer to fully autonomous vehicles. These new systems will require that shop owners, technicians and service advisors educate themselves and their customers on how this technology works. In this course Delphi Technologies' technical trainers will cover:

- Overview of Lane Keep Assist, Lane Departure Warning, Blind Spot Monitor & Adaptive Cruise
- Hardware overview (RADAR, LIDAR, smart cameras and ultrasonic sensors)
- Camera / sensor aiming equipment, windshield and paint concerns, etc.
- ABS, electronic throttle and E-steering interactions / customer concerns
- Static and dynamic camera and radar sensor calibrations requirements and tips
- Diagnostic tool data interpretations, service do's and don'ts and case studies

# **Don't Miss This AMAZING Training Event!**

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TODAY!**

