

THE WEST COAST'S LARGEST AUTOMOTIVE TRAINING EVENT



**MARCH 27-29, 2026 • DOUBLETREE HOTEL—SEATTLE AIRPORT**



PRODUCED BY



**EXCLUSIVE Early Bird  
NWACA Member Pricing... \$459**

- NWACA Member All-Inclusive Package **after FEB. 13 .....\$485**
- Non-NWACA Member All-Inclusive Package .....**\$585**
- Educators' Discount All-Inclusive Package .....**\$425**
- Limited individual courses available

*All fees: per person + tax*

#### **2026 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

#### **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.



#### **2026 ATE Seattle Bonus Events:**

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

- ★ Educators Roundtable ..... **Friday**, 4:30pm-5:30pm
- ★ Vendor Expo ..... **Friday-Saturday**, 4:30pm-7:00pm
- ★ Shop Owner / Manager Roundtable ..... **Saturday**, 4:30pm-5:30pm
- ★ Educators Roundtable (educators only) ..... **Saturday**, 4:30pm-5:30pm

**Register on the  
NEW website TODAY!**  
**ATESeattle.com**  
or call 253-676-9222





## Seattle ATE Training Schedule | March 27-29, 2026

### FRIDAY, March 27

	PRESENTER(S)	TIME (PST)
■◆ Presenting Preventative Maintenance Services with Value	Dave Schedin	8:00am-11:30am
■ Speed of Service: Time Is Crucial!	Bill Haas	8:00am-11:30am
◆ The Inspiring Leader, Unlock Your Team	Cecil Bullard	8:00am-11:30am
■◆ The Leadership Snapshot	Darren Barney	8:00am-11:30am
● Air Conditioning Diagnosis & Service	Cliff Shenkel	8:00am-11:30am
● Battery, Starting and Charging Systems Diagnostics	Mark Isaac & Jeff Stein	8:00am-11:30am
● Cam & Crank Sensor	Philip Austin	8:00am-11:30am
● Essential Scope Tests	Guy Vesco	8:00am-11:30am
●● Industry Standard Tire Repair Certification Course	Dave Kovach	8:00am-11:30am
●● Logical Diagnostic Decision for Drivability Dilemmas	Eric Ziegler	8:00am-11:30am
●★ Mercedes Chassis Control SystemsAirmatic	Andrew Libert	8:00am-11:30am
●● The Nuts and Bolts of Fixing the High Volts – Part 1	Adam Robertson & Gary Smith	8:00am-11:30am
<b>LUNCH</b>		<b>11:30am-12:45pm</b>
<b>Lunch Speaker (optional)</b>	<b>Bryan Kelley</b>	<b>11:45am-12:30pm</b>
■◆ Cool Heads, Clear Shop	Mark Seawell	1:00pm-4:30pm
◆ Financial Strategies 2.0	Bill Haas	1:00pm-4:30pm
◆ Marketing For Today	Cecil Bullard	1:00pm-4:30pm
■ Workflow Mastery for Service Advisors	Greg Marchand	1:00pm-4:30pm
●● 4WD Systems: Testing and Diagnostics	Tom Smith	1:00pm-4:30pm
● Air-Fuel Ratio Diagnostics	Philip Austin	1:00pm-4:30pm
● All About ADAS Calibrations	Kevin McKinney	1:00pm-4:30pm
● Diagnosing Modern Valve Actuation Systems	Cliff Shenkel	1:00pm-4:30pm
● Making Sense of Sensors	Guy Vesco	1:00pm-4:30pm
●★ Mercedes Diesel Engines & Emission Systems OM642 & OM651	Andrew Libert	1:00pm-4:30pm
● Push Button Start and Smart Key Access	Mark Isaac & Jeff Stein	1:00pm-4:30pm
●● The Nuts and Bolts of Fixing the High Volts – Part 2	Adam Robertson & Gary Smith	1:00pm-4:30pm
● Transmission Diagnostics for Non-Transmission Techs	Scott Shotton	1:00pm-4:30pm
<b>Educators Roundtable – Everyone is Welcome</b>		<b>4:30pm 5:30pm</b>
<b>Vendor Expo – Preview/purchase the latest tools, equipment, technologies, and supplies</b>		<b>4:30pm-7:00pm</b>

MORNING

AFTERNOON

## 2026 ATE Seattle Training Schedule, continued...

### SATURDAY, March 28

	PRESENTER(S)	TIME (PST)
<b>BREAKFAST</b>		<b>7:00am-8:00am</b>
■♦ AI-Powered Selling for Service Advisors	Greg Marchand & Sara Fraser	8:00am-11:30am
♦ Culture: What You Don't Address Becomes Your Culture	Bryan Kelley	8:00am-11:30am
■ How Poor Inspections Kill Maintenance Sales	Brittany Schindler	8:00am-11:30am
■♦ Mastering Challenging Situations	Mark Seawell	8:00am-11:30am
●● Developing Better Diagnostic Judgement & Critical Thinking	Haakan Light	8:00am-11:30am
●● Diagnosing Mass Air Flow/Volumetric Efficiency Issues	Eric Ziegler	8:00am-11:30am
●● Electric Power Steering: Operation and Testing	Tom Smith	8:00am-11:30am
● Gasoline Direct Injection Systems	Mark Isaac & Jeff Stein	8:00am-11:30am
●● Industry Standard Tire Repair Certification Course	Dave Kovach	8:00am-11:30am
●● Modern Air and Fuel Strategies and Diagnostics	Jason Gloria	8:00am-11:30am
●● Steering and Suspension Inspection Practices	Ken Sumerlin	8:00am-11:30am
●★ Wicked Diagnostic Routines	Adam Robertson	8:00am-11:30am
<b>LUNCH</b>		<b>11:30am-12:45pm</b>
<b>Lunch Speakers (optional)</b>	<b>Adam Robertson &amp; Gary Smith</b>	<b>11:45am-12:30pm</b>
■♦ Customer Expectations and Level Setting	Ryan Daily	1:00pm-4:30pm
■♦ Mastering the Art of Successful Customer Communication	Jimmy Lea	1:00pm-4:30pm
♦ Maximize Profits and Reputation	Tom Amaro	1:00pm-4:30pm
■♦ Tech Power Utilization For Your Whole Team	Dave Schedin	1:00pm-4:30pm
●★ BMW Suspension Systems	Brandon Mathews	1:00pm-4:30pm
● EVAP Diagnostics Beyond the Gas Cap	Mark Isaac & Jeff Stein	1:00pm-4:30pm
●● Network Nightmares: Solving Communication DTCs	Gary Smith	1:00pm-4:30pm
●● Perfecting your Alignment Practices	Ken Sumerlin	1:00pm-4:30pm
● Radar Ready! Diagnosing Advanced Driver Assistance Systems	Dave Hobbs	1:00pm-4:30pm
●★ T-Ninja Box – Foundational Module Cloning	Haakan Light	1:00pm-4:30pm
● Tactical Diagnostic Series - Scan and Scope	Jake Sorenson	1:00pm-4:30pm
● Turbocharged Diagnostics with VE and Scan Data	Scott Shotton	1:00pm-4:30pm
<b>Education Roundtable – Educators Only</b>		<b>4:30pm 5:30pm</b>
<b>Shop Owner/Manager Roundtable – Everyone Welcome</b>		<b>4:30pm 5:30pm</b>
<b>Vendor Expo – Preview/purchase the latest tools, equipment, technologies, and supplies</b>		<b>4:30pm-7:00pm</b>

### SUNDAY, March 29

	PRESENTER(S)	TIME (PST)
<b>BREAKFAST</b>		<b>7:00am-8:00am</b>
■♦ 7-Step Sales Process: Building Trust, Clarity, and Confident Yeses	Brittany Schindler	8:00am-11:30am
■♦ Crystal Clear Communications For Your Team	Ryan Daily	8:00am-11:30am
♦ From Start to Stay: Hiring with Intention	Sara Fraser	8:00am-11:30am
♦ Succession by Design	Bob Ward	8:00am-11:30am
■♦ WWMD - What would Maylan Do?	Birdie Patterson	8:00am-11:30am
●● ADAS: What to do When Calibrations Go Wrong	Kevin McKinney	8:00am-11:30am
● Advanced Alignment Practices	Ken Sumerlin	8:00am-11:30am
●★ BMW ADAS: Mastering BMW's Autonomous Driving Dynamics	Brandon Mathews	8:00am-11:30am
● Hybrid Electric Vehicles	Dave Hobbs	8:00am-11:30am
●● Understanding Automotive Electrical Components & Diagrams	Jason Gloria	8:00am-11:30am
● Vehicle Communication Diagnostics	Jake Sorenson	8:00am-11:30am

**■◆ Presenting Preventive Maintenance Services with Value****Presented by Dave Schedin • Sponsored by CompuTrek Solutions**

This high impact workshop reshapes how Service Advisors present preventive maintenance by combining vehicle science with customer psychology. Advisors learn how to confidently explain why services matter, connect value to real vehicle performance, and turn everyday maintenance conversations into trust based recommendations that benefit both the customer and the shop.

By the end of the session, Advisors leave with a practical, repeatable approach to presenting preventive maintenance that feels authentic and professional, not sales driven. The focus is on consistency, clarity, and long term relationship building rather than one time transactions.

Key takeaways include:

- Communicating value over price using proven trust based language
- Using maintenance data and predictability to justify services clearly
- Presenting canned jobs confidently for consistency and profitability
- Shifting from transactional selling to relationship driven advising

**■ Speed of Service: Time Is Crucial!****Presented by Bill Haas • Sponsored by WTI**

Time isn't just a metric. It's the make-or-break factor in how your shop is judged. Today's guests expect quick callbacks, same-day updates, and a workflow that doesn't keep them waiting. They aren't comparing you to the shop down the street. They're comparing you to Amazon, DoorDash, and every other service that runs like clockwork. If your processes aren't keeping up, your reputation and revenue are taking the hit.

This course dives into the systems and habits that slow shops down. From scheduling and workflow to parts, communication, and leadership, you'll uncover what's stealing your time and how to take it back. You'll explore where breakdowns happen, how to prevent them, and what it takes to build momentum that lasts. Learn how to tighten up operations without sacrificing quality or culture. These are real strategies you can take back and implement immediately, changes your team will feel and your customers will Notice.

Presented by Bill Haas of Auto Ignite Management, a seasoned business coach and trusted industry voice, this course delivers clear steps and a fresh perspective to help you speed up the right way. Bill brings decades of experience working with independent shops across the country, helping them improve productivity, increase customer satisfaction, and drive long-term growth.

In this session, you'll learn how to:

- Identify the hidden time-wasters slowing your shop down
- Build a workflow that supports speed without sacrificing quality
- Improve parts acquisition and reduce downtime
- Create scheduling systems that set the day up for success
- Streamline internal communication between techs, advisors, and management
- Set clear expectations that keep the team focused and aligned
- Use speed as a trust-building tool for stronger customer relationships
- Turn time efficiency into a consistent profit driver
- Lead with intention, not urgency

This isn't about rushing. It's about refining. It's about working smarter and turning efficiency into a competitive edge. If time is money, it's time to get serious.

Because when every minute counts, the best shops don't just move faster, they move with purpose

## ◆ **The Inspiring Leader, Unlock Your Team**

**Presented by Cecil Bullard • Sponsored by The Institute**

Behind every great team is an inspiring leader—someone who doesn't just manage tasks, but ignites performance, trust, and growth. In this game-changing course, Cecil Bullard pulls back the curtain on what it really takes to lead people well. Whether you're a Shop Owner, General Manager, or Advisor, this class is your step-by-step playbook to becoming the kind of leader your team wants to follow.

You'll learn to lead not just with authority, but with purpose, empathy, and vision. Discover how to break the cycle of blame, silence excuses, and build an unshakable culture of ownership and achievement.

What You'll Learn:

- The 6 Stages of Leadership Evolution: Understand the progressive path to powerful leadership—and where you are on it
- The 4 Stages of Building Trust: Cultivate a culture of confidence and cohesion
- 6 Proven Ways to Show You Care: Foster loyalty and connection that transforms teams
- 10 Communication Strategies: Improve clarity, eliminate confusion, and elevate results
- How to Create High-Performing Teams: Align individuals to a shared vision of excellence
- Secrets to Conflict Resolution: Turn tension into opportunity
- How to Eliminate Excuses and Inspire Accountability: Shift your culture from reactive to proactive
- The Magic of Avoiding Blame: Spot unproductive patterns and redirect energy toward growth
- How to Improve Self-Esteem in Your Team: Build people up so they show up fully

## ■◆ **The Leadership Snapshot:**

### **Influence, People Skills & Emotional Intelligence in the Shop**

**Presented by Darren Barney • Sponsored by Elite Worldwide**

Let's face it—running a shop is one of the hardest leadership jobs out there. You're juggling parts delays, tech drama, customer expectations, and a dozen other fires... all while trying to grow your business. But here's the truth: your shop will only grow as far as your leadership does.

The Leadership Snapshot is a dynamic, hands-on workshop designed to help shop owners and managers master the people side of leadership. We'll cut through the noise and focus on what really matters—understanding yourself, connecting with your team, and leading with purpose.

Through live assessments, guided breakout groups, and practical tools, you'll uncover how your natural wiring affects your leadership, where your influence is helping or hurting, and how emotional intelligence can transform how your team responds to you. You'll walk away with a personalized Leadership Snapshot and a 90-day plan to elevate your leadership and move your shop forward.

If you're tired of putting out the same fires, struggling to get buy-in from your team, or wondering why your top tech just quit... this course is for you.

You'll Learn How To:

- Identify your natural leadership wiring and how it shows up on the shop floor
- Strengthen emotional intelligence and build deeper trust with your team
- Increase your influence without micromanaging or powering up
- Uncover blind spots in how others experience your leadership
- Build a clear 90-day plan to become the leader your shop truly needs

Who Should Attend:

- Shop owners, GMs, and service managers who want to grow their leadership
- Leaders who want to improve retention, accountability, and team culture
- Anyone ready to lead more effectively—without burning out or powering through

## ● ● Air Conditioning Diagnosis & Service

**Presented by Cliff Shenkel • 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 three-hour course.

## ● Battery, Starting and Charging Systems Diagnostics

**Presented by Mark Isaac & Jeff Stein • Sponsored by Garage Gurus**

This workshop is designed for technicians who have a basic understanding of electrical theory and are ready to put it to use. We begin with highlighting information on battery testing and battery replacement. We will discuss proper battery testing methods and what may need to be done during a replacement. Starting systems have become more efficient, and the circuits that control them include complex security protocols. The methods for validating faults within a starter circuit still revolve around the understanding of basic electricity. Good practices are critical to not overlooking an obvious fault. We will cover how to diagnose a 'no start' condition and the quickest way to pinpoint the problem. Charging system controls have advanced, and many manufacturers have specific charging system strategies that are used to aid in longer battery life and increased economy. We discuss the different variations of 'smart charging systems' and what testing methods you need to employ to avoid replacing a costly alternator that was not the root of the problem. In-bay vehicle demonstrations are part of this workshop.

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

- Diagnose common battery, starting, and charging issues using the latest diagnostic equipment
- Understand the different automotive battery types and testing methods
- Measure charging system output and validate proper PCM control
- Use system wiring schematics to aid in diagnosing charging system faults

## ● ● Cam & Crank Sensor Diagnostics

**Presented by Philip Austin • Sponsored by Niterra North America**

In-depth review of cam & crank sensor operation, diagnostics, and a walkthrough on cam & crank-related failures in domestic & import applications with case studies.

## ● Essential Scope Tests

**Presented by Guy Vesco • Sponsored by NAPA Autotech**

This course provides the confidence to take the fear and frustration out of using your oscilloscope. Modern vehicles provide us with multiple communication networks, countless sensors, solenoids, and actuators. Not only do we need a way to test the components themselves, but we also need trusted tests to verify the controllers that monitor and actuate these components.

You will learn essential operations of your Oscilloscope, including set up, signal analysis, common waveforms and tests that can be used on every vehicle you work on. Quick tests for no starts, driveability concerns, communication networks, electric motors, solenoids, actuators, and sensors will also be covered.

This course will prepare you to take your scope to the fender and prove failures without the need for intrusive teardown, lost time, and labor.

- Signal acquisition
- Current charging
- Pressure testing
- Voltage drop/loading circuits
- Starting and charging system testing

**● ● Industry Standard Tire Repair Certification Course**  
**Presented by Dave Kovach • Sponsored by Point S & 31 Incorporated**

This comprehensive hands-on training covers industry-standard tire repair procedures for passenger, light truck, and commercial truck/bus tires. Participants will learn proper inspection techniques, injury assessment, and the two approved repair methods: combination patch/plug units and two-piece repair systems. The course includes specialized training on noise reduction tire repairs, reinforced shoulder repair (RSR) techniques, and critical safety protocols. Students will gain proficiency in injury channel preparation, buffing, cementing, repair unit selection and installation, with emphasis on TRMG industry standards. Upon completion, participants will understand when repairs are acceptable versus non-repairable, proper equipment usage (including speed limitations for buffers and drills), and the importance of complete internal inspections. This certification ensures technicians can perform permanent, safe tire repairs that meet manufacturer specifications and industry best practices.

**● ● Logical Diagnostics Decisions for Drivability Dilemmas**  
**Presented by Eric Ziegler • Sponsored by WTI**

This is a critical thinking or logical approach class to address many of the issues that face techs every day; working on systems that are new to them or that they have little or no experience diagnosing. The course is a mix of critical thinking, theory, diagnostic testing methods, tooling and real-world case studies.

Four areas will be addressed: mechanical testing, fuel trim diagnostics, ignition testing and network communication issues.

Graphing scan data, archiving data and other useful diagnostic software will be discussed.

- Lots of real world, not so forward case studies will be used to illustrate these processes and techniques.
- See how you can diagnose each type of problem with basic tools and high-tech tools.
- Learn how to figure out what to do next in your diagnostic process.
- See what your results should be and where to go next.
- Examine a quick review of the "Flatrater" test drive and how to gather information.

**● ★ Mercedes Chassis Control SystemsAirmatic, ABC, & Magic Body Control**  
**Presented by Andrew Libert • Sponsored by WTI**

Technicians will learn:

- Level sensing troubleshooting & calibration
- Damping & electronic controls
- Leak diagnostics
- Common failures & repairs
- Troubleshooting tips & tricks

**● ● The Nuts & Bolts of Fixing the High Volts – Part 1**  
**Presented by Adam Robertson & Gary Smith • Sponsored by WTI**

**A Master Class on EV and Hybrid High Voltage System Diagnostic Repair**

A comprehensive, full day class on EV and Hybrid Vehicle Technology. We cover everything from high-voltage safety, basic diagnosis and high voltage system repairs to more advanced electronic controls like resolver circuits and other EV and HV diagnosis from a technician's perspective.

This all-day class is designed to provide any competent technician (that already has a good, fundamental electrical understanding) with all of the **Safety, PPE Testing, Hybrid-EV Theory and of course Hands-On Testing Techniques** which are covered.

This class looks at how to safely understand and work on and perform basic diagnostic service on Hybrid and all-electric vehicles (EV, BEV) in general.

Includes overview of theory on function and control of motor generators, power split and planetary gear function high voltage and battery service and more.

This is a VERY comprehensive class for anyone entering or currently working on high voltage vehicles, EVs and Hybrids. During this 8-hour class, we use real life diagnostic cases and scenarios to back up the theory taught, don't miss this class with Adam and Gary!

**LUNCH**

**11:30am – 12:45pm PST**

**LUNCH SPEAKER (optional) 11:45am – 12:30pm PST**

**What is Culture?**

**Presented by Bryan Kelley • Sponsored by Ascents Consulting, LLC**

Culture is not what an organization says it values, it is what people actually do. This keynote examines how culture is formed, how it can be accurately identified, and why most attempts to "change culture" fail. Participants will explore how to define culture in practical terms, where to look to determine the true culture of a team or organization, and how language, behavior, and standards reinforce it daily. The session will also address how culture is transformed, not through statements or initiatives. The goal is to move culture from an abstract concept to something observable, measurable, and influenceable.

**1:00pm – 4:30pm PST**

**◆ Cool Heads, Clear Shop**

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

Cool Heads, Clear Shops is a practical, no-fluff workshop built to help shop leaders and front-line staff navigate real-life conflict—and come out stronger, not scarred.

You'll learn how to:

- De-escalate tense situations with customers and coworkers
- Handle angry, emotional, or unreasonable customers without losing your cool
- Give tough feedback to teammates without drama
- Create a culture where issues are addressed early—not ignored
- Avoid blame games and focus on solutions
- Lead with empathy and accountability when things go sideways

Whether it's shop-floor friction or front-desk chaos, this workshop will give you the tools to stay in control, protect your team culture, and keep your shop running smoothly.

What You'll Walk Away With:

- A conflict resolution script framework for tough conversations
- Step-by-step methods for calming heated customers (and keeping the sale)
- Communication tools to turn problems into progress
- Real shop scenarios and "what to say when..." cheat sheets
- A conflict response playbook for your whole team to use

**◆ Financial Strategies 2.0**

**Presented by Bill Haas • Sponsored by WTI**

Strong financial strategies are the foundation of a thriving business. This course goes beyond theory, providing real-world, actionable insights that will transform the way you approach financial decision-making. Through engaging case studies and simulations, you will learn how to make data-driven choices that fuel growth and profitability.

What You'll Gain:

- Proven methods for forecasting sales with confidence
- Strategies to build and manage effective budgets
- Pricing techniques that maximize profitability
- A clear understanding of overhead and breakeven points

This is not just another financial course, it's a must-attend session for business owners, managers, and service advisors who want to take charge of their financial future. Walk away with the tools and knowledge to drive success, increase profitability, and build the business you've always envisioned.

## ◆ **Marketing for Today**

**Presented by Cecil Bullard • Sponsored by The Institute**

Find out what the best shops are doing today that are filling their bays with all the right customers. Digital Marketing, Website and SEO, Google and Yelp as well as Focused Marketing are all being used today to drive business and bring in the best customers: find out how the most successful marketers in the Automotive Service Industry are using these methods to increase their business and drive profits. If they can do it, you can too. This is the future for the successful shop owner and those that don't learn new methods will struggle, wither and likely die. Create a Marketing Budget and work on a Personalized Marketing Plan for your business.

## ■ **Workflow Mastery for Service Advisors:**

**Stay in Control, Reduce Stress, Increase Throughput**

**Presented by Greg Marchand • Sponsored by AccelPoint**

Chaos in the front office costs time, money, and customer trust. This course equips service advisors with a simple, powerful workflow management system that keeps the day organized, the team aligned, and the customer informed. Advisors will learn how to control drop-offs, manage technician communication, schedule effectively, pre-sell work, and build predictable follow-up routines. We'll also cover how to use AI and automation tools to reduce manual tasks and prevent bottlenecks. Advisors leave with a clear workflow blueprint they can implement the very next day to improve car count, cycle time, and customer satisfaction.

## ● ● **4WD Systems: Testing & Diagnostics**

**Presented by Tom Smith • Sponsored by RTS**

This class covers conventional style AWD/4WD vehicles—vehicles equipped with a transfer case and a front driveline.

- Discuss theory of operation and diagnostic routines
- Illustrate the sequence of events to obtain 4WD operation
- Explore vibration analysis
- Explain system identification and component testing
- Identify common failures

## ● **Air-Fuel Ratio Sensor Diagnostics**

**Presented by Philip Austin • Sponsored by Niterra North America**

Advanced diagnostics providing an overview of engine management systems to flag air-fuel ratio sensor DTCs. Effectively troubleshoot domestic & import vehicles.

## ● **All About ADAS Calibration**

**Presented by Kevin McKinney • Sponsored by Elitek Vehicle Services**

In this session, static and dynamic calibration steps will be discussed and reviewed for all three major vehicle types: Asian, Domestic, and Euro will be reviewed. This includes environmental and prerequisite requirements for performing ADAS calibrations and steps for verifying that the vehicles were calibrated per OEM specification.

## ● **Diagnosing Modern Valve Actuation Systems**

**Presented by Cliff Schenkel • Sponsored by AutoZone**

In recent years, there have been significant changes in valve actuation systems. Variable valve timing has been used by manufacturers for over a decade, but problems can still prove to be difficult to diagnose. Variable lift, commonly used by Honda for years, is now being used by other manufacturers and poses a diagnostic issue for technicians. Displacement on-demand systems have been embraced by more manufacturers and can bring diagnostic challenges as well.

The goal of this class is to prepare the aftermarket technician to be successful in troubleshooting faults with variable cam timing, variable cam lift, and variable displacement systems. Technicians will learn how to identify these systems, understand and test their operation, and accurately diagnose problems. Technicians will also learn how the MultiAir system works and how to troubleshoot faults.

After completing this class, a technician will be able to:

- Understand variable valve timing operation
- Diagnose variable valve timing faults accurately
- Identify the components and their functions
- Understand variable valve lift operation and their variations
- Understand variable cylinder displacement operation

## ● **Making Sense of Sensors**

**Presented by Guy Vesco • Sponsored by NAPA Autotech**

With vehicle technologies and components continuously expanding, there are more sensors across the average vehicle platform than ever before. Modules have more to monitor and control to ensure safe and efficient vehicle operation. This course will cover the purpose, operation, and testing procedures for a multitude of sensing components used today and the failure strategies used when a fault occurs.

Students will be instructed on proper and efficient choice and application of tooling for sensor related diagnostics and how to understand the results of testing. Understanding the difference between a faulty sensor and a good sensor is impossible without these skills. Sensor testing is still a challenging subject for many technicians around the world, but this course is aimed at making the topic easier to understand.

- Theory and operation
- Circuit design
- Circuit testing
- Necessary tooling
- Various sensor types
- Circuit faults and strategies
- Pull-up and Pull-down sensors
- Switches and sensors relationship
- Shorts to power vs. Shorts to ground
- Voltage vs. Current regulation
- Effects of magnetism

Questions covered in this course:

- How many different sensor types are there?
- Will unplugging a sensor tell me enough to know if it's good or bad?
- Can a sensor still be good even if a module sets a fault code for it?
- Can I just bench test it with a multimeter?

## ● ★ **Mercedes Diesel Engines & Emission Systems OM642 & OM651**

**Presented by Andrew Libert • Sponsored by WTI**

Technicians will learn:

- Fuel system operation, troubleshooting, & common failures
- Turbocharger & boost control system operation & troubleshooting
- EGR operation, troubleshooting & comm

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

**Presented by Mark Isaac & Jeff Stein • Sponsored by Garage Gurus**

This clinic enhances the professional technician's skills in push-button start, smart keys, and start/stop systems. All of these systems are integrated and can impact 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 case of a dead fob or a failed start button. Wiring schematic information is highlighted throughout to help you understand diagnostic strategies. We will review communication networks and security gateways and discuss all system checks necessary to power start and 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 and 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

## ● ● **The Nuts & Bolts of Fixing the High Volts – Part 2**

**Presented by Adam Robertson & Gary Smith • Sponsored by WTI**

A comprehensive, full day class on EV and Hybrid Vehicle Technology. We cover everything from high-voltage safety, basic diagnosis and high voltage system repairs to more advanced electronic controls like resolver circuits and other EV and HV diagnosis from a technician's perspective.

This all-day class is designed to provide any competent technician (that already has a good, fundamental electrical understanding) with all of the **Safety, PPE Testing, Hybrid-EV Theory and of course Hands-On Testing Techniques** which are covered.

This class looks at how to safely understand and work on and perform basic diagnostic service on Hybrid and all-electric vehicles (EV, BEV) in general.

Includes overview of theory on function and control of motor generators, power split and planetary gear function, high voltage and battery service and more.

This is a VERY comprehensive class for anyone entering or currently working on high voltage vehicles, EVs and Hybrids. During this 8-hour class, we use real life diagnostic cases and scenarios to back up the theory taught, don't miss this class with Adam and Gary!

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

**Presented by Scott Shotton • Sponsored by WTI**

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 the shop, it is often "shipped" to a transmission specific facility. 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.

**4:30pm – 5:30pm 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.

**4:30pm – 7:00pm PST**

## **Vendor Expo – Everyone Welcome**

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!**

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# SATURDAY, March 28, 2026

BREAKFAST

7:00am – 8:00am PST

8:00am – 11:30am PST

## ■◆ **AI Powered Selling for Service Advisors: Work Smarter, Sell More, Stress Less**

**Presented by Greg Marchand & Sara Fraser • Sponsored by AccelPoint**

AI is no longer the future—it's the competitive advantage being used by today's best service advisors. This session teaches advisors how to use practical, shop-ready AI tools to increase sales, speed up workflow, improve communication, and deliver a better customer experience. Advisors will learn how to use AI to create value-based word tracks, generate clearer digital inspection explanations, create customer-friendly analogies, and overcome common objections. Participants will leave with ready-to-use AI prompts, a repeatable sales workflow, and the confidence to use AI as their personal performance multiplier.

## ◆ **Culture: What You Don't Address Becomes Your Culture**

**Presented by Bryan Kelley • Sponsored by Ascents Consulting LLC**

Every organization has a culture, whether it is intentionally designed or silently developed. The unspoken habits, small compromises, and unchecked behaviors are already telling the story of your business. This interactive half-day seminar pulls back the tablecloth and exposes what is really happening under the table, where culture is truly defined.

Through guided reflection, practical exercises, and honest dialogue, participants will uncover the hidden norms shaping their teams and learn how personal leadership directly determines collective culture. You will walk away with clarity, tools, and accountability to align what you say you value with how you actually show up.

You Will Discover How To:

- Identify the unspoken rules, stories, and habits driving your current culture.
- Recognize how your communication, consistency, and presence define the environment around you.
- Confront the behaviors and blind spots you have been tolerating that quietly shape “the way things are done.”
- Replace default culture with intentional leadership practices that reflect your highest values.
- Create daily alignment between personal integrity and organizational identity.

Key Takeaway:

Culture is not written in your handbook; it is revealed in your habits. What you do not address becomes your culture. This seminar gives you the insight, language, and leadership framework to start changing that today.

## ■ **How Poor Inspections Kill Maintenance Sales**

**Presented by Brittany Schindler • Sponsored by ATI**

This course breaks down the real reason most shops struggle to sell maintenance: the inspection process is inconsistent, incomplete, or rushed. When inspections miss key items, advisors lose opportunities, customers lose trust, and the shop loses revenue.

You'll learn how to recognize the weak points in your current inspection workflow, how to communicate more effectively with technicians, and how to turn accurate inspections into confident, benefit-based maintenance sales. We also cover how to structure digital inspections, how to prioritize findings, and how to present them in a way that customers actually understand and say yes to.

Whether you're an advisor trying to raise your closing rate or a tech wanting to improve your inspection game, this class shows you how fixing the inspection process instantly improves maintenance sales, customer satisfaction, and shop performance

## ■◆ Mastering Challenging Situations

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

Led by experienced instructor Mark Seawell, "Navigating Challenging Situations" provides shop owners, managers, and service advisors in the automotive repair industry with the essential skills and strategies to address and resolve conflicts before they escalate. From handling upset customers to managing disputes with vendors and fostering positive relationships among co-workers, this workshop equips participants with the finesse and confidence needed to navigate challenging situations with ease.

Key Topics Include:

- Wowing Upset Customers: Techniques for de-escalating tense situations, empathizing with customers, and finding mutually beneficial resolutions.
- Navigating Tricky Situations: Developing proactive approaches to identify and address potential conflicts before they escalate.
- Handling Vendor Disputes: Strategies for effectively communicating with vendors, resolving disputes, and maintaining productive business relationships.
- Co-workers Coming Together: Building teamwork and collaboration among co-workers to foster a positive and supportive work environment.
- Advisor Training: Enhancing communication skills and conflict resolution techniques to improve interactions with customers and colleagues.
- Shop Management Training: Equipping managers with the leadership skills necessary to address and resolve conflicts within the repair facility.

Certification:

Upon completion of the workshop, participants will receive a certificate acknowledging their proficiency in conflict resolution and their commitment to fostering a positive work environment in the automotive repair industry.

Join us and discover how to transform challenging situations into opportunities for growth and collaboration in your repair facility!

## ●● Developing Better Diagnostic Judgement & Critical Thinking

**Presented by Haakan Light**

Sharpen your instincts and elevate your accuracy with Developing Better Diagnostic Judgment and Critical Thinking—a powerful, real world course designed for automotive professionals who are ready to move beyond parts-swapping and guesswork. The class begins by helping form the proper mindset and attitude towards the challenges encountered everyday. The class then guides you through a structured, repeatable diagnostic process rooted in the scientific method, critical thinking, and real-world logic. You'll learn how to leverage tools like scan data, oscilloscopes, and thermal imaging while applying methods like "triangulating faults" and analyzing delta to make confident, data-driven decisions. Packed with relatable case studies, varied testing strategies, and a mindset shift toward process ownership and accountability, this course delivers the practical knowledge and refined judgment every technician needs to solve complex problems and build long-term trust with customers.

## ●● Diagnosing Mass Air Flow/Volumetric Efficiency Issues

**Presented by Eric Ziegler • Sponsored by WTI**

The Internal Combustion Engine (ICE) is basically no more than a glorified air pump that generates kinetic energy to propel a vehicle. The more ICE design/developments have changed- the air pump analogy remains somewhat of a constant. The ICE has to be able inhale/exhale properly and make accurate measurements of the air coming in and exhaust gases going out are still a crucial part of it. This class will examine different types of air measure systems for fuel calculations, their failures and how to go about accurately diagnosing them. Vacuum leaks, "pirate air" leaks, as well as, intake and exhaust restrictions issues will be discussed. Moreover, a common sense/logical approach to diagnosing them backed up by real world case studies will be presented. Learn how to leverage technology that will aid techs in diagnosing VE issues.

## ● ● Electric Power Steering: Operation & Testing

**Presented by Tom Smith • Sponsored by RTS**

The primary goals of this course are to:

- Provide an overview of electronic power steering (EPS) systems and components including failures, testing and common procedures
- Explain EPS assist motor operation and testing
- Discuss modern steering system updates and design changes
- Consider alignment changes
- Explore the latest steering system operation and testing procedures

## ● Gasoline Direct Injection Systems

**Presented by Mark Isaac & Jeff Stein • Sponsored by Garage Gurus**

The demand for more efficient, more intelligent, and environmentally cleaner liquid-fueled spark ignition (SI) engines is a primary focus of today's vehicle manufacturers. GDI SI (Spark Ignited) engines have overcome many limitations and are now commonplace. This workshop provides a comprehensive overview of GDI engines. Various engine operating modes (start-up injection, late injection, operating mode transition) are explored. An explanation of mixture preparation leading to the combustion process is outlined. An emphasis on operational strategies for homogenous and stratified charge fuel control is reviewed. Issues related to the direct injection of gasoline into the combustion chamber are highlighted. Fuel injection system requirements for optimal spray characteristics are discussed. Emission of pollutants, fuel economy, and effects of some key design and operating parameters are also covered.

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

- Describe the operating characteristics behind GDI engine operation
- Analyze the important criteria leading up to maximum performance in GDI engines such as proper operation of the Fuel Delivery system
- Explain injector spray and atomization requirements for successful GDI operation
- Utilize service tools and techniques to properly disassemble and reassemble GDI fuel systems
- Analyze important scan tool data parameters in verifying proper GDI engine performance
- Interpret scope waveforms captured from fuel injectors and other fuel system components
- Understand effects of key engine design and operating conditions on performance, combustion, and emission within GDI engines

## ● ● Industry Standard Tire Repair Certification Course

**Presented by Dave Kovach • Sponsored by Point S & 31 Incorporated**

This comprehensive hands-on training covers industry-standard tire repair procedures for passenger, light truck, and commercial truck/bus tires. Participants will learn proper inspection techniques, injury assessment, and the two approved repair methods: combination patch/plug units and two-piece repair systems. The course includes specialized training on noise reduction tire repairs, reinforced shoulder repair (RSR) techniques, and critical safety protocols. Students will gain proficiency in injury channel preparation, buffing, cementing, repair unit selection and installation, with emphasis on TRMG industry standards. Upon completion, participants will understand when repairs are acceptable versus non-repairable, proper equipment usage (including speed limitations for buffers and drills), and the importance of complete internal inspections. This certification ensures technicians can perform permanent, safe tire repairs that meet manufacturer specifications and industry best practices.

## ● ● Modern Air and Fuel Strategies and Diagnostics

**Presented by Jason Gloria • Sponsored by NAPA Autotech**

When you think about the components of modern-day automotive air and fuel control systems, what is the first thing that comes to mind? Today's vehicles are commonly equipped with turbochargers, direct fuel injection, variable valve timing, variable valve lift, wideband ratio sensor, etc., and the list goes on and on. So how do we make better sense of the operation strategies and develop a diagnostic plan for these modern challenges? It is time to enter a new level of technician skills since today's vehicle technology changes have happened at such an accelerated rate. Whether we're diagnosing an airflow management problem or a fuel control issue, we need to know why the engine controller is making the decisions that it is. If a controller is receiving false input data, then the output decisions are going to be incorrect as well. That can be extremely challenging today given that there is an abundant amount of data parameters compared to years before. Thinking outside of the box should become a new normal, and our goal is to encourage the technician to look at these modern-day systems through fresh lenses and come up with new ways to diagnose correctly by getting a better understanding of system operation.

Some of the techniques will include:

- Validate airflow measurement and control systems
- Utilize wideband AFR on nearly any vehicle
- Fuel sample testing
- Introduce analyzing engine programming maps
- Scrutinize engine system inputs
- Fault code setting criteria usage
- More areas to use a pressure transducer

Modern air and fuel control systems today are more complicated than in years past, so we need to be able to detect when a controller has switched to running in a default. This course is intended to help and encourage today's technicians to use every data parameter in their scan tool that is necessary when diagnosing either an airflow sensing/control problem or a fuel system concern. This course is intended for A and B level technicians.

## ● ● Steering and Suspension Inspection Practices

**Presented by Ken Sumerlin • Sponsored by Hunter Engineering**

Tire wear, pulling, wandering, etc, or even maintenance will send a vehicle to the alignment rack but what are we missing. Before it gets an alignment it should have a thorough inspection to make sure the alignment is going to perform as intended today and for miles to come. Instead of a quick shakedown how about having a process that is thorough, accurate and efficient? This training will discuss the different steering and suspension systems, why they need to be checked differently and how to properly perform the inspections. Develop a plan, be efficient and consistent while increasing your opportunities.

## ● ★ Wicked Diagnostic Routines – Chopping 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.

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**LUNCH**

**11:30am – 12:45pm PST**

**LUNCH SPEAKERS (optional) 11:45am – 12:30pm PST**

**Dodging the Diagnostic Bullets, The Good, the Bad and the Ugly**

**Presented by Adam Robertson & Gary Smith • Sponsored by WTI**

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

The keynote will touch on today's industry-wide technical challenges in the bay, how great techs get into big trouble fast in diagnostics and how to avoid diagnostic pitfalls with a daily approach strategy.

**1:00pm – 4:30pm PST**

**■◆ Customer Expectations & Level Setting**

**Presented by Ryan Daily • Sponsored by The Institute**

Led by expert instructor Ryan Daily, "Customer Expectation and Level Setting!" provides shop owners, managers, and service advisors in the automotive repair industry with invaluable strategies for confidently and effectively communicating and setting expectations with all personality types. Participants will learn the four personality types based on DISC profiles, they will be able to effectively diagnose each type quickly and adjust the way they communicate to better serve the customer.

Key Topics Include:

- DISC Personality Types: Understanding your audience is crucial for successful communication.
- Body Language and Speech: Identifying each of the four personality types will assist in understanding the best way to communicate clear expectations.
- Talking the Same Language: Different personalities receive information differently, It is up to us to make sure we are heard and understood.
- Under Promise and Over Deliver: In the Auto Repair Industry, we often fall short of our promises. Here we learn to cultivate a culture of understanding with our clients and co-workers.

Join us and discover how to overcome objections with finesse and close more sales with confidence in your repair facility!

**■◆ Mastering the Art of Successful Customer Communication**

**Presented by Jimmy Lea • Sponsored by The Institute**

What would you be willing to do in your business to be top-of-mind when your customer needs you? In this training you will learn how to communicate with specific personality types in ways that are super easy to execute.

Knowing your customers motivational mindset gives you the advantage of creating intentional copy & content that targets their particular perspectives and drives them to your shop. Learn the specific scripts for phone calls, emails, text messaging, and post-cards that speak to them on a deeper level.

◆ **Maximize Profits and Reputation:**  
**How Service Advisors Can Make or Break Your Business**  
**Presented by Tom Amaro • Sponsored by Elite Worldwide**

Your Service Advisors are the face of your business and key to your shop's success. In today's competitive automotive industry, their performance directly impacts your bottom line and reputation. Are they driving your business forward or holding it back?

Maximize Profits and Reputation: How Service Advisors Can Make or Break Your Business is a transformative 4-hour course designed to help shop owners and managers understand the critical role of Service Advisors and leverage their skills for maximum impact.

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

- Boost Your Bottom Line: Increase profits through effective sales techniques and customer interactions.
- Protect Your Reputation: Ensure Service Advisors represent your brand with excellence.
- Control Shop Flow: Streamline operations and improve productivity.
- Identify Key Performance Indicators: Track and improve your team's performance with the right metrics.
- Train for Success: Hire, train, and retain top-performing Service Advisors who drive your business forward.

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

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

■◆ **Tech Power Utilization for Your Whole Team**  
**Presented by Dave Schedin • Sponsored by CompuTrek**

This course will equip shop owners, managers, lead techs/shop foreman, and lead service advisors with a practical, human-centered forecasting method that converts the real "tech power" in your shop—skills, motivation, and strengths—into reliable weekly revenue and capacity forecasts.

Participants will leave with:

- A simple forecasting tool based on real hours, real people, real strengths.
- A shared language for Tech Power Utilization (TPU) and the human factors that produce.
- An implementation plan and a printable KPI accountability sheet producing .5-1.0 more per tech per day.
- Techs get the shop AND themselves paid another .5-1.0 per day. 1.0 at a \$185 labor rate, that's a \$46,805 per-tech annual shop labor sales increase. Tech's annual gain is \$12,000+!
- Tech Time Target, TTT, where the techs' real focus produces more
- Two leadership facilitation tools: a daily pulse (2-questions) and a 5-minute huddle script that improves the forecast without adding meetings.
- Understanding how the three labor types impact your appointment scheduler.

●★ **BMW Suspension System Air & Electronic Ride Control**

**Presented by Brandon Mathews • Sponsored by WTI**

Topics include:

- E70 Electronic Height Control (EHC) recap
- F Series EHC overview, strategy, & testing
- G Series Vertical Dynamics Platform (VDP) overview, strategy, & testing
- G05 EHC & VDP introduction

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## ● **EVAP Diagnostics Beyond the Gas Cap**

**Presented by Mark Isaac & Jeff Stein • Sponsored by Garage Gurus**

Modern EVAP (Evaporative Emission Control) systems demand more than simply replacing a gas cap or utilizing a smoke machine for testing. This specialized clinic is designed to elevate technicians' skills by moving them beyond superficial diagnostics and into a comprehensive, strategic evaluation of the entire system. Participants will gain insights into analyzing scan data to identify potential issues, understanding flow logic to ensure proper functioning, and examining component behavior to pinpoint where failures may occur. By integrating these elements into their diagnostic approach, technicians will be better equipped to accurately diagnose evaporative emission problems, ultimately leading to more efficient repairs and improved vehicle performance.

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 and testing
- Utilize scan tool bi-directional controls for testing
- Test for small and large EVAP leaks using smoke tests
- Determine the most effective and time saving 'next step' in the diagnostic process

## ● ● **Network Nightmares: Solving Communication DTCs Quickly & Effectively**

**Presented by Gary Smith • Sponsored by WTI**

This class is designed to provide the attendee with unique diagnostic strategy and new approaches toward network and communication issues. In this class, we share the road maps that we have learned and developed over many years of study and application.

Topics will include:

### **Construction and Theory of Operation of the Various Sections of CAN we Analyze in the Physical Layer**

- Single and dual wire, ethernet, fiber optic, wireless and the rules that make them work.
- Network "wake-up" strategies and wakeup waveform analysis.
- How the protocol language actually means something to us in the waveform
- The terminated network bus lines and diagnosing this quickly and accurately

### **Learn the Physical Rules that Makes any Network Function, Waveform Interpretation and Analysis:**

- Vehicle communications networks are simply radios, broadcasting and receiving via a balanced antenna (The twisted pair bus lines). Learn how viewing and testing communications faults by segregating the circuit into transceiver and antenna can help demystify the technology and help you target your next step accurately.
- Blend the theory parts (Predictable and provable by Physical Laws) with actual waveform analysis and connect the dots in your approach and on-car strategy for network diagnostics.
- Terminated bus lines and the CAN node's operation are covered and how this directly relates to useful interpretation of your scope waveform analysis. Knowledge is power.
  - Waveform interpretation, serial decoding, math channels, XY views, masks, alarms and more
  - Each topic will be backed up with real case studies to re-enforce the strategies used.
  - Network topology designs and their operational strategies
  - Learn unique application of scan tools and lab scope together, our diagnostic "tips 'n tricks

If you want to UP your diagnostic game, **DON'T MISS THIS CLASS!**

## ● ● **Perfecting your Alignment Practices**

**Presented by Ken Sumerlin • Sponsored by Hunter Engineering**

Modern alignment equipment has made it much faster to perform alignments but are you aware of how the equipment measures the angles and how it relies on the user to perform certain actions in the correct manner. The equipment is very accurate but that accuracy is dependent on proper procedures. We will discuss the steps taken during the alignment process and address ways to improve accuracy and efficiency. Make the most of your equipment, eliminate comebacks and get a level steering wheel every time.

## ● **Radar Ready! Diagnosing Advanced Drive Assistance Systems**

**Presented by Dave Hobbs • 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

## ● **T-Ninja Box – Foundational Module Cloning**

**Presented by Haakan Light • Sponsored by TOPDON**

This class provides a focused overview of using the Topdon T-Ninja Box for control module cloning. Students will learn hardware setup, workflow best practices, and real-world applications on popular vehicle platforms.

- Basic Tool Functionality
- Launchtech PC Adapter Compatibility
- MCUV3 Accessory
- TCM Connector Breakout Kit
- Cloning Skills Overview
- Best Practices
- Supporting Software
- Real-World Demonstrations – Live and guided case studies:
  - Honda 9HP TCM – Transmission cloning and verification
  - GM Global A ECM – Full data clone and variant check
  - VW/Audi Bosch ECM & ZF DSG – Complete module cloning workflow
  - BMW CAS Module – Data read/write and file verification

Focus: Accurate, reliable, and repeatable module cloning using professional-grade equipment and disciplined process control.

## ● **Tactical Diagnostic Series – Scan & Scope**

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

Misdiagnosis and unnecessary parts replacements plague many shops and technicians. Eliminating these pitfalls to maximize diagnostic efficiency is the strategic focus of this class. A tactical approach to using your full arsenal of diagnostic equipment in concert, as conditions require, to quickly diagnose with 99.9% certainty, is the goal. This provides the diagnostic and repair efficiency that satisfies customers and makes you money.

Recommended for seasoned and aspiring diagnostic technicians.

Course topics:

- Capabilities of OEM scan tools
- Review the capabilities and limitations of aftermarket scan tools
- Realize the full capabilities of DSOs (Digital Storage Oscilloscopes)
- Discuss integration of scan tool and scope usage to clarify and validate diagnosis

Questions covered in this course:

- Is your scope being utilized as an everyday tool?
- How do you realize the full potential of your scan tool and your scope?
- What are the top 5 tests you can use to verify data?

● **Turbocharged Diagnostics with VE & Scan Data**

**Presented by Scott Shotton • Sponsored by WTI**

This class starts with a quick review of scan data and volumetric efficiency on naturally aspirated engines and quickly moves on to diagnosing turbocharged applications using similar techniques. When testing MAF equipped vehicles, there is a definite difference in how fuel trims and VE behave. We will cover the theory and how to use these techniques for diagnosis. With a little bit of math, don't worry... we have calculators for that, we can predict what VE should be for any given application or situation. These techniques will help us understand, and reinforce trust, in the multiple "LOAD" PIDs you may see in a data list. Fuel trims are also a very important piece of this puzzle. Case studies of actual good and broken vehicles will be used.

**4:30pm – 5:30pm PST**

**Education Roundtable – Educators Only**

The ATE Seattle Educators Roundtable day two is an interactive discussion designed exclusively for high school and post secondary automotive and diesel instructors, with a focus on the business and operational side of automotive and diesel education. This session provides a space for educators to connect and discuss program structure, curriculum alignment with industry needs, equipment planning, and the day to day realities of running effective automotive and diesel education programs.

Participants will share insights on managing modern training environments, adapting to rapidly changing vehicle technologies, strengthening industry relationships, and preparing students for successful careers. This roundtable is centered on collaboration, shared experience, and practical strategies that support strong, relevant, and sustainable automotive and diesel education programs.

**4:30pm – 5:30pm PST**

**Shop Owner/Manager Roundtable – Everyone Welcome**

**4:30pm – 7:00pm PST**

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

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

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## SUNDAY, March 29, 2026

BREAKFAST 6:30am – 8:00am PST

8:30am – 11:30am PST

### ■♦ 7-Step Sales Process: Building Trust, Clarity, and Confident Yeses

**Presented by Brittany Schindler • Sponsored by ATI**

This class breaks down our proven 7-Step Sales Process used to create welcoming first impressions, reduce customer anxiety, and guide clear, confident decisions—without pressure or gimmicks.

We'll walk through how to invite customers in the right way, uncover buying personalities through natural conversation, clearly explain what we're doing and why, and present inspections and pricing with transparency and professionalism. You'll learn how to sell the company, the value, and the service—in that order—while maintaining trust at every step.

By the end of this course, you'll know how to:

- Make every customer feel welcome (even when things don't go perfectly)
- Communicate expectations clearly and reduce uncertainty
- Present inspections, pricing, and recommendations with confidence
- Close without overselling and deliver an experience worth returning for
- Cement the relationship through follow-up, reminders, and referrals

This process isn't about pushing repairs—it's about clarity, consistency, and earning long-term trust.

### ■♦ Crystal Clear Communication for Your Team

**Presented by Ryan Daily • Sponsored by The Institute**

Led by seasoned instructor Ryan Daily, "Crystal Clear Communication" delves into the indispensable skill of effective communication within the automotive repair shop. From fostering seamless interactions between customers and advisors to enhancing collaboration among technicians and managers, this workshop equips attendees with the tools and techniques to communicate with clarity and impact in every aspect of their work.

Key Topics Include:

- Verbal, Non-Verbal, and Written Communication: Understanding the nuances of different communication channels and utilizing them effectively.
- Effective Listening: Mastering the art of active listening to ensure clear understanding and facilitate meaningful connections.
- Motivating Others Through Communication: Learning how to inspire and influence through persuasive communication techniques.
- Communication Across Roles: Developing strategies for improved communication between customers and advisors, advisors and technicians, and among colleagues at all levels.
- Advisor Training: Enhancing communication skills to better engage with customers and colleagues, ultimately driving sales and fostering positive relationships.
- Management and Leadership Training: Equipping managers and owners with the tools to lead by example, communicate vision, and inspire their teams towards success.

Join us and unlock the power of crystal clear communication to drive success in your repair facility!

Certification:

Upon successful completion of the workshop, participants will receive a certificate recognizing their proficiency in effective communication within the automotive repair industry and their commitment to fostering a collaborative work environment.

## ◆ **From Start to Stay: Hiring with Intention**

**Presented by Sara Fraser**

Hiring doesn't need another playbook. It needs a reality check.

This session is a deep dive into what it really takes to find, interview, and actually keep the right people on your team. You'll learn how to write job ads that stand out without sounding desperate, ask interview questions that tell you what you actually need to know, and create a hiring experience that makes the right people feel like they've finally found the shop they've been looking for.

Led by Sara Fraser, VP of Auto Ignite Management, who interviews more techs and advisors in a month than some shops do in a lifetime. Which means she's seen the red flags, the weird answers, the resume fiction, and she's here to help you avoid hiring your next regret.

This isn't about manifesting the perfect team. It's about building one with intention, the right tools, and a process that actually works. No more guesswork, recycled interview questions, or generic job ads that blend in with the noise. It's time to rethink the way you hire because if your process hasn't changed in years, it's probably not working.

What You'll Learn:

- What today's workforce is really looking for (and what's pushing them away)
- How to write job ads that stand out and speak to the right people
- Interviewing strategies that go deeper than "Are you a team player?"
- How to spot the difference between a solid fit and a walking red flag
- How your hiring process might be turning people off before they even apply
- How to show candidates they're not just applying to a job, they're joining something better

This isn't just another hiring class. It's the one that will change the way you attract, interview, and connect with the people your shop really needs.

## ◆ **Succession by Design**

**Presented by Bob Ward • Sponsored by Perpetual Business**

There are approximately 4.6 million small businesses in America, employing 76% of the workforce, most being owned by the Baby Boomer generation readying for retirement.

70% of small companies will see their current owner depart in the next 20 years.

Twenty years ago, only 30% of small companies survived to a 2nd owner 20 years ago, yet today, just 15% survive, meaning 85% of existing small businesses will not survive the departure of the current owner.

The stakes are enormous: Enterprise value; Lease Income; RE sale prospects and valuation; Employee income security and the effect on their families; New entrepreneur ambitions; Community vibrancy.

Since every business owner will sell their company, either by liquidation at auction or, more beneficially, via a well-considered succession plan, all attendees will find this session relevant, regardless of their age or time in their business.

A Perpetual Business, by design, is ALWAYS ready for sale or expansion, supporting owner confidence to pounce on acquisition opportunities, and will command a premium sales price when it's time to exit. They are more profitable, less demanding on personnel, and capable of supporting a flexible lifestyle that owner's desire. Attaining this status is not a mystery, but it does require education, planning, and the commitment to see it through. We have the experience and resources to help with all three.

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## ■◆ W.W.M.D – What Would Maylan Do?

**Presented by Birdie Patterson • Sponsored by iBirdie Social**

The Art of Building Relationships, Selling Confidently & Growing Organically.

Join me, Melissa "Birdie" Patterson, for a fun, engaging, and insightful class celebrating Maylan Newton's timeless wisdom and impact on our industry. Whether you knew him personally or are just discovering his wisdom, this session is all about sharing stories, lessons, and real strategies inspired by his no-nonsense, relationship-driven approach - infused with the twisted sense of humor we all loved.

We'll dive into classic Maylan anecdotes, famous "Maylan-isms," and interactive discussions as we tackle real-world shop challenges using "The Maylan Method." Throughout the session, we'll ask, "What Would Maylan Do?" - applying his wisdom to leadership, attitude, and customer relationships. From "People don't buy from businesses, they buy from people" to breaking down your marketing with Maylan's famous, "How do you eat an elephant? One bite at a time... with lots of BBQ sauce," you'll leave with actionable strategies and tools to build trust, grow your business, and create a thriving shop culture.

Let's honor Maylan the best way possible - by learning, laughing, and elevating the industry together.

## ●● ADAS: What to do When Calibrations Go Wrong

**Presented by Kevin McKinney • Sponsored by Elitek Vehicle Services**

In this session, we will look at the environmental and component factors that will keep you from completing a calibration and how to address those factors to finish the job.

## ● Advanced Alignment Practices

**Presented by Ken Sumerlin • Sponsored by Hunter Engineering**

Make the most of your alignment equipment and skill set, resolve issues on stock or modified vehicles and fix damaged vehicles in house. 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.

## ●★ BMW ADAS: Mastering BMW's Autonomous Driving Dynamics

**Presented by Brandon Mathews • Sponsored by WTI**

Course topics include:

- Active cruise control ACC
- Active safety systems - Emergency braking, lane keep assist, collision avoidance
- Vehicle guidance - Road sign recognition, lane change warning, night vision
- Parking & Maneuvering systems
- KAFAS & surround view cameras

## ● Hybrid Electric Vehicles – First Responders

**Presented by Dave Hobbs • Sponsored by AutoZone**

This course educates first responders on safe handling at an accident or roadside breakdown through hands-on, practical, and accurate training in the handling of hybrid vehicle high voltage situations.

During the course, participants will:

- Learn the safety precautions and myths regarding vehicle rescue and recovery events
- Look up and follow high voltage shut down procedures
- Understand victim extraction when a hybrid vehicle is involved

## ● ● Understanding Automotive Electrical Components & Diagrams

**Presented by Jason Gloria • Sponsored by NAPA Autotech**

Modern vehicles are equipped with a multitude of electronic control units, solenoids, drivers, sensors, electric motors and communication networks. Being proficient in discerning all forms of electronic wiring diagrams is paramount to diagnosing drivability concerns, testing for circuit faults and finding failed components. In this course we will dive into reading DIN, all versions of Track and SAE style electronic wiring diagrams to locate connectors, components, test locations and identify the architecture of the networks and circuits to quickly locate faults and repair the vehicle.

Recommended for all levels of technicians.

- Learn to read DIN style wiring diagrams
- Learn to use all forms of track style diagrams
- Learn the differences between OEM and redrawn diagrams
- Find the best test locations

Questions covered in this course:

- Are you able to read and utilize all forms of electronic wiring diagrams?
- What do we do when only OEM service information is available?
- How do you find all the possible test locations?

## ● Vehicle Communication Diagnostics

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

Communication faults can be daunting. What type of fault is it? Where is the fault located? Is it a module or a harness issue? In this course you will first identify the type of network you're working with; CAN bus, LIN bus, FLEXRAY, K-Line. Once identified, you can verify the signal you should be seeing on your scope. We will identify architectures, common voltage amplitudes for testing and overall network integrity testing. As always, this is a holistic approach using your scan tools, service information, scope, and multimeters to find the fault fast.

- Identify the Network
- Test Network Integrity
- Bypass Testing Harness or Module
- Verify and Analyze Communication Signals
- Locating The Fault

Questions covered in this course:

- How many different types of network architecture exist in modern vehicles?
- How can you know what good communication looks like?
- Is the scan tool, the scope, or the multimeter the best tool for network diagnostics?
- What information is most helpful when a communication fault is intermittent?

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