

SPOKANE **ATE** **AUTOMOTIVE TRAINING EXPO**

SEPT. 18-19, 2026 • DOUBLETREE BY HILTON SPOKANE CITY CENTER

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NWACA

Northwest AUTO CARE ALLIANCE

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Group Code: ATE

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Event Features:

- ★ Technical, Management & Service Advisor Courses by the Industry's Leading Instructors
- ★ Expo Event
- ★ Networking Lunches
- ★ Friday Night Sponsor Appreciation Reception
Complimentary Hors d'oeuvres & No-Host Bar

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ATE Spokane Training Schedule | September 18-19, 2026

FRIDAY, September 18

	PRESENTER	TIME (PST)
■ Cool Heads, Clear Shop	Ryan Daily	8:30am-12:00pm
◆ How to Create a Customer Experience That Makes Your Shop the First Choice	Rick White	8:30am-12:00pm
◆ Permission Based Service Drive	Nick Wille	8:30am-12:00pm
● Essential Scope Testing	Guy Vesco	8:30am-12:00pm
● ● ★ Innovating Automotive Diagnostics from Case Studies to Cutting Edge Techniques	Gary Kimball & Jeff Stein	8:30am-12:00pm
● ★ Perfecting your Alignment Procedures	Ken Sumerlin	8:30am-12:00pm
● ● Scan Tool Data Collection and Analysis	Andrew Fischer	8:30am-12:00pm
● ★ Wicked Diagnostic Routines	Adam Robertson	8:30am-12:00pm
Friday Lunch Presentation: NAPA Autotech Xccelerator Demo		12:15pm-12:45pm
■ Building Customer Confidence Through an Effective DVI Process	Uwe Kleinschmidt	1:00pm-4:30pm
■ Mastering Challenging Situations	Ryan Daily	1:00pm-4:30pm
◆ Why Your Technicians Only Produce 3-5 Hours a Day & How to Turn it into 10-12	Rick White	1:00pm-4:30pm
● ● Audi and VW Diagnostics: Strategies for More Accurate/Efficient Diagnosis	Haakan Light	1:00pm-4:30pm
● ● Diagnosing Variable Valve Timing Systems	Gary Kimball & Jeff Stein	1:00pm-4:30pm
● ● Diesel Common Rail Diagnostics: LD Truck & Passenger Car Diesel Injection & Exhaust After Treatment	Tony Martin	1:00pm-4:30pm
● ★ Pico Scope 7 Advanced Operation	Adam Robertson	1:00pm-4:30pm
● ● ★ Vehicle Communication Diagnostics	Guy Vesco	1:00pm-4:30pm
Friday Night Vendor Appreciation & Expo – Everyone Welcome	4:30pm 7:00pm	

SATURDAY, September 19

	PRESENTER	TIME (PST)
Saturday Breakfast		7:30am-8:30am
◆ Beyond the Labor Rate	Dave Schedin	8:30am-12:00pm
■ Supercharge Your Shop: How AI Identifies & Elevates Advisor Performance	Coralee Zueff	8:30am-12:00pm
● Advanced Alignment Practices	Ken Sumerlin	8:30am-12:00pm
● ● Advanced Engine Diagnostics	Jake Sorensen	8:30am-12:00pm
● ★ BMW/VW Dual Class: Case Study Common Sense	Seth Thorson	8:30am-12:00pm
● ● Hybrid Electric Vehicle - Advanced Technology	Dave Hobbs	8:30am-12:00pm
● ● ★ What is the Engine Saying? Lab Scope Techniques for Mechanical Testing	Andrew Fischer	8:30am-12:00pm
Saturday Lunch – Inspection Intelligence: From Keys to Estimate Before the Customer Loses Confidence	Dylan Nightser	12:15pm-12:45pm
■ The Price Shopper Playbook	Coralee Zueff	1:00pm-4:30pm
◆ ■ The Time Rich Service Advisor	Dave Schedin	1:00pm-4:30pm
◆ ■ Unlocking Growth with Custom ChatGPT Agents in Your Auto Shop	Seth Thorson	1:00pm-4:30pm
● ★ NVH: Noise, Vibration, and Harshness: The “Shake, Rattle, and Roll”	Adam Robertson	1:00pm-4:30pm
● ● Air Conditioning Diagnosis & Service	Cliff Shenkel	1:00pm-4:30pm
● ● Diagnosing and Repairing Misfire Monitor Failures	Dave Hobbs	1:00pm-4:30pm
● ● Tactical Diagnostic Series – Scan & Scope	Jake Sorensen	1:00pm-4:30pm
● ● VW Audi Service Essentials	Haakan Light	1:00pm-4:30pm

■ **Cool Heads, Clear Shop**

Presented by: Ryan Daily • Sponsored by: The Institute

Let's be real—auto shops are high-stress zones.

Deadlines, miscommunication, customer emotions, parts delays...

Tensions flare. Mistakes happen. People clash.

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

◆ **How to Create a Customer Experience That Makes Your Shop the First Choice**

Presented by: Rick White • Sponsored by: 180 Biz

In challenging economic times, customers evaluate their options more carefully. When they perceive little difference between shops, price becomes the deciding factor. The shops that lose that comparison are the ones that never gave the customer a reason to feel differently about them. The shops that thrive are the ones that create an experience the customer remembers — and tells someone else about.

In this session, Rick White will show shop owners how to move beyond simply providing good service and instead build a memorable experience that generates loyalty, retention, and referrals. From the moment a customer first contacts the shop to the moment they drive away, every interaction shapes how they feel about the business and whether they come back.

Attendees will learn practical ways to differentiate their shop through communication, professionalism, and thoughtful customer interactions that make people feel confident they chose the right place. When done well, this experience becomes a competitive advantage that keeps customers returning even when they have cheaper options available.

Shop owners will leave this session with actionable strategies they can bring back to their team immediately — strategies that strengthen customer relationships, build long-term loyalty, and grow car count without a marketing budget.

◆ **Permission Based Service Drive**

Presented by: Nick Willey • Sponsored by: Mammoth Training

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

What is permission-based selling?

Differences between hard-sell tactics & permission-based methods.

Benefits of the approach: trust-building, increased customer retention, & ethical upselling.

● **Essential Scope Testing**

Presented by: Guy Vesco • Sponsored by: NAPA

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.

Recommended for seasoned and aspiring diagnostic technicians.

- Signal Acquisition
- Current Charging
- Pressure Testing
- Voltage Drop/Loading Circuits
- Starting and Charging System Testing
- Can we diagnose internal engine issues without the confirmation of teardown?
- Does Oscilloscope testing cost us diagnostic time or save us time?
- What information can be learned from pressure testing?
- What can current flow teach us about the health of a component or circuit?

● ● ☆ **Innovating Automotive Diagnostics from Case Studies to Cutting Edge Techniques**

Presented by: Gary Kimball & Jeff Stein • Sponsored by: Garage Gurus

This new clinic dives deep into the art and science of vehicle diagnostics, leveraging real-world case studies to enhance problem-solving skills. We emphasize a structured approach to developing diagnostic strategies by analyzing data related to Diagnostic Trouble Codes (DTCs), various communication DTCs, vehicle wiring, component faults, intermittent issues, and more. Throughout the clinic, we will review numerous real case studies and engage students in discussions on how to effectively tackle these complex diagnoses. We will analyze uncommon failure patterns and interpret data to formulate a strategy. Our systematic approach begins with simple checks and gradually progresses to more complex tests, allowing us to narrow down the fault area efficiently. By the end of this course, participants will possess the tools and knowledge to diagnose and resolve even the most intricate automotive issues.

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

- Interpret specific data relevant to symptoms and failure
- Effective troubleshooting processes from start to finish
- Empowered with advanced diagnostic solutions to everyday diagnostic scenarios
- Build a solid foundation in understanding sensor interdependencies, categorizing inputs, and utilizing reference data for precise diagnostics
- Discover practical applications of waveform analysis, data acquisition, and scan tool readings to extract accurate and actionable
- Insights

● ☆ **Perfecting your Alignment Procedures**

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.

FRIDAY, September 18, 2026 continued...

● ● Scan Tool Data Collection and Analysis

Presented by: Andrew Fischer • Sponsored by: WTI

- Structured Scan Tool Data Acquisition & OBD Service Mode Interpretation
- Emission & Non-Emission Diagnostic Decision Making
- OBD Service Mode Application - Fault Identification & System Evaluation
- Emission Monitor Data Interpretation - Non-Emission Diagnostic Scenarios
- Scan Tool Configuration & Live Data Stream Management
- Data Grouping & Parameter Selection for Targeted Analysis
- Monitor Status, Readiness & Mode \$06 Test Result Evaluation
- Structured Diagnostic Workflow Integration Using Scan Data

● ☆ Wicked Diagnostic Routines

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.

12:15pm - 12:45pm PST – LUNCH

LUNCH PRESENTATION: NAPA Autotech Xccelerator Demo

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1:00pm - 4:30pm PST

■ **Building Customer Confidence Through an Effective DVI Process**

Presented by: Uwe Kleinschmidt • Sponsored by: AutoTechIQ

Digital vehicle inspections are often discussed in terms of estimate approvals, but their greatest value may be their ability to improve communication between the shop and the customer. In this workshop, Uwe Kleinschmidt shares a process-centered approach to DVI designed to help customers better understand vehicle conditions, maintenance priorities, and repair recommendations.

Drawing from decades of experience in the evolution of digital inspections, attendees will work through real-world service scenarios that demonstrate how inspection results, advisor communication, and customer interactions all influence the overall experience.

Through guided exercises and collaborative discussion, participants will explore:

- The key stages of a consistent DVI workflow
- How inspection language and visuals impact customer understanding
- Opportunities to improve technician and advisor collaboration
- Process measurements that help identify operational strengths and gaps

This session is designed for shop owners, advisors, and technicians who want to strengthen their inspection process through clearer communication, consistency, and customer education.

■ **Mastering Challenging Situations**

Presented by: Ryan Daily • Sponsored by: The Institute

Led by experienced instructor Ryan Daily, "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!

◆ **Why Your Technicians Only Produce 3-5 Hours a Day & How to Turn it into 10-12**

Presented by: Rick White • Sponsored by: 180Biz

Across the country, auto repair shops have technicians working 8–10 hours per day but billing only 3–5 hours. The immediate assumption is that the technician is the problem — too slow, not motivated, not capable enough. In most cases, that assumption costs the owner money while the real problem goes untouched.

The majority of production problems in repair shops are caused by operational bottlenecks that have nothing to do with technician effort. Workflow breakdowns, poor communication between the front and back of the shop, slow estimating processes, unclear expectations, and training gaps create hidden delays that compound throughout the day and dramatically reduce billable hours without anyone seeing exactly where the time went.

In this session, Rick White will walk shop owners through a clear diagnostic process for identifying where production is leaking in their specific shop. You will learn how to recognize the most common bottlenecks, understand why they form, and implement practical strategies to eliminate them.

A well-run general repair shop is capable of producing 10–12 billed hours per technician per 8-hour day. This course gives shop owners the tools to close the gap between where their shop is and what their team is actually capable of producing.

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

Presented by: Haakan Light • Sponsored by: WTI

Frustrated by vague fault codes, lost on how to best use your scan tool on VW/Audi, and tired of confusing VW/Audi systems? This class is designed to give technicians a clear, repeatable diagnostic process that works—especially when factory tools or test plans fall short. You'll learn how to build smarter test plans, use proven resources like TSBs, wiring diagrams, and SSPs, and apply real-world logic to confidently resolve issues the first time. Through hands-on case studies and practical tool use—including scopes, scan tools, and ODIS—you'll develop the critical thinking and system knowledge needed to tackle common and complex problems alike. If you've ever felt stuck on a European car diagnosis, this course will change the way you work.

This class has been completely re-written with NEW cases, structure and organization.

● ● **Diagnosing Variable Valve Timing Systems**

Presented by: Gary Kimball & Jeff Stein • Sponsored by: Garage Gurus

This workshop will focus on the different types of variable valve timing (VVT) systems used by vehicle manufacturers today. After multi-valve technology became standard in engine design, VVT became the next step to enhance engine output, increasing engine power and torque output and reducing emissions. Without VVT technology, engineers previously had to choose the best compromise in valve/cam timing and ended up sacrificing one thing to gain in another area. VVT allows the best of both worlds – increased performance and economy and lower emissions. Many DTCs can be set related to VVT faults stemming from oil contamination to inoperative cam actuators and oil control solenoids. We explain the variations of VVT systems used by manufacturers today and look at diagnostic tests that can be performed on this system using the scan tool and other diagnostic equipment to confidently diagnose these systems before the costly and labor-intensive engine teardown for service.

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

- Identify the VVT system types used by manufacturers
- Relate to the scan tool parameters used by various manufacturers to validate camshaft control and operation
- Understand the VVT DTC stored in the Powertrain Control Module (PCM)
- Realize the importance of testing the crankshaft position and camshaft position sensors via a lab scope to validate camshaft to crankshaft correlation
- Perform mechanical engine testing and diagnosis using electronic pressure transducers
- Diagnose engine breathing related faults (both intake and exhaust) using fuel trim and volumetric efficiency testing information via the scan tool
- Utilize new scan tool information and techniques to reduce diagnostic time in the service bay for VVT related faults or symptoms

FRIDAY, September 18, 2026 continued...

● ● **Diesel Common Rail Diagnostics: LD Truck & Passenger Car
Diesel Injection & Exhaust After Treatment**

Presented by: Tony Martin • Sponsored by: AutoZone

Diesel engines are relatively similar in their basic design and operation across all manufacturers, in their combustion process, that is. However, the fuel delivery system, the engine management system, and the exhaust system can vary significantly from manufacturer to manufacturer. Even with the same manufacturer, there can be significant differences in these systems due to various reasons such as new or improved technology, changes in emission standards, the push for better fuel economy, or increased power. Those differences often create the challenges you face in determining the exact cause of an issue. This course will cover Duramax 6.6 engines from 2007 to the new 2017+ L5P versions. Dodge/Ram 5.9/6.7 engines and Ford's 6.4L and 6.7L diesel engines. The class highlights the differences of each engine model, informing you of known model specific issues and providing important diagnostic and repair information for each model. Case studies and diagnostic tips help you become more efficient in diagnosing real-world issues with these diesel engines and their systems

● ★ **Pico Scope 7 Advanced Operation – Software Features to Increase
Diagnostic Efficiencies and Accuracy**

Presented by: Adam Robertson • Sponsored by: WTI

Pico Scope 7 software has several features that when properly understood and implemented will increase your diagnostic abilities. Although designed with 7 as the base, PicoScope 6 can be discussed as necessary. This class will include features like:

- Math channels – limitless possibilities
- Reference waveforms – including superimposing/overlays
- Triggers – 10 options depending on the scope/software
- Measurements – 19 built-in selections
- Serial decoding – several built-in protocols
- Masks and alarms – customizable messages
- Deep measurement – 12 searchable values
- Rulers/cursors – up to 12 partitions
- Low pass filters/resolution enhancement – capture them dirty
- Custom probes – limitless probe calibrations, units, and values
- Pico Diagnostics software suite – semi automated testing
- Pico Log automotive software – local/cloud logging of any circuit for extremely long periods of time

Bring your computer with Pico Scope 7 automotive software installed for an interactive scoping experience. You do not need to own or operate a PicoScope to take advantage of some of these techniques, although this class is all PicoScope based, any scope user, new or experienced, will learn new techniques. (free PicoScope 7 software can be downloaded at www.picoauto.com).

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FRIDAY, September 18, 2026 continued...

● ● ☆ Vehicle Communication Diagnostics

Presented by: Guy Vesco • Sponsored by: NAPA

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.

Recommended for all levels of technicians.

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

4:30pm-7:00pm PST

Friday Evening Vendor Appreciation & Expo – Everyone Welcome

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SATURDAY, September 19, 2026

Breakfast: 7:30am-8:30am PST

8:30am-12:00pm PST

◆ **Beyond the Labor Rate**

Presented by: Dave Schedin • Sponsored by: CompuTrek

How to Build a Shop That Earns 25% Net Profit Without Chasing the Highest Labor Rate

The Labor Rate Mindset changes the conversation from “How high should my labor rate be?” to “How do I build a business model that doesn’t need an outrageous labor rate to be highly profitable?”

That is a much more compelling message, and it’s so needed in the industry.

One of the biggest misconceptions shop owners have is that profitability comes from a high labor rate.

The philosophy is different: Profitability comes from the right combination of labor rate, labor productivity & efficiency, labor mix, and hours per repair order. A Labor System.

As Coach Dave would say, “The labor rate isn’t carrying your business. Your Business Model is.”

For years, shop owners have been told that the answer to profitability is simply raising the labor rate.

While labor rate matters, it is only ONE piece of a much larger equation.

The real question isn’t: “How high should my labor rate be?” The better question is: “What business model allows my shop to become consistently profitable?”

In this live three-hour workshop, Coach Dave will walk you through CompuTrek’s Labor Rate Calculator and reveal why many profitable shops don’t rely on having the highest labor rate in town. Instead, they understand how labor rate, technician productivity & efficiency, labor mix, effective labor rate, and—most importantly—Hours Per Repair Order (HPRO) work together to create exceptional financial results.

You’ll discover why increasing HPRO often reduces the pressure to continually raise labor rates. You’ll learn how a shop delivering greater value to every customer naturally produces higher labor sales, stronger gross profit, healthier cash flow, and the ability to achieve owner net profits approaching 25%—without becoming the most expensive shop in the market.

Throughout the workshop, Dave introduces his philosophy of “Reduce It to the Ridiculous,” simplifying complex financial concepts into practical tools every shop owner can understand and implement immediately.

Whether your labor rate is \$150 or \$250, this workshop will help you answer the questions that matter:

- Is my labor rate actually correct?
- How many labor hours should my average repair order produce?
- Where is profit leaking from my business?
- What combination of labor rate and HPRO creates sustainable profitability?
- How do I confidently build a business that funds my team, my customers, and my purpose?

If you’re ready to stop guessing and start leading with confidence, this workshop will give you the numbers, the mindset, and the roadmap to build a shop that serves with excellence while creating lasting financial freedom.

SATURDAY, September 19, 2026, continued...

■ **Supercharge Your Shop: How AI Identifies & Elevates Advisor Performance**

Presented by: Coralee Zueff • Sponsored by: Detect Auto

There is a lot of talk around AI. Some shops want nothing to do with it and others think it will take our jobs. Coralee's belief is if AI is a tool like any other and today's most successful shops know HOW to utilize it and understand its current limitations.

In this interactive session, you'll learn how AI is transforming the way service advisors and shops improve customer communication, technician efficiency and profitability.

AI Features Discussed:

- Inspection Assistant: Helps service advisors capture customer concerns better to help technicians be as efficient as possible and diagnose the customer complaint quickly.
- Maintenance systems: Analyzes each vehicle's service history (from the shop management system & external data when available) and compares it against recommended maintenance intervals (either manufacturer or custom) so shops don't miss maintenance work.
- Customer Workflows: Automates or assists with parts of the customer interaction workflow (e.g., capturing concerns, follow-ups, reminders) to keep the process smoother.
- Profitability Analysis / Real-Time Repair Order Auditing: Flag jobs that are under-priced or may have low profitability before they are sold, and provide insights into technician productivity, bottlenecks, and operational inefficiencies.

AI Clone (Digital Advisor/Owner Replica):

- A trained AI modeled after the shop owner or top advisor that can respond to customers in their voice and style for estimates, follow-ups, explanations, and training—ensuring consistency and scalability without burnout.
- AI Bot (Virtual Service Assistant):
- Handles routine customer interactions such as appointment scheduling, answering common questions, sending status updates, and triaging basic concerns—reducing front desk load and improving response time.
- Real-world case studies and testimonials from shop owners who've used AI to dramatically improve team performance—and their bottom line.

As we all know, AI has its limitations. Coralee has identified AI is not always correct when it comes to technical data as well as come up with creative examples to explain these jobs to customers.

Customers/clients are using AI to diagnose their vehicle and analyze estimates provided. We will also discuss how to handle these objections. Whether you're trying to close more sales, build customer trust, or ensure consistency across, this class will show you how to turn every opportunity for growth.

● **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.

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SATURDAY, September 19, 2026, continued...

● ● **Advanced Engine Diagnostics**

Presented by: Jake Sorensen • Sponsored by: NAPA

Oftentimes, a vehicle arrives in your bay after several faults have compounded into one customer complaint. This course will guide you through complex multifaceted driveability diagnostics. You will learn how to use scan tools, scopes, and multimeters to isolate faults and break down the causes.

This course will cover several case studies where common fixes were applied and failed to address the customer concern or symptoms presented.

Recommended for seasoned and aspiring diagnostic technicians.

- Pressure and Temperature Testing
- Signal Analysis
- Current and Primary Voltage Testing
- Ignition Waveforms
- Sensor and Component Tests
- How do we proceed when there are no DTCs related to a poor performance concern?
- What can measured airflow and pressure tell us about engine performance?
- Are you familiar with the tools the manufacturers install on modern vehicles that we can use to help us diagnose them?
- Is there a process we can use that will quickly get us on the right track to finding the cause of the symptoms?

● ☆ **BMW/VW Dual Class: Case Study Common Sense**

Presented by: Seth Thorson • Sponsored by: WTI

- Common BMW and VW Issues and Case Studies
- Logical diagnostic problem solving
- Using the right information and tools in diagnosis
- How to diagnose and fix these issues
- Real problems taken from tech support calls

● ● **Hybrid Electric Vehicle - Advanced Technology**

Presented by: Dave Hobbs • Sponsored by: AutoZone

Full Knowledge and understanding of the technologies discussed in this course is way beyond the scope of any program of this magnitude. This course is intended as a primer for those who want to open the door to the opportunities that are available to Automotive Professionals who want to develop their skills in Hybrid Vehicle technology. Hybrid Vehicle Technology represents a large piece of the future of the Automotive Industry.

Welcome to the future!

Course Preview:

- Module 1: Understanding Hybrid Vehicles
- Module 2: Hybrid Vehicle Batteries
- Module 3: Hybrid Vehicle Internal Combustion engine
- Module 4: The Electric Machine
- Module 5: Hybrid Vehicle Powertrains
- Module 6: Hybrid Vehicle Service and Diagnostics

● ● ☆ **What is the Engine Saying? Lab Scope Techniques for Mechanical Testing**

Presented by: Andrew Fischer • Sponsored by: WTI

- Calibration & Setup - Multiple Lab Scope Platforms
- Delta Sensors Applications - Engine Condition Testing
- In-Cylinder Pressure Analysis Methods - Mechanical Integrity
- Scope Functionality Comparison - Snap-On, TopDon, Autel, MT-Pro & Pico
- Accurate In-Cylinder Diagnostics - Accessories & Tooling
- Streamlined Workflow - Fast & Repeatable Engine Health Testing

12:15pm - 12:45pm PST – LUNCH

LUNCH KEYNOTE: Dylan Nightser – Sponsored by Detect Auto

Inspection Intelligence: From Keys to Estimate Before the Customer Loses Confidence

Most shops already do inspections. The problem is what happens after the inspection starts: waiters get treated like drop-offs, drop-offs do not get called until anxiety has built up, technicians document findings that advisors have to rewrite, customers receive long confusing lists instead of a clear decision, and good work dies before it ever becomes approved work. Speed matters because the sales window is real: our internal teaching stat says every hour delayed on the estimate removes about 10% from ARO on average.

In this session, shop owners will learn how to build a faster, more trusted inspection-to-estimate workflow without rushing technicians or lowering quality. We will cover waiter vs. drop-off processes, when to use show-and-tell, how transportation options protect the customer experience, and why independent shops need to get serious about video evidence. The focus is simple: clearer findings, better proof, faster estimates, and more confident customer approvals.

1:00pm - 4:30pm PST

■ **The Price Shopper Playbook**

Presented by: Coralee Zueff • Sponsored by: Detect Auto

As a service advisor, one of the most stressful and time-consuming parts of your day is dealing with the constant flow of calls and walk-ins asking for estimates and quotes. With a never-ending to-do list, these interruptions can throw you off track and disrupt your focus.

Some shops enforce a “no estimates over the phone” policy, forcing advisors to repeatedly say “no,” while others may find themselves bogged down creating estimates that never get approved—leading to frustration and wasted time.

The key to reducing this stress and gaining more customers lies in knowing how to handle quote requests effectively. In this class, you'll learn how to respond to estimate inquiries in a way that builds trust, maximizes your time, and attracts quality customers.

◆ ■ **The Time Rich Service Advisor**

Presented by: Dave Schedin • Sponsored by: CompuTrek

Every Service Advisor has experienced it—the phones are ringing, customers are waiting, technicians need answers, estimates are piling up, and suddenly there never seems to be enough time in the day.

What if the problem isn't the workload? What if it's the workflow?

Most Service Advisors unknowingly create their own time shortages through the way they communicate with customers, write repair orders, present diagnostics, perform vehicle deliveries, and prepare for future visits. Small inefficiencies repeated dozens of times each day quietly consume an hour or more of productive time.

In this intensive Service Advisor CompuTrek workshop, you'll discover how slight changes in your communication and workflow can consistently free up 60 minutes or more every day—without working faster or taking shortcuts.

You'll learn the CompuTrek Five Customer Declarations, the Three-Part Value Presentation System, and the Top Three Workflow Systems that top-performing advisors use to eliminate repeated work, reduce callbacks, improve customer confidence, reduce customer objections, and increase repair order approvals.

You'll also be able to master CompuTrek's best practices for appointment preparation, high-value diagnostic and preventative maintenance presentations, follow-up phone calls, and Active Delivery processes that prepare the customer's next visit before they even leave the parking lot. By building the next appointment while the customer is already open in your point-of-sale system, advisors routinely save 10 to 15 minutes of preparation time on every future visit, creating a compounding productivity advantage throughout the year.

This workshop is far more than a time management course. It is an intense communication and workflow system designed to help Service Advisors reduce daily stress, improve technician efficiency, increase customer trust, raise average repair orders, and finish each day with greater control and confidence.

Stop chasing the day. Learn the CompuTrek systems that help you lead it.

◆ ■ **Unlocking Growth with Custom ChatGPT Agents in Your Auto Shop**

Presented by: Seth Thorson • Sponsored by: Transformers

Ready to put AI to work in your shop? This hands-on course will show you how custom ChatGPT agents can automate tasks, streamline operations, and improve both employee and customer experiences in your automotive repair business. You'll explore real-world applications—from service writer tools that handle customer communication to internal bots trained on your own SOPs and HR policies. Learn how one shop, Eurotech, built and deployed their own GPT agents to save time, reduce errors, and improve shop efficiency.

You'll walk away knowing how to create and train your own AI assistant to help with day-to-day operations, get hands-on experience uploading your own documents, and develop a roadmap to integrate these tools with platforms like Tekmetric, Google Drive, and more. If you're looking for a smarter, faster, and more consistent way to run your shop, this is the class that puts AI in your toolbox.

● ☆ **NVH: Noise, Vibration, and Harshness: The “Shake, Rattle, and Roll”**

Presented by: Adam Robertson • Sponsored by: DiagNation

Noises/vibrations, they are all the same. What we mean is that whether we “feel” or “hear” the noise, it is the same, a vibration. BTW, that is why everyone of us can hear, whether music or speech. Weird huh? So, what does this mean to us? Does that mean that a “wheel bearing growl” is actually the same as a “brake squeal” or “rattle” in the dash”? That is why you should attend this course. There are some basic approaches to this conundrum in understanding vibration frequency. The key to all of this is:

- Measure the vibration/noise with the proper equipment
 - Direction and force/harshness whether in dB (decibels) or mG (gravitational force)
 - Lateral
 - Vertical
 - Fore-aft
 - Speed
 - How many “shakes per second” or hertz
- Determine what component is spinning at the same frequency/speed/direction
- Measure closer to the component to determine location
 - Or what we refer to as “time domain” measurement

With the proper measurement and interpretation, we can figure out where the noise/vibration is coming from. It all sounded like “voodoo” to me until I truly understood it. Think about diagnosing something as simple as an intermittent “rattle” in the bay without driving it, I know that sounds insane but can truly be done. This class is suitable for technicians of all skill levels that want to learn these techniques.

● ● **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 four-hour course.

SATURDAY, September 19, 2026, continued...

● ● **Diagnosing and Repairing Misfire Monitor Failures**

Presented by: Dave Hobbs • Sponsored by: AutoZone

Beginning in 1996 the federal government required all light trucks and cars sold in the U.S. to be equipped with a diagnostic system known as OBD-II (on board diagnostics 2). The purpose of this system is to identify when the emissions coming from the exhaust exceed the federal standard and to alert the driver when this happens. To do this the OBD-II system monitors the engine for misfires, detects when misfires occur and stores critical vehicle data when a misfire is detected. The objective of this course is to provide a compilation of credible information for the technician to enhance their skill set related to the technology used to detect misfire and provide a reference guide for diagnosing misfires in a complete and efficient manner.

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

Presented by: Jake Sorensen • Sponsored by: NAPA

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.

- 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
- 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?

● ● **VW Audi Service Essentials: Everyday Tips for Streamlined and Accurate Service and Repair**

Presented by: Haakan Light • Sponsored by: WTI

Unlock the secrets behind VW and Audi service success with this immersive, no-nonsense course built for real technicians and shops. Say goodbye to wasted hours digging for info—this class teaches you how to quickly decode VINs, identify engines and transmissions, and navigate the OEM Website: Erwin like a pro. You'll get insider insight to service bulletins, wiring diagrams, parts databases, and the tools that make or break your efficiency and profitability. From understanding PR codes to knowing exactly which fluids, fasteners, and components to use, this course gives you the edge in the bay. If you've ever felt stuck chasing down answers, this is the class that connects the dots and puts you in control. This class is appropriate for technicians, service advisors and shop managers as there are key elements covered that impact all roles in the shop.

Don't Miss This AMAZING Training Event!

**CLICK TO REGISTER
TODAY!**

