

## **SCHEDULE:** \*subject to change

### **FRIDAY, SEPTEMBER 8, 2023**

4:00 pm – 7:00 pm: **Registration**  
6:00 pm – 7:30 pm: **Welcome Reception**

### **SATURDAY, SEPTEMBER 9, 2023**

7:00 am – 5:00 pm: **Registration**  
8:00 am – 9:00 am: **Welcome Breakfast & General Session**

#### **Management Track**

9:00 am – 12:15 pm: **G.R.O.W. Goal, Reality, Options, Way Forward**  
**Presented by:** LeAnne Williamson, Automotive Training Institute

**Description:** Problem Solving through Innovation & Change is about being proactive and thinking creatively by seeing negative issues and problems in a positive light to enact desired changes and solutions. Skills such as brainstorming, information gathering, analyzing data, and implementing action plans for the fix will be discussed.

#### **Technical Track A**

9:00 am – 12:15 pm: **Automotive Electrical: From A to CAN**  
**Presented by:** Jason Gloria, NAPA Autotech

**Description:** You know the names of many electrical testing techniques. Do you know how to perform these tests, or analyze their results? We will teach you how to determine the proper electrical tests for these systems and shed light on the best practices of electrical diagnosis.

#### **Technical Track B**

9:00 am – 12:15 pm: **ADAS: A Comprehensive Look at Operation, Setup & Calibration**  
**Presented by:** Eric Ziegler, WTI

**Description:** Advanced Driver Assistance Systems, or ADAS, are emerging in the collision and auto repair industries and they are most certainly here to stay. This class will discuss these systems, their operation, and the challenges and opportunities they present. Discussion will include but not be limited to: Adaptive Cruise Control (ACC), Blind Spot Monitoring (BSM), Lane Keep Assistance Systems (LKAS), Lane Departure Warning (LDW) and Other Camera Based Systems.

10:30 am – 10:45 am: **Break with Exhibitors**

12:15 pm – 1:30 pm: **Lunch with Exhibitors**

#### **Management Track**

1:30 pm – 3:00 pm: **Creating Brand Champions and Raving Fans**  
**Presented by:** KUKUI

**Description:** Reviews are the new word-of-mouth marketing. The Advice of a trusted source has now been replaced by the opinion of the masses. Reviews are a trusted source for others to determine what kind of experience they will receive at your shop. Learn how you can use your reviews to increase your Google Ranking and rise to the top on Google Search.

#### **Technical Track A**

1:30 pm – 4:45 pm: **Tactical Diagnostic Series – Scan and Scope**  
**Presented by:** Jason Gloria, NAPA Autotech

**Description:** 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 diagnostic and repair efficiency that satisfies customers and makes you money.

#### **Technical Track B**

1:30 pm – 4:45 pm: **Comprehensive Fuel Trim Analysis: Do You Know the Value?**  
**Presented by:** Eric Ziegler, WTI

**Description:** Most of us as technicians know that fuel trims are part of the ECM (Engine Control Module) data stream that we can access with our scan tools. However, a lot of techs either struggle with or fall short of using fuel trims to their full diagnostic value. This seminar will explain fuel trims and expand on how we can employ them as part of our regular diagnostic routine to increase our diagnostic efficiency and accuracy.

**3:00 pm – 3:15 pm: Break with Exhibitors**

**Management Track**

**3:15 pm – 4:45 pm: The Busyness Trap - Activity is NOT A Metric to Measure Success**

**Presented by:** Mike Bennett, Automotive Training Institute

**Description:** In today's data-driven business environment, financial reporting is a critical component of success. However, the "busyness trap" can often lead to a lack of focus on leveraging data effectively to achieve business objectives. In this presentation, we will explore the strength of financial reporting and how to use data to drive success. We will discuss the importance of accurate financial reporting, including proper data collection, analysis, and interpretation.

**6:00 pm – 8:00 pm: Banquet**

**SUNDAY, SEPTEMBER 10, 2023**

**7:00 am – 12:15 pm: Registration**

**Management Track**

**9:00 am – 10:30 am: Shop of the Future, Today**

**Presented by:** PJ Leslie, TekMetric

**Description:** Wish you had a crystal ball? Wondering where the auto repair industry is going and what challenges you might face? Join Tekmetric's PJ Leslie for a revealing look at what might be next, and how you can modernize your shop to better serve both your internal team and your customers.

**Technical Track A**

**9:00 am – 12:15 pm: Plug-In Power Tips: Intro to PHEV & BEV Charging J1772**

**Presented by:** Dave Hobbs, Delphi Technologies by Borg Warner

**Description:** EVSE, PHEVs, and BEVs are rapidly on their way to becoming a common sight in your repair shop. Will you be ready for them?

**Session Sponsor: AutoZone**

**Technical Track B**

**9:00 am – 12:15 pm: Essential Diagnostic Steps for Driveability & Electrical Problems**

**Presented by:** Eric Ziegler, WTI

**Description:** This seminar takes a critical thinking or logical approach 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: Adaptive Cruise Control (ACC), Blind Spot Monitoring (BSM), Lane Keep Assistance Systems (LKAS), Lane Departure Warning (LDW), and Other Camera Based Systems.

**10:30 am – 10:45 am: Break**

**Management Track**

**10:45 am – 12:15pm: Recession Proof Your Marketing**

**Presented by:** J.R. Portman, Shop Marketing Pros

**Description:** It's not a secret that projections point to a recession. There's some who say we're in it now and some who say it's coming. Either way, the shops who prepare will weather the storm. We prepare for all sorts of things such as hurricanes, winter, vacation, and more. When we prepare, we ensure we'll do our best during these times.

**12:15 pm – 1:15 pm: Break/Lunch**

**1:15 pm – 4:00 pm: Council of Representatives & Board of Directors Meeting**