



EDUCATIONAL AGENDA

*SUBJECT TO CHANGE



2025 ASCCA ANNUAL TRAINING CONFERENCE

SEPTEMBER 12-14, 2025

EMBASSY SUITES BY HILTON
SAN FRANCISCO AIRPORT WATERFRONT
150 ANZA BLVD.
BURLINGAME, CA 94010

FRIDAY, SEPTEMBER 12, 2025

1:00 pm – 7:00 pm: **Registration**

1:00 pm – 3:30 pm: **Council of Representatives & Board of Directors Meeting**

Management Track

3:30 pm – 5:00 pm: **Creating High-Performance Teams: Developing a Bench Full of Leader**

Presented by: Dori Eppstein, DEHR Consulting

Description: Join us for an engaging workshop designed to equip participants with immediately applicable skills for the workplace. "Creating High-Performance Teams and Developing Leaders" is tailored for advanced owners, general managers, managers, service advisors/writers, shop foreman, store managers, technicians, and anyone looking to enhance team performance and leadership capabilities.

5:00 pm – 7:00 pm: **Welcome Reception with Exhibitors**

SATURDAY, SEPTEMBER 13, 2025

6:00 am – 5:00 pm: **Registration**

6:30 am – 8:00 am: **Welcome Breakfast with Exhibitors**

Technical Track A

7:30 am – 11:30 am: **Drivability from the Drivers Seat - Level: Intermediate**

Presented by: Brandon Steckler, WTI WorldPac Training Institute

Description: MAF fueling strategies - Low-power driveability faults Faults include: - Exhaust restriction - Air Filter restriction - Fuel restriction - Unmetered air before throttle plate - Unmetered air after throttle (vacuum) Fuel injection strategy & primary inputs. Analyze the data and decipher which fault is responsible for the scan data.

Sponsored By: WTI WorldPac Training Institute

Technical Track B

7:30 am – 11:30 am: **Understanding Wiring Diagrams & CAN - Level: Intermediate/Advanced**

Presented by: Karl Schneider, Bosch

Description: Fundamental to understanding electrical diagnosis is understanding wiring diagrams. Automotive wiring diagrams come in a variety of aftermarket and OEM formats. In this course, the student gains the knowledge needed to read and interpret wiring diagrams. This course also describes Controller Area Networks preparing students to diagnose today's electronic systems.

Sponsored By: Bosch

Management Track

8:00 am – 11:30 am: **The Motivated Advisor**

Presented by: Mark Seawell, The Institute for Automotive Business Excellence

Description: Led by industry expert Mark Seawell, "The Motivated Advisor" is a comprehensive program designed to empower shop owners, managers, and service advisors with the tools and insights necessary to achieve peak performance and drive success in the automotive aftermarket. This course delves deep into the dynamics of motivation, equipping participants with the knowledge and strategies to inspire and sustain high levels of motivation both within themselves and among their teams. Through engaging discussions and practical exercises, attendees will gain a profound understanding of motivational principles and learn how to apply them effectively in the context of sales, marketing, leadership, and management within the automotive service industry.

Sponsored By: The Institute for Automotive Business Excellence

11:30 am – 1:30 pm: **Lunch with Exhibitors**



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SATURDAY, SEPTEMBER 13, 2025

Management Track

1:30 pm – 3:00 pm: The AI-Driven Customer: How Artificial Intelligence is Changing the Way People Find and Choose

Presented by: Mike Bennett, Automotive Training Institute

Description: The way customers find and choose auto repair shops is changing fast—and AI is driving the shift. With AI-powered search engines, voice assistants, and predictive algorithms, customers no longer just “Google” a shop—they’re being directed to specific businesses based on AI-driven recommendations. If your shop isn’t optimized for how AI selects businesses, you’re already losing potential customers. This session will teach shop owners how to stay ahead of AI-driven customer behavior and ensure their shop shows up when and where it matters most.

Sponsored By: Automotive Training Institute

Technical Track A

1:30 pm – 5:30 pm: Advanced Engine Diagnostics - Level: Advanced

Presented by: Jason Gloria, NAPA Autotech

Description: Advanced Engine Diagnostics 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.

Sponsored By: NAPA Autotech

Technical Track B

1:30 pm – 5:30 pm: Diagnostic Things to Always Check - Level: Intermediate/Advanced

Presented by: Jim Bennett, Automotive Training Institute

Description: The Diagnostic Things to Always Check Module 1 - Without a Scan Tool Class is designed to enhance the knowledge and effectiveness of automotive technicians by teaching best practices, reducing misinformation, minimizing comebacks, lowering technician/shop liabilities, and identifying opportunities. This class aims to equip technicians, service advisors, managers, and owners with the necessary skills, techniques, and strategies to streamline their work, reduce turnaround times, and improve overall efficiency in automotive repair and maintenance tasks. The Diagnostic Things to Always Check Module 2 - With Scan Tool Class is designed to enhance the knowledge and effectiveness of automotive technicians by teaching best practices, reducing misdiagnosis, minimizing the use of new parts as test equipment, reducing comebacks, lowering technician/shop liabilities, and identifying opportunities. This class aims to equip technicians, service advisors, managers, and owners with the necessary skills, techniques, and strategies to streamline their work, reduce turnaround times, and improve overall efficiency in automotive repair and maintenance tasks.

Sponsored By: Automotive Training Institute

3:00 pm – 3:30 pm: Break

Management Track

3:30 pm – 5:00 pm: Strategies to Attract Ideal Customers and Outshine Competition

Presented by: Eric Twiggs, Automotive Training Institute

Description: Feeling the heat from price-focused shoppers? Seeking to draw in your ideal clientele? Eager to expand amidst your competitors' lull? This course offers a comprehensive approach to mastering phone fundamentals and amplifying your tire sales. Dive into proven strategies designed to attract and retain ideal customers while outpacing your competition. Learn how to navigate price-centric inquiries with finesse, effectively communicate value propositions, and position your tire offerings as irresistible solutions. Whether you're aiming to stand out in a crowded market or capitalize on growth opportunities, this course equips you with the skills and insights needed to thrive in the tire sales landscape. Join Executive Coach, Eric Twiggs, to elevate your phone proficiency and achieve unparalleled success in tire sales.

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SATURDAY, SEPTEMBER 13, 2025

6:00 pm – 8:00 pm: Saturday Social - Join us for our fun Saturday Social including Food Stations, Drinks, Silent Auction to benefit the ASCCA and Lawn Games.

SUNDAY, SEPTEMBER 14, 2025

7:00 am – 12:00 pm: Registration

7:00 am – 8:30 am: Breakfast with Exhibitors

Technical Track A

8:00 am – 12:00 pm: Logical Approach to GDI Diagnostics - Level: Intermediate

Presented by: Brandon Steckler, WTI WorldPac Training Institute

Description: Insight as to how fuel injection strategy functions. After thorough discussion of what critical inputs are necessary Using a vehicle with a MAF fueling strategy, a series of experiments were conducted to create a low-power driveability fault. The faults include: -exhaust restriction -Air Filter restriction -Fuel restriction -un-metered air before throttle plate -un-metered air after throttle (vacuum).

Sponsored By: WTI WorldPac Training Institute

Technical Track B

8:00 am – 12:00 pm: A Framework for Wiring Diagram and Circuit Analysis - Level: Intermediate

Presented by: Jorge Menchu, Automotive Electronics Services, Inc.

Description: This exercise-based class follows a simple-to-complex approach to achieve two main goals: 1. Equip you with powerful techniques for analyzing wiring diagrams, and enhancing your circuit and system reverse engineering skills. 2. Increase your self-awareness of the mental tools, behaviors, and techniques that form the foundation for unlocking your full learning potential.

Sponsored By: AESWave

Management Track

8:30 am – 10:00 am: Elevating Customer Service Excellence: Strategies for Success

Presented by: Dori Eppstein, DEHR Consulting

Description: Join us for an immersive workshop dedicated to equipping your team with the skills and mindset to deliver extraordinary customer experiences consistently. "Elevating Customer Service Excellence: Strategies for Success" is designed for advanced general managers and service advisors who are committed to creating a culture of exceptional customer service within their organization.

Sponsored By: DEHR Consulting

10:30 am – 12:00 pm: Break

Management Track

10:30 am – 12:00 pm: Unlocking Revenue Potential: Strategies for Boosting Average Repair Orders

Presented by: Bryan Stasch, Automotive Training Institute

Description: Every opportunity counts when it comes to meeting your sales targets. Maximizing each interaction is paramount to your shop's success. Do you monitor your average repair order? Are you truly optimizing it? Chances are, many are unaware. In this engaging session, we delve into the metrics of a successful average repair order tailored to your specific business context. Explore the essential processes required to achieve optimal results, including setting realistic targets, refining estimation practices, and effectively upselling during customer visits. Additionally, learn invaluable insights into transforming into the Sales Manager your shop needs for sustained growth and profitability. Join VP of Content, Bryan Stasch, as we uncover the strategies to unlock your shop's revenue potential and elevate your leadership skills to drive success.

Sponsored By: Automotive Training Institute