



EDUCATIONAL AGENDA

*SUBJECT TO CHANGE

FRIDAY, SEPTEMBER 11, 2026

1:00 pm – 7:00 pm: **Registration**

2:00 pm – 3:30 pm: **Council of Representatives & Board of Directors Meeting**

◆ **Management Track**

3:30 pm – 5:00 pm: **YOU ARE THE BOTTLENECK - You can't fix the shop by fixing cars**

Presented by: Jimmy Purdy, Shift N Gears Auto Repair

Description: Most shop owners didn't get into this business because they loved numbers—they became owners because they were great technicians. And that's exactly why the transition to leadership is so painful. This session speaks directly to technician-turned-owners who feel busy, overwhelmed, and stuck despite working harder than ever. We'll explore why owners instinctively run back to the bay, how that behavior quietly becomes the biggest bottleneck in the shop, and why chasing dozens of KPIs often creates more confusion than clarity. Attendees will learn why understanding a few big metrics—especially the relationship between payroll and gross profit—matters far more than obsessing over micro numbers too early. Using a restaurant-style "stress test" approach, this talk challenges traditional scheduling assumptions to reveal whether a shop's true constraint lies in sales process, technician productivity, dispatch, or leadership. We'll also cover where real freedom begins: standard operating procedures, non-negotiables, and proper intake and dispatch protocols that allow the owner to step down, then step out. This session is for shop owners ready to stop being the choke point, build systems instead of dependency, and finally lead a business that can grow without them standing in the middle of everything.

Sponsored By: Shift N Gears Auto Repair

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

SATURDAY, SEPTEMBER 12, 2026

6:00 am – 5:00 pm: **Registration**

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

● **Technical Track A**

7:00 am – 11:00 am: **Mastering the uScope: Hands-On Diagnostics for Real-World Results**

Level: Intermediate

Presented by: Tom Broxholm, Retired Automotive Professor of Skyline College

Description: Experience the power of the AES Wave uScope through a fully hands-on diagnostic workshop. Each participant will operate their own uScope as simulated sensor signals are transmitted in real time. Learn how to capture and navigate waveforms for quick and accurate interpretation using best-practice techniques. From basic operation to advanced signal capture you'll gain the confidence to apply uScope diagnostics efficiently in the shop.

○ **Technical Track B**

7:00 am – 11:00 am: **Euro BUS System - Level:** Intermediate/Advanced

Presented by: Brandon Mathews, Opus IVS

Description: Comprehensive overview, structure, troubleshooting & pattern failures of BMW & other Euro networks
• Serial Networks • High Speed CAN BUS • LIN BUS • FlexRay • Ethernet • Testing Equipment & Tooling
Network failures such as CAN communication faults & missing message faults can be daunting for a technician to troubleshoot. This network course outlines the various communication networks used on BMW & Euro vehicles including BSD, LIN, CAN, FlexRay, Ethernet, etc. More importantly diagnostic strategies, pattern failures, & test steps and values will be discussed.

Sponsored By: WorldPac WTI



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SATURDAY, SEPTEMBER 12, 2026

◆ **Management Track**

7:00 am – 8:30 am: The Wealth Gap - Turning Shop Income into Personal Wealth

Presented by: Derick Van Ness, Big Life Financial

Description: You've built a shop that runs, generates revenue, and keeps your bays full. But at the end of the year, when you look at your bank account and your net worth, something doesn't add up. The truth is, most shop owners are good at running their shop but nearly invisible when it comes to building wealth... and it has nothing to do with how hard you work. In this class, we'll break down exactly why your income isn't converting into lasting financial security, and show you the system successful shop owners use to finally change that. If your shop is making money but you're not getting ahead, this is the class you've been waiting for.

8:30 am – 9:00 am: Break

◆ **Management Track**

9:00 am – 10:30 am: The Hidden Cost of Leadership Avoidance: How Culture Drift Kills Profit

Presented by: Dori Eppstein, DEHR Consulting

Description: Most shop owners track labor rate, ARO, and productivity — but ignore the silent profit leak happening inside their culture. What you tolerate, avoid, or fail to clarify doesn't just affect morale... it affects your bottom line. In this session, Dori Eppstein breaks down the real financial cost of leadership avoidance — from underperformance and unclear expectations to conflict left unresolved. You'll learn how culture drift happens, how it quietly taxes your shop, and how to implement a practical 30-day leadership reset to realign performance, accountability, and profit.

Sponsored By: DEHR Consulting

11:00 am – 12:00 pm: General Session: Panel Discussion (TITLE)

12:00 pm – 1:30 pm: Lunch with Exhibitors

◆ **Management Track**

1:30 pm – 3:00 pm: Procedures & Policies & The Effect on KPIs

Presented by: Jeffrey Nott, Altus Business Solutions

Description: In this workshop we will cover not only what processes, procedures and policies you should have in place, but the effect they have on your bottom line. You will be surprised to learn the many ways you can improve your business with some simple policies and procedures.

Sponsored By: Altus Business Solutions

● **Technical Track A**

1:30 pm – 5:30 pm: Elevating your DVI experience - Level: Advanced

Presented by: Timothy Chakarian, Bimmer Phd Motorsports & Jessica Nees, Tekmetric

Description: Many shops are performing Digital Vehicle Inspections, but few are truly maximizing their value. A DVI should not simply be a checklist or photo gallery. When executed properly, it becomes the most powerful communication tool in the shop—building trust with customers, improving technician accountability, and dramatically increasing authorization rates. In this session, Tim Chakarian from Bimmer Phd Motorsports will walk through the structured inspection system his shop uses to turn raw vehicle data into clear, prioritized action plans customers can understand and approve with confidence. Attendees will learn how to transform inspections from a routine process into a strategic tool that improves transparency, increases average repair order, and strengthens long-term customer relationships.



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○ **Technical Track B**

1:30 pm – 5:30 pm: Knowledge is Power with Pico Scope Diagnostics - Level: Intermediate/Advanced

Presented by: Tom Broxholm, Retired Automotive Professor of Skyline College

Description: Learn the distinctive power and flexibility of Pico Scope 7 software. Shorten diagnostic time, improve diagnostic accuracy, diagnose with confidence, establish documentation and customer satisfaction. Knowledge is power – knowing how to use the basic and advanced features of the Pico Scope 7 software is the key to powerful diagnostics. Bring a laptop preloaded with Pico Scope 7 software from <https://www.picoauto.com/downloads> and follow along as I take you through the basics and onto the advanced features such as triggers, filters, deep measure, math channels, and alerts. (No Scope required).

3:00 pm – 3:30 pm: Break

◆ **Management Track**

3:30 pm – 5:00 pm: The Road to 2030: The Economic and Market Forces Reshaping the Industry

Presented by: Mike Bennett, Automotive Training Institute

Description: The next five years will not look like the last five. Economic shifts, labor market dynamics, evolving vehicle demographics, and changing consumer expectations are quietly redefining what success will require by 2030. In this session Mike Bennett examines the key forces shaping the industry's trajectory from inflation trends and rising median wages to technician scarcity and the true cost of acquisition and retention. We'll explore how shifts in vehicle age, technology complexity, and ownership patterns are altering service demand, as well as how consumer sentiment and value perception are influencing buying behavior. This isn't just about pressure, it's about positioning. You'll gain insight into the strategic differentiators that will matter most in a more competitive, experience-driven marketplace and how forward-thinking operators can reimagine customer engagement to remain relevant, profitable, and resilient.

Sponsored By: Automotive Training Institute

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 Corn hole!

SUNDAY, SEPTEMBER 13, 2026

7:00 am – 12:00 pm: Registration

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

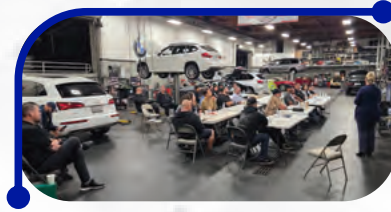
◆ **Management Track**

8:00 am – 9:30 am: A Journey of Growth: Master the Art of "Scaling Up"

Presented by: Mike Bennett, Automotive Training Institute

Description: A Journey of Growth: Master the Art of "Scaling Up": Dive into the dynamic world of business expansion in this exclusive presentation designed for ambitious entrepreneurs and business leaders. Discover the secrets of scaling up your business sustainably and efficiently. Learn how to expand your company's size, reach, and revenues while maintaining or enhancing profitability. Join us to unlock the strategies for managing growth without overwhelming your company's capabilities, ensuring a successful and scalable future.

Sponsored By: Automotive Training Institute



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SUNDAY, SEPTEMBER 13, 2026

● **Technical Track A**

8:00 am – 12:00 pm: Electric Vehicles: How do They Work?- Level: Intermediate

Presented by: John Bridgwater, Automotive Training Authority

Description: This course introduces technicians to the core electrical and electronic systems used in modern electric vehicles. Students will learn the fundamentals of high-voltage and low-voltage circuits, battery pack operation, battery management systems, charging systems, thermal management, and electric motor control. Emphasis is placed on safety, practical diagnostics, and understanding how the major EV systems interact. Designed for working technicians, the class focuses on real-world service bay knowledge rather than engineering theory, giving attendees the confidence to safely diagnose and service today's electric vehicles.

Sponsored By: Automotive Training Institute

○ **Technical Track B**

8:00 am – 12:00 pm: 1...2...3...Misfire! Level: Intermediate/Advanced

Presented by: Jason Gloria, NAPA Autotech

Description: As long as there are internal combustion engines, misfires will continue to be an inevitable part of automotive repair. In this course we will discuss ignition components and how to read ignition waveforms when utilizing an oscilloscope to diagnose them. While it is all too common to do the "coil dance", we will cover testing techniques that will provide us with definite results to avoid teardown and diagnostic approaches to reduce comebacks and wasted time.

Sponsored By: NAPA Autotech

◆ **Management Track**

10:00 am – 11:30 am: The Future of DVIs: What Matters Now and What's Coming Next

Presented by: Lauren Thunen, AutoVitals

Description: Digital Vehicle Inspections (DVIs) have become an industry standard, but many shops are still not using them at all or to their full potential. Many shops implement DVIs and then wonder why they aren't seeing big gains in ARO, customer trust, or workflow efficiency. In this session, you'll learn what actually makes a DVI effective. We'll walk through the key metrics every shop should track to know if their DVI is delivering results, including photo count, edit rates, recommendation rates, and customer research time. You'll also see real-world examples of strong inspections and learn how to avoid the most common DVI mistakes that stall success. Finally, we'll take a look ahead: where is DVI technology headed over the next 3–5 years? Get a first look at the trends that will shape the future of inspections and what your shop can do now to stay ahead.

Sponsored by: AutoVitals

