



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940

ASCCA VIRTUAL CONFERENCE

Business Management & Technical Training


May 14-15, 2021

ATTENDEE BROCHURE



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ASCCA educational meetings offer strategies and tips to improve your repair shop operations today — **saving you time AND money** – while positioning you for long term **growth and success**.

Friday, May 14, 2021

1:00PM - 2:00PM BUSINESS MANAGEMENT TRACK

You Can't Manage What You Don't Measure

- Is Your Marketing Effective? Tools to help you understand
- Marketing Metrics Analytics - More important than you thought
- Tracking Numbers to target your phone conversations
- Integrating Marketing with POS-systems

Jimmy Lea, *Product Evangelist, Kukui Corporation*

1:00PM - 2:00PM TECHNICAL TRACK

Network Security Gateways

- Overview of Network Architectures, Communication Protocols & Computer Wiring Diagrams
- The origin of the Gateway Module & the evolution to a Security Gateway
- Gateway Security - Access, Service & Diagnostics
- Third-Party Authentication
- Tools & Equipment

Bill Weaver, *NAPA Autotech Training*

2:00PM - 2:15PM BREAK

2:15PM - 5:00PM BUSINESS MANAGEMENT TRACK

Electrified Vehicle Technology — A Pathway for Training Your Service Staff

- Successful Hybrid/Electric Vehicle Service — Implement a total staff solution
- Proven methods for success & profitability
- Measure Up - The importance of metrics
- Go Further Faster - Augmenting OEM service information & processes
- I'm sold, but what training does my service staff need?
 - » High voltage powertrain 5:5
 - » Battery pack
 - » Battery charging
 - » Regenerative braking
 - » HVAC
 - » Power inversion/conversion systems

Dr. Mark Quarto, *Chief Technical Officer, FutureTech Auto LLC*

2:15PM - 5:00PM TECHNICAL TRACK

Advanced Drivability Diagnostics

- Fuel Trim Diagnostics
- In Cylinder Pressure for Misfire Analysis
- Misfire Detection Using the Crankshaft Position Sensor
- Ignition Waveform Analysis
- 5-Gas Analytics for Fuel Control Problems

Bernie Thompson, *Founder, Automotive Test Solutions*

5:00PM - 6:00PM Virtual Happy Hour — BAR Chief Speaker

Saturday, May 15, 2021

8:00AM - 10:00AM BUSINESS MANAGEMENT TRACK

Everything You Need to Know About Numbers & Profit

Learn the best — and easiest — ways to increase your profit now

- 20% Net or 3% Net - Which are you?
- The 6 Most important numbers for your business
- Measuring Gross Profit Dollars per hour - it's not enough
- 7 Key warning signs in your numbers - what they mean & how to fix them

Cecil Bullard, CEO, *Institute for Automotive Business Excellence*

8:00AM - 10:00AM TECHNICAL TRACK

Noise, Vibration and Harshness Analysis — Part 1

Techniques to identify vibration source, track the transfer path & pinpoint the responding component.

- Root causes of vibration
- Understanding frequency & amplitude
- Piezo sensors for analysis
- Unique diagnostic software
- Best practices for corrective measures

Rich Falco, ASE Master Technician L1, *CARQUEST Technical Institute*

10:00AM - 10:15AM BREAK

10:15AM - 12:00PM BUSINESS MANAGEMENT TRACK

ADAS – Collision and Repair Shop Roles

This technology is already changing the industry. Do you want to do more than just keep up? Want to figure out how to get ahead and stay ahead of this next gen program? Learn the latest on ADAS and the partnership it creates between the repair shop and the body shop.

Keith Manich, *Automotive Training Institute*

10:15AM - 12:00PM TECHNICAL TRACK

Noise, Vibration and Harshness Analysis — Part 2

Rich Falco, ASE Master Technician L1, *CARQUEST Technical Institute*

NOON - 1:30PM BREAK

1:30PM - 3:30PM BUSINESS MANAGEMENT TRACK

Using Video To Connect with Customers

Your social media feeds are increasingly dominated by video.

- Produce & utilize video content - without spending a Hollywood budget!
- Strategies for consistent video production
- Videos that will attract attention
- Content types that successfully builds brand presence

Kim and Brian Walker, Owners, *Shop Marketing Pros*



Saturday, May 15, 2021, Continued

1:30PM - 3:30PM TECHNICAL TRACK

Advanced PICO: Math Channels and Reference Waveforms — Part 1

Unleash the advanced functionality of your Picoscope to increase your efficiency.

- Math channels & Reference Waveforms
- Advanced triggering
- Effective filters
- Custom probes
- Masks & Alarms
- Serial Decoding

Adam Robertson, ASE Certified Master Automotive Technician with L1, CARQUEST Technical Institute

3:30PM - 3:45PM BREAK

3:45PM - 5:00PM BUSINESS MANAGEMENT TRACK

To Do What You've Never Done...

Lessons from a lifetime serving the motoring public & the automotive service industry

- Leverage the lenses of awareness, recognition, & culture
- Expose yourself to new ideas & chart a different course
- Get your business, and your life, running on all cylinders

Mitch Schneider, President, Mitch Schneider's Future-Tech

3:45PM - 5:00PM TECHNICAL TRACK

Advanced PICO: Math Channels and Reference Waveforms — Part 2

Adam Robertson, ASE Certified Master Automotive Technician with L1, CARQUEST Technical Institute

Registration Pricing

(Price credited towards membership for first time members.)

Early Bird Pricing (February 15 – April 30)

Member Pricing – Entire Shop:	\$99
Nonmember Pricing (up to 3 people):	\$149

Regular Pricing after April 30

Member Pricing – Entire Shop:	\$149
Nonmember Pricing (up to 3 people):	\$199

[Register Online Here](#)