

2023 EAST ATE AUTOMOTIVE TRAINING EXPO



FRI-SAT, SEPT 29-30 DoubleTree by Hilton Spokane City Center

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Training Features:

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

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ATE East Training Schedule | September 29-30, 2023

FRIDAY, September 29

	INSTRUCTOR	TIME (PST)
◆ Mastering the Chaos of a Successful Service Advisor	Geoff Berman	8:30am-11:30am
◆ Sustainable KPI Automotive CA\$HFLOW!	Dave Schedin	8:30am-11:30am
BMW Communication Networks	Brandon Mathews	8:30am-11:30am
Combustion, Carbon and Carnage: Diagnosing Difficult Deposit Related Driveability Concerns	Gary Smith	8:30am-11:30am
Conquering Network Diagnostics	Adam Robertson	8:30am-11:30am
Light Duty Diesel Exhaust Aftertreatment Systems	Cliff Schenkel	8:30am-11:30am
Friday Lunch – The Thinking Tool	Thomas Richardson & Justin Linafelter	11:45am-1:00pm
◆ Are you Fantastic on the Phones?	Geoff Berman	1:30pm-4:30pm
◆ Using A.I to Supercharge your Marketing	Dave Parkhurst	1:30pm-4:30pm
Advanced Driver Assist Systems	Adam Robertson	1:30pm-4:30pm
BMW ISTA	Brandon Mathews	1:30pm-4:30pm
Tactical Diagnostic Series – Strategies for a Successful Day in the Bay	Jake Sorensen	1:30pm-4:30pm
Pulse-Width Modulation 3-phase Controls, Testing & Analysis Techniques	Gary Smith	1:30pm-4:30pm
Sponsor Appreciation Night – Taco Bar & Expo – Everyone Welcome		4:30pm 8:00pm

Saturday, September 30

	INSTRUCTOR	TIME (PST)
Saturday Breakfast		7:00am-8:00am
◆ Time Management for SA's, Owners and Technicians	Jeremy O'Neal	8:30am-11:30am
Digital Storage Oscilloscope Setup & Operation	Adam Robertson	8:30am-11:30am
How to Diagnose Vehicles Using Mode 6	Ken Zanders	8:30am-11:30am
Timing Chain Advanced Diagnostics	Jake Sorensen	8:30am-11:30am
Transmission Diagnostics for Engine Technicians	Cliff Schenkel	8:30am-11:30am
VW Audi Diesel Engines	Anthony Khamly	8:30am-11:30am
Saturday Lunch – Just Rolled In	Thomas Richardson	11:45am-1:00pm
◆ Mastering the 3 Labor KPI's	Dave Schedin	1:30pm-4:30pm
◆ Selling Maintenance Profitably	Jeremy O'Neal	1:30pm-4:30pm
Deciphering Gasoline Turbo Driveability	Jake Sorensen	1:30pm-4:30pm
Diagnosing Gnarly Intermittent Faults	Gary Smith	1:30pm-4:30pm
VAG ODIS Diagnostic Programming and Software	Anthony Khamly	1:30pm-4:30pm
Why you need to Reprogram with J2534	Ken Zanders	1:30pm-4:30pm

◆ **Mastering the Chaos of a Successful Service Advisor**

Geoff Berman – Sponsored by: ATI

Redefining Success with the tools and techniques needed to be a “Top Producing Service Advisor”, and how to connect with your customers in a contact – less world.

In this session, Geoff discusses how to be the most successful advisor you can be. Not only the many hats an advisor wears, but truly understanding the 3 main roles of the service advisor; the role to the customer, the role to the technicians, and the role to the shop. Along the way, Geoff will provide useful tips and techniques used by some of the top producing service advisors to master the chaos of the workflow process.

Sustainable KPI Automotive CA\$HFLOW!

Dave Schedin – Sponsored by: Service-Intel

IN THE FOG? Need to put out an APB on your missing cash flow? Every thought, every decision you make is critical for your business and has a direct impact on your bottom line. This nuts and bolts workshop will elevate your current understanding and educate you on automotive ‘real-world’ KPI’s and financials. New or seasoned managers/owners will break through ceilings never before experienced and take your business to new levels immediately.

Realizing profitable financial success begins by setting intentional goals, creating actionable steps, and understanding your ‘live’ numbers to measure, drive, and course correct. Those numbers mean nothing without understanding the wisdom of those numbers. From fog to clarity, you’ll discover systems and tools that can be immediately utilized in your business to create positive cash flow.

What you’ll learn:

1. The difference of profit vs cash flow (True Profitability): what truly builds sustainable cash flow.
2. KPI Tracking Reports that are most valuable: P&L, Balance Sheet, Cashflow Statements, Point of Sale Management Reports, etc.
3. The P&L profitable business cycle: where does a profitable P&L really come from?
4. Top 10 Key Performance Indicators (KPI's) and what they mean.
5. Practical tools, systems, and simple formulas to turn on cash flow next week!

This seminar is intended for owners and/or managers who are responsible for all financial aspects of their business. You will get very powerful Excel, Word Doc, and PDF tools to drive KPI's to the maximum including CompuTrek’s Labor Rate Developer Tool to build your business culture’s labor rate.

BMW Communication Networks

Brandon Mathews – Sponsored by: OPUS IVS

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 vehicles including BSD, LIN, CAN, FlexRay, MOST, Byflight, Ethernet, etc. Most importantly diagnostic strategies, pattern failures & text steps and values will be discussed.

- Serial data networks overview & troubleshooting (BDS, TXD, K BUS, I BUS)
- High speed CAN BUS structure & testing
- Byteflight & MOST BUS fiber optic networks
- LIN BUS structure & testing
- Ethernet & OABR Ethernet
- Testing equipment & useful tooling

FRIDAY, September 29, continued...

Combustion, Carbon and Carnage: Diagnosing Difficult Deposit Related Driveability Concerns

Gary Smith – Sponsored by: CTI/WTI

- This class looks at how fuel and oil depositing play a MAJOR role in getting the diagnosis RIGHT THE FIRST TIME on these modern close tolerance, fast-fuel control GDI vehicles.
- Learn the HOW and WHY behind deposit fouling and translate this with your scan and scope data via the BASELINE diagnostic approach.
- This is an eye-opening class for techs, advisors and shop owners alike, and talks about critical knowledge that the OEMs are NOT teaching today...
- Learn how adding this diagnostic strategy to your mix can save time, prevent unnecessary parts replacement, and have LESS DRIVEABILITY COMEBACKS.
- A Must-See class for all shops.

Conquering Network Diagnostics

Adam Robertson – Sponsored by: CTI/WTI

This class covers modern vehicle network operation and how to efficiently diagnose them using common tooling. The overwhelming majority of network related issues do not require decoding of individual packets of data. It is important to understand how a network exchanges information, but a deep dive into the bits, bytes, nibbles and ticks of each network are not needed to repair the vehicle. Knowledge of the network type, the expected voltage levels, and the layout of the network wiring to the modules can provide us with enough information to gain diagnostic direction. At that point, we can use our available tooling to determine the root cause of the problem.

Topics Include:

- Understanding common automotive networks and where to get help if we don't understand them
- Discuss OE and aftermarket scan tool communication benefits and challenges
- Learn how to develop a logical diagnostic approach using service information and our own tooling
- Understand diagnosis through communication related case studies

Light Duty Diesel Exhaust Aftertreatment Systems

Cliff Schenkel – Sponsored by: CTI/WTI

Since 2007, all light duty diesel vehicles sold in the United States are equipped with an exhaust aftertreatment system of some type. Those technologies can include diesel oxidation catalysts, NOx catalysts, diesel particulate filters, selective catalyst reduction using diesel emissions fluids, or any combination of these subsystems. This class will present the operation and design of these complex systems along with techniques for effective diagnosis. Skills and knowledge from this class cannot only be applied to today's pickups and vans, but also diesel equipped cars.

11:45am-1:00pm PST – LUNCH: The Thinking Tool

Thomas Richardson and Justin Linafelter

◆ Are you Fantastic on the Phones?

Geoff Berman – Sponsored by: ATI

Isn't it frustrating encountering mediocre or worse phone experiences when calling any business? Why is this so common? Here is the Shocking truth: Most companies simply overlook the importance of that critical first impression—the Phone call. Sadly, our industry is no exception. This course is specifically designed to transform your phone skills from average to exceptional.

Here are a few common pitfalls many of us fall into...

- Standard / Weak Greeting: Is your greeting just like all the others? Pretty standard, lacking impact and personalization.
- Lack of Preparation: How often do you find yourself unprepared, resorting to “winging it” and hoping for the best?
- Focus is on the Shop and the Vehicle: Do your conversations tend to prioritize your own agenda rather than understanding the caller's needs?
- Neglecting Call Analysis: Rarely are phone calls listened to, missing opportunities for improvement and growth. If you do, do you really know what to listen for?
- Insufficient Training and Practice: Most don't invest enough time in honing their skills!
- Inconsistent Staff Responses: When multiple people answer the phone, the experience can vary greatly, leading to confusion and dissatisfaction for the caller!

But here's the good news: It doesn't have to be this way! By the end of this course, you will be equipped with the strategies and tools you need to be fantastic on the phone. Even if you consider yourself adept at phone conversations, this course will provide you with new insights and take your skills to the next level. You will discover just how easy it is to convert more first-time callers than ever before.

◆ Using A.I to Supercharge your Marketing

Dave Parkhurst – Sponsored by: Greenhaven

Artificial Intelligence is here to stay. It's already changing everything from marketing to HR. In this session, we'll share the latest in practical (and fun!) AI tips and business hacks that will empower your shop to integrate this transformative technology. Step ahead of your competition and increase your efficiency using AI!

Advanced Driver Assist Systems

Adam Robertson – Sponsored by: CTI/WTI

You have seen them publicized on television. Advanced Driver Assist Systems (ADAS) that are developed to automate/adapt/enhance vehicle systems for safety and improved vehicle control. Some features are designed to avoid collisions and accidents by offering technologies that alert the driver to potential problems. Others to avoid collisions by implementing safeguards and taking over control of the vehicle. Adaptive features may automate lighting, provide adaptive cruise control, automate braking, incorporate GPS/ traffic warnings, connect to smartphones, alert drivers to other cars or dangers, keep the driver in the correct lane or show what is in blind spots. These systems are entering the aftermarket repair world. Be up to date on operation and diagnostic techniques that will enable you to keep these jobs profitably in your shop.

FRIDAY, September 30, continued...

BMW ISTA

Brandon Mathews – Sponsored by: OPUS IVS

A complete overview of the BMW integrated Service Technical Application (ISTA). This course will cover the software platform from all perspectives including web navigation, installation, diagnostic & programming use, & error troubleshooting. The technician should leave with a strong understanding of how to utilize the BMW software packages to successfully troubleshoot, repair & program BMW, MINI & Rolls Royce vehicles.

- BMW TIS navigation
- ISTA download & installation
- Diagnostic software platform
- Programming software platform
- Error troubleshooting
- Best practices

Tactical Diagnostic Series – Strategies for a Successful Day in the Bay

Jake Sorensen – Sponsored by: NAPA Autotech

Each day, technicians prepare for the diverse challenges posed by modern diagnostics and repair. Unfortunately, we don't get to choose the vehicles that land in our bay, but each one brings unique opportunities for growth.

This course is the first in a series of case-study-based diagnostics, told from the technician's viewpoint. Real-world case studies are utilized showing the importance of following a proven approach for success.

Recommended for all levels of Technician

- Balancing efficiency of our time, while remaining accurate in our diagnosis
- Incorporating scan tools, oscilloscopes, multi-meters, service information and all the resources available to the modern technician
- Following customer concerns through completion of repair
 - What does an effective diagnostic plan look like?
 - How do you correlate relevant data to the vehicle and customer concerns?
 - How can I be better prepared for tomorrow in my bay?

Pulse-Width Modulation 3-phase Controls, Testing and Analysis Techniques

Gary Smith – Sponsored by: CTI/WTI

- Learn the theory of PWM, the basic circuit construction and how it functions
- Lab scoping the PWM signal, duty cycle, pulse-width, astable and mono-stable controls
- How to analyze module drivers on your lab scope, checking for transistor function, powers and grounds quickly, testing to confirm the driver can carry necessary current
- 3-Phase Controls: Learn the theory, use and applications we commonly see in automotive systems.

We discuss measurement and analysis of the 3-Phase waveform, current testing vs voltage testing. Various case studies are used to show practical application of information in diagnostics.

4:30pm-8:00pm PST – Sponsor Appreciation Night – Taco Bar & Expo – Everyone Welcome

SATURDAY, September 30, 2022

7:00am-8:00am PST – BREAKFAST

8:30am-11:30am PST

◆ **Time Management for SA's, Owners and Technicians**

Jeremy O'Neal – Sponsored by: CTI/WTI

What would you do with an extra 1 hour per day? Effective Service Advisors understand how to be proactive with their time and prioritize their day in a way to achieve maximum sales and customer satisfaction. Our focus is in helping you develop systems that enable you to be ultra-productive throughout your day. This isn't your typical time management course, we'll view your day through the eyes of your service advisor, technicians, and customers. This alternative view on time management will help you create breakthroughs in your personal effectiveness. With a focus on work-life balance you'll leave feeling in control of your destiny and ready to create new breakthroughs in your work & life!

- Find an extra 1 hour per day to add the Fun back into your life.
- Learn how to be proactive in your time management.
- Learn how to put menial tasks on autopilot saving you time.
- Learn how to automate your customer follow up.
- Learn how to save 30 minutes per day through effective lead conversion.
- Increase your sales and profits by creating a work-life balance.

Digital Storage Oscilloscope Setup & Operation

Adam Robertson – Sponsored by: CTI/WTI

The Digital Storage Oscilloscope (DSO) is fast becoming a primary tool for the automotive diagnostic technician. The setup and operation of the DSO is presented so that a technician can take advantage of the tool's many features. Learn to set up the DSO to acquire a correct waveform, store it for future reference, and interpret the waveform for diagnostic purposes. Voltage settings, time base and triggering techniques are covered so that any signal may be displayed and analyzed accurately and efficiently.

If you are considering buying or already own a scope, this class will provide information that will allow you to confidently use a DSO to aid in your diagnostic process.

As a bonus Adam will also give an introduction to oscilloscope accessories and advance testing techniques.

How to Diagnose Vehicles using Mode 6

Ken Zanders – Sponsored by: Dorman Products

This class/seminar is designed to help techs develop a better understanding of Mode 6, DTC Repairs and OBD II monitors. Covered subjects: What is Mode 6, How to use Mode 6, Converting the Mode 6 Data to Aid You in a Quicker Diagnosis, • What Good is Mode 6? • Interpreting Mode 6 Data • Using Mode 6 Test Results • Raw Data and Calculated Values • Mode 6 Info on the Internet • Sample Scan Tool Display • Repairing vehicles using Mode 6 and much more. All scan tools are covered including Snap-On, OTC, LAUNCH, AUTEL and others.

Timing Chain Advanced Diagnostics

Jake Sorensen – Sponsored by: NAPA Autotech

An engine needs three things to run: air, fuel, and ignition. This class will focus on "air" – getting it in, compressing it, and getting it out again.

A variety of testing techniques will be taught, using the scan tool and DSO (Digital Storage Oscilloscope) to inspect and identify engine mechanical problems that impact the engine's volumetric efficiency and its mechanical ability to compress the air/fuel mixture. Examples of "known good" and "known bad" will be included to help the student understand the concepts presented.

- Digital Storage Oscilloscopes (DSO)
- Scope setup to read pressure
- Relative compression
- Cranking compression
- Scan tool resources
- Volumetric Efficiency (VE)
- Crank and cam sensors
- CKP and CMP patterns
- In-cylinder running pressure test

SATURDAY, September 30, continued...

Transmission Diagnostics for Engine Technicians

Cliff Schenkel – Sponsored by: CTI/WTI

The modern transmission can be very difficult to diagnose properly without an understanding of the wide range of inputs and strategies that make up transmission control. Diagnostic analysis of the transmission must take into consideration the mechanical aspects of the transmission, as well as the electrical, hydraulic and engine control influences.

Many transmissions have been unnecessarily replaced when testing routines skip one of these factors and many repeated transmission component failures have occurred when the root cause of mechanical failure was not determined during the initial diagnosis.

Some OBD II technicians may say, "That's why I stay away from transmissions, I have enough to worry about with the engine drivability problems." Many transmission technicians would also say the very opposite, however, the engine and transmission inputs and software strategies tend to overlap at a much higher level than ever before to control emissions, torque and driving experience.

In order to be successful in either case, the blending of emissions control and driving experience forces both the engine drivability technician and the transmission technician to cross the long-time established border line between the two repair fields.

VW Audi Diesel Engines

Anthony Khamly – Sponsored by: OPUS IVS

Volkswagen & Audi vehicles can be challenging for many technicians despite being very popular. The gasoline 2.0 liter & 3.0 liter engines will be covered in detail. Understanding pattern failures & diagnostic strategies for the fuel systems and breather systems will be crucial. Additionally, instructions for proper timing & known failure points will complete the course.

- 2.0 liter engine diagnostics
- 3.0 liter engine diagnostics
- Fuel injection systems
- Camshaft timing procedures & failures
- Crankcase ventilation systems

11:45am-1:00pm – LUNCH: Just Rolled In

Thomas Richardson

Don't Miss This AMAZING Training Event!

**CLICK TO REGISTER
TODAY!**



◆ **Mastering the 3 Labor KPI's : Going Beyond Labor Rates, Productivity, and Efficiency**
Dave Schedin – Sponsored by: Service-Intel

Most shops don't have the three labor types set up right!

- Preventative Maintenance (PM) Labor
- Diagnostics Labor
- Repair Labor

It starts with two levels of **MAXIMIZING** each of the following labor types in your Shop. Learn how EACH one has a different **volume** and **efficiency** benchmark for **YOUR Shop Business Model**. Old school thinking was to get to 125% tech efficiency but in light of today's economy, 125% tech efficiency is **"minimum wage" tech efficiency**. Operating on all cylinders, Top-Shops are getting 150% or more tech efficiency. Yes, it IS being done and today we will focus on maximizing all three labor types all the while systemizing your labor so you don't have to think about it.

Intelligence applied to knowledge is Wisdom!

Knowing the benchmarks is just that, knowledge, and applying **intelligence** to the three types allows you to **SYSTEMIZE** them so they can automate driving sold hours and tech productivity and efficiency to the highest levels.

Systems we will review affecting Labor Flow (CA\$HFLOW):

1. Labor rates System
2. Canned Jobs System: PM, Diag, Repairs
3. Appointment System
4. Value Words and Reasoning System
5. Tracking Systems for Techs and Advisors
6. Predictive Analytics CRM System
7. Abundance Mindset System -vs- scarcity mindsets

"If You Don't Track It, You Can't Manage it!". Learn simplistic and advanced KPI's to know what your labor is doing every day, week, month, quarter, and year!

◆ **Selling Maintenance Profitably**
Jeremy O'Neal – Sponsored by: CTI/WTI

The ultimate Service Advisors guide to selling maintenance. Bring your maintenance sales skills up to speed, Jeremy O'Neal will share with you the insiders secrets the dealership Service Advisors are using to sell maintenance on today's new vehicles. Students will get behind the scene access to what the top 1% of Service Advisors are doing to create massive profits selling maintenance on newer vehicles. Includes vehicle specific information for the following manufacturers; Ford, GM, Chrysler, Honda, Toyota, & Nissan. Includes advanced sales guide to help you create additional profits from the first day back at the shop. Your customers will love the expertise you gain from this course.

- Increase your maintenance sales.
- Perfect for Service Advisors of all skill levels.
- Become a Maintenance Expert.
- Save time with pre-built maintenance packages.

SATURDAY, September 30, continued...

Deciphering Gasoline Turbo Driveability

Jake Sorensen – Sponsored by: NAPA Autotech

This course is designed for the technician who diagnoses and repairs engine performance issues. We provide an in-depth examination of the turbocharger's function, operation, and componentry. In addition, this course offers practical approaches to diagnosis and servicing of turbocharger systems. Gasoline engine turbocharger-specific diagnostic techniques, using fuel trims and volumetric efficiency are highlighted. In addition, differences between speed density and air density fuel strategies and how they affect turbocharger operation are detailed.

- Study of driveability indicators for turbocharged engines
- Turbo-specific fuel system review
- Bidirectional controls
- Sensor testing and diagnostics with case studies

Diagnosing Gnarly Intermittent Faults

Gary Smith – Sponsored by: CTI/WTI

A Class on Diagnostic Strategy and Approach to Intermittent Faults – Is There a Better Way?

This class will fill the attendee with several out-of-the-box diagnostic thoughts, approaches and strategies for tracking down and successfully diagnosing those gnarly “ghost” faults that can be so difficult to duplicate and solve.

We will look at several methods used every day on the DiagNation Support Hotline to help technicians with a “Guided Fault Finding” pathway to solve these vexing issues, regardless of the system you are working with.

Learn why the shop and technicians often make intermittent diagnosis more difficult and learn how to avoid these mistakes and leverage a customized approach to each intermittent fault you approach. We will use actual case studies to prove these methods of approach.

VAG ODIS Diagnostic Programming and Software

Anthony Khamly – Sponsored by: OPUS IVS

The VAG diagnostic & programming software will be covered in detail. Programming & coding functions will be discussed & best practices covered. The diagnostic functions of the software will also be covered. Special functions like key programming, component protection removal & guided fault finding will round out the course.

“ODIS: Getting Started and Installation”

“ODIS: Walkthrough on programming and coding”

- component protection
- module replacement
- svm activation and coding
- svm specified vs actual
- svm differences between vw/audi protocols
- key programming

“Using ODIS to diagnose VW/Audi”

- using measure value blocks
- guided fault finding
- special functions

Why you need to Reprogram with J2534

Ken Zanders – Sponsored by: Dorman Products

Today there are two to three options for programming or programming modules on vehicles. In the aftermarket most shops and technicians cannot afford to purchase all the dealer tools or even an AutoLogic for European vehicle. There is an alternative to the Drew Tech/ Launch/Snap-On/ Bosch J2534 reprogramming box. This class will focus on using the J2534 box to reprogram vehicles in the aftermarket. The class will provide all the necessary steps to follow, some simple and some not so simple. With so many different OE websites and different procedures any step that is not followed will waste time and cost you money. The class/seminar will cover: OE websites, what software to have and NOT have on your laptop, how to sign up to obtain a username and password, installing Tool Box from Drew Tech, how to update your J2534 software, updating the firmware, finding the correct computer information, what battery maintainer to use, how to look up information, how to prevent module/computer failure, when to program and much more. This class/seminar will provide you with information on what you need to know about J2534 programming in order to keep you out of trouble.