

SPOKANE **ATE** **AUTOMOTIVE TRAINING EXPO**

SEPT. 12-13, 2025 • DOUBLETREE BY HILTON SPOKANE CITY CENTER

PRODUCED BY

NWACA

Northwest AUTO CARE ALLIANCE

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Group Code: ATE

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Non-NWACA / ACA Member All-Inclusive Pricing**\$525**

Educators' Discount All-Inclusive Pricing.....**\$375**

Event Features:

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

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ATE Spokane Training Schedule | September 12-13, 2025

FRIDAY, September 12

	INSTRUCTOR	TIME (PST)
◆ Reign Supreme in the Digital Realm: Master Your Recession-Proof Presence!	Jimmy Lea	8:30am-12:00pm
◆ The Four Pillars of Retirement and Exit Planning	Tanner Stepp	8:30am-12:00pm
■ The Ultimate Sales Edge: Win More Approvals	Greg Marchand	8:30am-12:00pm
● Engine Mechanical Diagnosis with Electronic Equipment	Scott Shotton	8:30am-12:00pm
● Ford EcoBoost Family of Engines	Jake Sorensen	8:30am-12:00pm
● Diesel Common Rail Diagnostics: LD Truck & Passenger Car Diesel Injection & Exhaust After Treatment	Jim Wilson	8:30am-12:00pm
● Wicked Diagnostic Routines: Cutting Down the Trouble Tree Chart	Adam Robertson	8:30am-12:00pm
Friday Lunch: Jimmy Lea – The Institute		12:00pm-1:00pm
◆ ■ Good to Great – Part 1	Dave Schedin	1:00pm-4:30pm
■ The Motivated Advisor	Ryan Daily	1:00pm-4:30pm
● Asian Driveability	Mark Kenyon	1:00pm-4:30pm
● ● ☆ Bits & Bytes Network Serial Decoding	Adam Robertson	1:00pm-4:30pm
● Diesel Aftertreatment – Domestic and European	Guy Vesco	1:00pm-4:30pm
● European Diagnostic Strategies	Haakin Light	1:00pm-4:30pm
● Advanced Fuel Trim Diagnostics	Scott Shotton	1:00pm-4:30pm
Friday Sponsor Appreciation Night – Taco Bar & Expo – Everyone Welcome	4:30pm 7:00pm	

SATURDAY, September 13

	INSTRUCTOR	TIME (PST)
Saturday Breakfast		7:00am-8:30am
◆ ■ Good to Great - Part 2	Dave Schedin	8:30am-12:00pm
■ Time, Technicians, Productivity	Greg Marchand	8:30am-12:00pm
● Air Conditioning Diagnosis & Service	Jim Wilson	8:30am-12:00pm
● Audi and VW Diagnostics: Strategies for More Accurate and Efficient Diagnosis	Haakin Light	8:30am-12:00pm
● Electric Power Steering Operation & Testing	Tom Smith	8:30am-12:00pm
● Get Your Freq On: Intro to Radio Frequency Diagnosis in Vehicle Platforms	Gary Smith	8:30am-12:00pm
● ☆ Making Sense of Sensors	Jake Sorensen	8:30am-12:00pm
Saturday Lunch: Greg Marchand – ShopPros		12:00pm-1:00pm
■ Maintenance Sales: The Basics You Never Learned	Brittany Schindler	1:00pm-4:30pm
■ Resolving Conflicts Like a Pro: Mastering Customer Frustrations with Finesse	Ryan Daily	1:00pm-4:30pm
● ☆ Alignments, Resets, Calibrations and ADAS	Ken Sumerlin	1:00pm-4:30pm
● Combustion, Carbon & Carnage, Diagnosing Fuel & Oil Deposits in Driveability	Gary Smith	1:00pm-4:30pm
● Developing Better Diagnostic Judgement and Critical Thinking	Haakin Light	1:00pm-4:30pm
● Diagnosing Steering and Suspension Systems from A to Z	Mark Kenyon	1:00pm-4:30pm
● Hybrid and EV – Drivetrain	Jake Sorensen	1:00pm-4:30pm
● NVH – Noise, Vibration & Harshness Diagnostics	Tom Smith	1:00pm-4:30pm

FRIDAY, September 12, 2025

8:30am-12:00pm PST

◆ **Reign Supreme in the Digital Realm: Master Your Recession-Proof Presence!**

Presented by Jimmy Lea • Sponsored by The Institute

Welcome to the 21st where if you don't exist digitally... you don't exist. Grab your recession ready checklist for building a fool-proof foundation to establish your marketing superiority online. Step into the digital age and ensure your brand's immortality with "Is Your Digital Footprint Recession Ready?" led by the maestro of marketing, Jimmy Lea from The Institute. In this electrifying session, Jimmy unveils the keys to digital dominance, guiding you through the intricacies of establishing an unassailable online presence.

Embrace the Revolution: Join Jimmy Lea on a journey to not just survive but thrive in the relentless digital landscape. Armed with a recession-ready checklist, you'll uncover the strategies to fortify your digital fortress and elevate your brand's visibility to unprecedented heights.

Takeaways:

1. Master the Art of Digital Dominance: Gain expert insights into optimizing your online identity, ensuring you stand out amidst the digital noise.
2. Fortify Your Online Fortress: Learn how to navigate Google's algorithms, claim your social territories, and construct a resilient online presence impervious to economic downturns.
3. Future-Proof Your Brand: Equip yourself with the tools and techniques to confidently conquer the digital landscape, securing your brand's relevance and resilience for years to come.

Don't let economic uncertainties dim your brand's shine. Secure your spot now and embark on a journey to digital supremacy!

◆ **Course Title: The Four Pillars of Retirement and Exit Planning**

Presented by Tanner Stepp • Sponsored by Edward Jones

Sharing insights from the Edward Jones/Age Wave research about how retirement is changing. Attendees will gain the knowledge about the four pillars to think through their own circumstances, goals and challenges so that they can take action today toward living retirement on their terms. Exit Planning focuses on the importance of being proactive and intentional about succession/exit planning. This segment of the seminar explores steps business owners can take now to make a successful transition on their terms.

■ **The Ultimate Sales Edge: Win More Approvals**

Presented by Greg Marchand • Sponsored by ShopPros

Gain a competitive edge with powerful techniques that will boost your confidence and significantly increase your sales closure rates. Overcome customer objections with ease and build lasting trust through clear, compelling communication.

● ● **Engine Mechanical Diagnosis with Electronic Equipment**

Presented by Scott Shotton • Sponsored by WTI

This class explores the use of current probes, vacuum transducers, and pressure transducers to diagnose engine mechanical faults without unnecessary disassembly. Emphasis is placed on waveform interpretation and technique rather than reliance on specific tools. While misfire diagnosis is the primary focus, ignition and camshaft timing concerns will also be addressed. Real-world case studies are used throughout to reinforce each method. Whether you're working with a lab scope or considering adding one to your diagnostic workflow, this session will help you streamline your testing process and improve accuracy.

FRIDAY, September 12, 2025 continued...

● ● ☆ **Ford EcoBoost Family of Engines**

Presented by Jake Sorensen • Sponsored by NAPA Autotech

Ford Motor Company has introduced its own line of smaller-displacement engines, the EcoBoost series, for its passenger vehicles and light truck applications. This course covers the entire EcoBoost family in detail.

Recommended for all levels of Technicians

- Review the principles of gasoline direct injection
- Reveal how twin turbochargers work
- Identify carbon and contamination buildup and its effects
- Identify fault causes and proper correction/resolution procedures
- Describe the EcoBoost's unique cooling system
- Perform diagnostics for lack of boost and DTC P0299 issues
- Perform diagnostics for crank cam correlation DTC P0016 issues
- *What makes an engine "EcoBoost"?*
- *What effect does carbon buildup have?*
- *Can we just do a standard carbon clean?*
- *Do these engines have timing chains or belts?*

● **Diesel Common Rail Diagnostics:**

LD Truck & Passenger Car Diesel Injection & Exhaust After Treatment

Presented by Jim Wilson • Sponsored by AutoZone

Diesel engines are relatively similar in their basic design and operation across all manufacturers, in their combustion process, that is. However, the fuel delivery system, the engine management system, and the exhaust system can vary significantly from manufacturer to manufacturer. Even with the same manufacturer, there can be significant differences in these systems due to various reasons such as new or improved technology, changes in emission standards, the push for better fuel economy, or increased power. Those differences often create the challenges you face in determining the exact cause of an issue. This course will cover Duramax 6.6 engines from 2007 to the new 2017+ L5P versions. Dodge/Ram 5.9/6.7 engines and Ford's 6.4L and 6.7L diesel engines. The class highlights the differences of each engine model, informing you of known model specific issues and providing important diagnostic and repair information for each model. Case studies and diagnostic tips help you become more efficient in diagnosing real-world issues with these diesel engines and their systems

● ● **Wicked Diagnostic Routines: Cutting Down the Trouble Tree Chart**

Presented by Adam Robertson • Sponsored by WTI

Tired of being led down the wrong path by factory flowcharts and parts-swapping guesses? OEM "trouble trees" have misled us for years, causing wasted time and unnecessary parts replacement. This class is a smorgasbord of "wicked cool" diagnostic routines that go beyond the everyday. We'll explore creative, efficient, and eye-opening methods that challenge the status quo and open your mind to what's possible. Every routine covered in this class is designed to stretch your thinking, spark your imagination, and add new testing methods to your diagnostic arsenal to handle the stuff that doesn't follow the book. You won't get a deep dive into any one system, but you will get a powerful intro to multiple high-impact concepts, with hands-on and virtual courses available for those ready to go further. Whether you're just starting or already seasoned, this class will leave you thirsty for more. This isn't a checklist of textbook tests. It's a mindset shift, built around real-world techniques and the belief that the only limit is your imagination.

12:00pm - 1:00pm PST

LUNCH KEYNOTE: Jimmy Lea – The Institute

We've all heard "there's no 'I' in team," but in the real world of running a shop, every win, and every failure, starts with individual actions. The truth is, strong teams are built one person at a time.

Let's discuss the 5 essential "I"s that turn struggling teams into synchronized units:

- Introspection – Understand your role and impact on the team
- Inquiry – Ask better questions to uncover better answers
- Information – Use data, not drama, to make smarter decision
- Inspiration – Motivate and energize the people around you
- Implementation – Turn ideas into consistent action

Whether you're an owner trying to build a culture of accountability, a manager aligning people and process, an advisor improving communication, or a technician looking to lead from where you are, this session delivers actionable insight you can put to work immediately.

Come ready to reflect, engage, and walk away with practical tools to transform your "me" into a powerful part of "we."

1:00pm - 4:30pm PST

◆ ■ Good to Great – Part 1

Presented by Dave Schedin • Sponsored by CompuTrek

Take the next critical steps to be more of an A+ Service Advisor. Learn and implement proven strategies, techniques, and advisor tools that have been tested through 3 down economy periods. Understand what it really means to WOW the customer. Come away with practical tools you can put to work your next day, to turn on cash flow and increase the shop's Efficiency in the following areas:

- A+ Selling System: How to sell in a down economy
- A+ Handling Objections: I.e., "You're too expensive. I can get it done cheaper elsewhere."
- A+ Identifying customer types & needs: The start of the WOW factor
- A+ Phone skills: Moving price shoppers to appointments
- A+ Appointment System: The most overlooked tool an advisor uses (or doesn't use)
- A+ Being Prepared for each appointment: Prepping Profitable Repair Orders
- A+ Driving GP Dollars: How to drive GP Dollars with quick, simple tools
- A+ Active Delivery: Building Loyalty and Retention with internal programs
- A+ Referrals: How to properly send your customers out in the community
- A+ Team Leader/Interactions Skills: Be the leader your owner wants you to be as an advisor

Don't Miss This AMAZING Training Event!

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FRIDAY, September 12, 2025 continued...

■ **The Motivated Advisor**

Presented by Ryan Daily • Sponsored by The Institute

Led by industry expert Ryan Daily, "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.

Key Topics Include:

- Understanding Motivation: Exploring the psychological factors that drive human behavior and performance.
- Motivating Others: Techniques for inspiring and empowering team members to achieve their full potential.
- Motivating Yourself: Strategies for maintaining personal motivation and overcoming common obstacles.
- Leadership and Management: Leveraging motivational strategies to foster a positive work culture and drive organizational success.
- Sales and Marketing: Integrating motivational principles into sales and marketing strategies to boost customer engagement and loyalty.

Join us on a journey to unlock your full potential and become a driving force for success in the automotive service industry!

Certification: Upon completion of the course, participants will receive a certificate recognizing their mastery of motivational techniques and their commitment to excellence in automotive service.

● **Asian Driveability**

Presented by Mark Kenyon • Sponsored by Garage Gurus

This all-new Asian vehicle training seminar is the latest addition to our Engine Performance offering, and continues the evolution of our curriculum from a systems-based layout to a diagnostics-based layout. We differentiate new and legacy engine management systems, changing the way you approach Asian vehicles. Emphasis is placed on the feedback loop and Fuel Control systems. We will focus on high level indicators related to driveability faults, streamlining the time it takes you to find the root of a problem. Helpful Fuel Trim diagnostic tips are discussed to prevent you from being misled. Rear Fuel Trim Faults and Fueling Strategies are covered and we will also discuss Air:Fuel Sensor operation and best testing practices.

After completing this seminar, the student will have the knowledge to:

- Diagnose Check Engine Light concerns on Asian vehicles
- Evaluate low power engine performance related concerns
- Analyze scan tool data parameters pertaining to engine performance
- Utilize scan tool and lab scope testing methods to isolate sensor faults

● ● ☆ **Bits & Bytes Network Serial Decoding**

Presented by Adam Robertson • Sponsored by WTI

Diving into Serial Decoding and Packet Structure Diagnostics. All experience levels are welcome.

With so many networks running through modern vehicles—20 or more on some platforms, and that's before counting wireless—network diagnostics have to go beyond random unplugging and module swapping. This class is about developing a mindset, not a checklist. It's a logical way to approach communication faults that cuts through confusion and leads you to a real answer, fast.

We'll dig into the kinds of complaints that show up—like codes that don't make sense, strange warning lights, or scan tools that won't connect—and show how to use protocol rules and waveform behavior to figure out what the network is really doing. You'll learn how to tell whether a fault lives in the physical wiring, the transport structure, or the software logic. The idea is to build a flexible routine that adapts to each situation without wasting time on dead ends.

PicoScope is used for demonstration, but the methods work with any capable scope.

FRIDAY, September 12, 2025 continued...

● ● **Diesel Aftertreatment – Domestic and European**

Presented by Guy Vesco • Sponsored by NAPA Autotech

Due to ever tightening emissions regulations, exhaust aftertreatment systems have become a necessity in passenger cars and light trucks. Shops will encounter the opportunity to service these vehicles and understanding the operational characteristics of these individual aftertreatment components and systems is key to efficient diagnoses and repairs.

This class will teach the fundamentals, then focus on GM and Ford applications. Information and book materials will also be provided for Chrysler/Fiat and European applications and will be discussed (time permitting). Recommended for Shop Owners, Service Advisors, and all levels of Technicians

- SCR (Selective Catalyst Reduction)
- DEF (Diesel Exhaust Fluid)
- Componentry identification
- System theory of operation
- In-depth diagnoses
- Are you prepared to service efficient diesels in today's vehicles?
- Do you have the skills and knowledge to take advantage of this ever-changing market?
- What do you know about the chemistry of Selective Catalyst Reduction (SCR)?
- Do you understand the differences in SCR and DEF?
- Are you familiar with the differences between OEMs as it relates to SCR and DEF systems?

● **European Diagnostic Strategies**

Presented by Haakin Light Sponsored by WTI

If your favorite class is focused on case studies, there's no doubt you will enjoy this one! In this class we will cover a variety of case studies on European vehicles including Audi/VW, Jaguar/Land Rover, and more. A brief discussion of the diagnostic process, information resources collection and understanding of scan tools and scopes will be prevalent throughout the class.. Each case will illustrate key concepts and strategies that attendees can use in the real world to solve future problems. The class is well suited for any technician working on European vehicles regularly, but will be especially beneficial for those who do not have access to factory diagnostic platforms (ODIS, ISTA, ETC) or factory service information (Erwin, WIS, AIR, ETC).

● **Advanced Fuel Trim Diagnostics**

Presented by Scott Shotton • Sponsored by WTI.

This class focuses on using scan tool data to make faster, more accurate diagnostic decisions. Fuel trim values are explored in combination with related PIDs to uncover drivability issues and efficiency concerns. Volumetric efficiency is explained as a practical diagnostic tool, with examples that show its real-world value. Emphasis is placed on applying a logical, repeatable approach to scan tool testing. Technicians will receive helpful diagnostic reference guides to support their workflow. Case studies include scenarios such as low power complaints, lean conditions, incorrect injector flow rates, ethanol-related issues, EVAP system faults, and more. Various scan tools will be demonstrated throughout the session.

4:30pm-7:00pm PST

Friday Sponsor Appreciation Night – Taco Bar & Expo – Everyone Welcome

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SATURDAY, September 13, 2025

Breakfast: 7:00am-8:30am PST

8:30am-12:00pm PST

◆ ■ Good to Great – Part 2

Presented by Dave Schedin • Sponsored by CompuTrek

Take the next critical steps to be more of an A+ Service Advisor. Learn and implement proven strategies, techniques, and advisor tools that have been tested through 3 down economy periods. Understand what it really means to WOW the customer. Come away with practical tools you can put to work your next day, to turn on cash flow and increase the shop's Efficiency in the following areas:

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- A+ Team Leader/Interactions Skills: Be the leader your owner wants you to be as an advisor

■ Time, Technicians, Productivity

Presented by Greg Marchand • Sponsored by ShopPros

Three of your most important assets are Time, Technicians, and Productivity. Time is what you sell, it is what your technicians produce, and it is a finite resource. It must be managed, sold, and well taken care of! Technicians are your production. They are where a majority of your money comes from. Without proper management, time is not the asset it should be. Of course technicians come with their own challenges: motivations, skill sets, communication, workmanship, etc. Time and technicians must be managed together. Productivity ties the technicians and time together. Because time is such a finite resource, each technician must be as productive as possible if the shop is to make a maximum amount of money. Managing these three assets is not always easy, nor intuitive. This class discusses how to maximize production while managing

● Air Conditioning Diagnosis & Service

Presented by Jim Wilson • Sponsored by AutoZone

There is a new way to cool the automotive industry. And a new set of rules to follow for a successful repair. Review 134a descent into refrigerant history while 1234yf is now in all makes-models as of September 2020. And a quick update on the status of R744. This course will instruct the technician on:

- New lubrications
- Updated service-diagnostic procedures for 1234yf
- Scan tool bi-directional controls
- Onboard module software operation
- Variable displacement compressor issues and repairs
- Also, heat exchange and hybrid climate control are explored and dissected for easy consumption in this three-hour course.

SATURDAY, September 13, 2025, continued...

● ● **Audi and VW Diagnostics: Strategies for More Accurate and Efficient Diagnosis**

Presented by Haakin Light • Sponsored by WTI

Do you find working on VW/Audi to be a headache? Do you feel like finding something simple like a direction to take with a fault code to be a nightmare? Do you struggle to locate description and operation for vehicle systems? If you said yes to ANY of these questions, this class will help you! We dive deep into where we can find training resources on these vehicles, navigation of factory service information, oem training structure and more. Fault code logic and how an ECU monitors, measures and evaluates a system is discussed in greater detail. Strategies to answer questions about system operation when there is no OEM documentation available are also provided. Practical application via case studies is conducted. Generalist shops AND European shops can benefit from this class.

● **Electric Power Steering Operation & Testing**

Presented by Tom Smith • Sponsored by RTS

The primary goals of this course are to:

- Provide an overview of electronic power steering (EPS) systems and components including failures, testing and common procedures.
- Explain EPS assist motor operation and testing
- Discuss modern steering system updates and design changes
- Consider alignment changes
- Explore the latest steering system operation and testing procedures

This course is ideal for:

- Students looking to expand their testing skills and abilities.
- Experienced Technicians looking to recover electrical system understanding and knowledge.

● **Get Your Freq On: Intro to Radio Frequency Diagnosis in Vehicle Platforms**

Presented by Gary Smith • Sponsored by WTI

There are MANY automotive RF systems in use today. Yet there is no training on how to understand, measure and quantify the presence of RF signals across the vehicle platform.

In this class, you will learn some basic RF fundamentals and learn different tooling and cool testing methods we can use to test for RF and isolate faults.

Testing techniques for Wi-Fi, Bluetooth, TPMS, Door Lock RFA systems, GPS, Immobilizer and more are covered!

- Fundamentals of RF, what is it and How Does It Work?
- Frequency, Bandwidth Allocations for Automotive RF Systems
- Testing RF, How to Capture the Signal Out of the Air
- Testing Methods and Tooling, from Creative to Commercial Tools
- Techniques, Tips and Tricks for RF Testing

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SATURDAY, September 13, 2025, continued...

● ● ☆ Making Sense of Sensors

Presented by Jake Sorensen • Sponsored by NAPA Autotech

With vehicle technologies and components continuously expanding, there are more sensors across the average vehicle platform than ever before. Modules have more to monitor and control to ensure safe and efficient vehicle operation. This course will cover the purpose, operation, and testing procedures for a multitude of sensing components used today and the failure strategies used when a fault occurs.

Students will be instructed on proper and efficient choice and application of tooling for sensor related diagnostics and how to understand the results of testing. Understanding the difference between a faulty sensor and a good sensor is impossible without these skills. Sensor testing is still a challenging subject for many technicians around the world, but this course is aimed at making the topic easier to understand.

Recommended for all levels of Technicians

- Theory and operation
- Circuit design
- Circuit testing
- Necessary tooling
- Various sensor types
- Circuit faults and strategies
- Pull-up and Pull-down sensors
- Switches and sensors relationship
- Shorts to power vs Shorts to ground
- Voltage vs Current regulation
- Effects of magnetism
- How many different sensor types are there?
- Will unplugging a sensor tell me enough to know if it's good or bad?
- Can a sensor still be good even if a module sets a fault code for it?
- Can I just bench test it with a multimeter?

12:00pm - 1:00pm PST

LUNCH KEYNOTE: Greg Marchand – ShopPros

Beyond The Finish Line

In this compelling keynote, we'll dive deep into the mindset, strategy, and discipline required to elevate your automotive repair business—and your life—to the next level. Drawing on the insights of psychology, high-performance coaching, and authentic storytelling, this session will challenge the status quo and inspire you to take bold, decisive action. This keynote is not about fixing cars or growing business — it's about fixing the systems, relationships, and habits that define your business, and your success. Whether you're an owner, a service advisor, or a technician, you'll leave with practical tools, and the motivation, to improve your operations, elevate your leadership, and build a legacy you never thought possible.

1:00pm - 4:30pm PST

■ **Maintenance Sales: The Basics You Never Learned**

Presented by Brittany Schindler • Sponsored by ATI

"Maintenance Sales: The Basics You Never Learned" is a no-pressure, real-talk training designed specifically for service advisors who know they struggle to present maintenance in a way that makes customers say "yes." Whether you're new to the role or just never got proper sales training, this class will give you the tools, words, and mindset to recommend with confidence and close with integrity.

"You were hired to help customers—not to push sales." But let's face it: if you're not confident selling maintenance, you're leaving money on the table—and possibly letting your customers down.

In this class, you'll learn:

- How to explain maintenance in a way customers actually understand
- Why customers hesitate—and how to overcome it without being pushy
- The "good, better, best" approach to building trust and boosting approvals
- Proven scripts and simple language that convert without the salesy vibe
- How to turn routine visits into long-term loyalty

You'll walk out of this class with practical strategies you can use immediately—no sleazy tactics, no cheesy sales lines, just the skills you should've been taught from day one."

■ **Resolving Conflicts Like a Pro: Mastering Customer Frustrations with Finesse**

Presented by Ryan Daily • Sponsored by The Institute

Embark on a transformative journey with renowned instructor Mark Seawell as he unveils the art of conflict resolution in "Resolving Conflicts like a Pro." In this immersive workshop, participants will discover the power of turning challenging situations into opportunities for positive growth and strengthened relationships.

Learn to wield the tools of precision communication, leveraging motivational levers to deftly navigate through customer frustrations with grace and ease. Embrace the satisfaction of transforming a customer's poor experience into one that inspires and builds lasting trust.

Advisors and managers alike will gain invaluable insights into enhancing communication, transforming problems into manageable hills, and guiding customers through memorable experiences that reinforce trust and satisfaction. Stay cool, calm, and collected in the face of calamity as you conquer insurmountable obstacles and conquer challenging customer conundrums.

Key Topics Include:

- Precision Communication: Mastering the art of precise communication to effectively address and resolve conflicts with clarity and empathy.
- Leveraging Motivational Levers: Understanding the psychological factors that motivate customers and using them to navigate through frustrations and objections.
- Transforming Problems into Opportunities: Learning strategies to view challenges as opportunities for growth and relationship-building, rather than obstacles to be avoided.

Join us and discover the secrets to resolving conflicts like a true professional, building stronger relationships, and achieving unparalleled success in your repair facility!

**CLICK TO REGISTER
TODAY!**



SATURDAY, September 13, 2025, continued...

●●★ **Alignments, Resets, Calibrations and ADAS**

Presented by Ken Sumerlin • Sponsored by Hunter Engineering

Are you taking advantage of the opportunities that are here now? Do you have a plan for the substantial increase in the near future?

What used to be “Just an Alignment” has changed dramatically. It's no longer just a maintenance or after part replacement need. It is the foundation that many safety systems depend on for proper operation and must be or should be done prior to certain calibrations or resets. Additionally, many manufacturers require very specific resets or calibrations after an alignment is performed, certain parts are replaced or even simply removed and re-installed.

The number of ADAS-equipped vehicles, both on the road and in your shop, is growing daily and moving beyond their factory warranties. This class aims to assist you in recognizing the opportunities associated with adhering to procedures that uphold the integrity of current safety systems. You may be able to do many of these procedures now without any additional equipment while others may require additional equipment or sublet. The first step is understanding the need and then the how. ADAS controls Steering, Braking and Throttle, and no codes, no lights does not mean no problems especially when it comes to ADAS. This class should answer many questions and likely create some, all in an effort to help you take care of your customers, your business and your bottom line.

●● **Combustion, Carbon & Carnage, Diagnosing Fuel & Oil Deposits in Driveability**

Presented by Gary Smith • Sponsored by 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 controlled 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 that work on driveability concerns.

● **Developing Better Diagnostic Judgement and Critical Thinking**

Presented by Haakin Light Sponsored by WTI

In many situations with shops and technicians, the place the “train comes off the tracks” is during the diagnostic process. This class is focused on helping technicians define, refine, and improve their diagnostic process. We work to improve the understanding and necessity of standard operating procedures. The instructor will highlight and provide examples of how building a critical thinking oriented mindset into EVERYTHING will enable a technician to have greater success in all aspects of their daily tasks. All discussion is framed with an adaptive approach mindful of efficiency and wide applicability to all makes and models. Methods of data collection are addressed as well as the benefits and limitations of many tools and testing techniques. All skill levels can benefit from this class.

SATURDAY, September 13, 2025, continued...

● **Diagnosing Steering and Suspension Systems from A to Z**

Presented by Mark Kenyon • Sponsored by Garage Gurus

This clinic enhances the skills of the professional undercar technician in the areas of mechanical and electronic steering and suspension systems. We discuss proper component inspection procedures on today's popular suspension and steering systems. Vehicle diagnostic strategies revolving around ride quality and handling issues are a focus with an emphasis on electronic shocks and air springs used on vehicles with ECS (Electronically Controlled Suspension). A description, operation and diagnostic segment on electric steer vehicles is included. Integration of these components within modern day safety systems result in special wheel alignment procedures after 'hard part' replacement. We discuss how to perform this service the 'right way' to restore proper vehicle handling and control. Calibrating various steering and suspension components after replacement is highlighted.

After completing this clinic, the student will have the knowledge to:

- Relate worn chassis components to accelerated tire wear and inadequate steering, stopping and stability
- Define the operation of electronically assisted steering systems (column drive, rack motor drive, belt drive)
- Validate performance of steering and suspension components on ECS equipped vehicles
- Understand the function and calibration needs of the Steering Angle Sensor (SAS) within various vehicle safety systems
- Recognize scan tool functional tests, data stream interpretation and output controls to complete electronic steering and suspension service procedures

● **Hybrid and EV – Drivetrain**

Presented by Jake Sorensen • Sponsored by NAPA Autotech

In hybrid and electric vehicles, the Motor-Generator converts electrical power to mechanical power (and vice-versa). In essence, the motor uses electricity whereas the generator produces electricity. Through a process known as regenerative braking, the generator transfers otherwise wasted energy created by the rotating wheel while braking back to the battery pack. The motor then uses power from this high-capacity battery pack to drive the vehicle's wheels.

Throughout this course, participants will be introduced to the operation of the Motor-Generator, Inverter/Powertrain and Resolvers. While some of the traditional methods are still valid, Technicians will learn essential new skills and tools needed to service Hybrid and Electric vehicles. Meg-ohmmeter and milli-ohmmeters are two of the tools used when diagnosing faults within the motor generator windings and the high-voltage cables that supply the voltage for the motor generators. Diagnostic procedures will be investigated using Scan Tools, Milli-ohmmeters, Mega-Ohmmeter and DVOMs to detect and resolve fault issues.

Inverter/Powertrain

- Component Construction & Operation
- Transmission Operation and Fluid Issues
- IGBT Transistor
- Inverter Cooling
- Scan Tool PID Interpretation & Diagnostics
- Diagnosis of a Faulty Inverter

Motor-Generator

- Component Construction & Operation
- Motor-Generator, cables
- Motor-Generator Cooling

Resolvers

- Component Construction & Operation
- Scan Tool PID Interpretation & Diagnostics
- Scope Resolver 3 signals
- Resolver Removal, Installation and Set-up
- Diagnosis of a Faulty Resolver SensorCode

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TODAY!**



SATURDAY, September 13, 2025, continued...

● **NVH – Noise, Vibration & Harshness Diagnostics**

Presented by Tom Smith • Sponsored by RTS

The primary goals of this course are to:

- Review vibrations
- Discover how to calculate frequency
- Explore using proper testing tools
- Review driveline guidelines

This course is ideal for:

- Students looking to expand their testing skills and abilities.
- Experienced Technicians looking to recover electrical system understanding and knowledge.

Don't Miss This AMAZING Training Event!

**CLICK TO REGISTER
TODAY!**

