



EDUCATIONAL AGENDA *SUBJECT TO CHANGE

FRIDAY, SEPTEMBER 13, 2024

12:00 pm – 7:00 pm: Registration

Management Track

1:00 pm – 3:00 pm: Mastering the Art of Successful Communication

Presented by: Jimmy Lea, The Institute

Description: *What would you be willing to do in your business to be the top-of-mind when your customer needs you? In this training you will learn how to communicate with specific personality types in ways that are super easy to execute. Knowing your customers motivational mindset gives you the advantage of creating intentional copy and content that targets their particular perspectives and drives them to your shop. Learn the specific scripts for phone calls, emails, text messaging, and post-cards that speak to them on a deeper level.*

Technical Track A

1:00 pm – 4:15 pm: Automotive Technician Workflow Efficiency

Presented by: David Nix, Automotive Training Institute

Description: *The Automotive Technician Workflow Efficiency Class is designed to enhance the productivity and effectiveness of automotive technicians by optimizing their workflow processes. This class aims to equip technicians with the necessary skills, techniques, and strategies to streamline their work, reduce turnaround times, and improve overall efficiency in automotive repair and maintenance tasks.*

Technical Track B

1:00 pm – 4:15 pm: GDI Fuel Systems Diagnostics w/ Intro to 3-Phase Fuel Pumps

Presented by: Delphi Aftermarket by PHINIA

Description: *This updated class focuses on all things fuel . . . from in tank low pressure fuel pump failure analysis to diagnostic tips on GDI systems and the electronic modules that control them.*

We will cover practical voltage drop and current ramping (scope) techniques for fuel pumps and fuel injectors and demonstrate the benefits of using pressure and volume testers on the low pressure side of fuel systems. On the high pressure side of GDI systems, we'll share important tips on GDI mechanical fuel pump and fuel injector replacements. The class also includes a detailed introduction into the theory, operation and diagnostics of the newer 3-phase brush-less "BLDC" low pressure fuel pumps used on many GDI systems today. Case studies and video demonstrations reinforce the major points on several of the topics covered.

Management Track

3:15 pm – 4:15 pm: Are You Violating the Automotive Repair Act? Laws Affecting Your Daily Operations and Protecting Against State Enforcement

Presented by: Hao Nguyen, ComplyAuto

Description: *This presentation is to educate on the Bureau of Automotive Repair and the various laws/regulations that repair facilities must abide by.*

6:00 pm – 7:30 pm: Welcome Reception with Exhibitors



EDUCATIONAL AGENDA *SUBJECT TO CHANGE

SATURDAY, SEPTEMBER 14, 2024

7:00 am – 5:00 pm: **Registration**

7:30 am – 8:30 am: **Welcome Breakfast with Exhibitors**

Management Track

8:30 am – 11:45 am: **Cultivating a Thriving Culture: Empowering Behaviors for Lasting Impact**

Presented by: Charlene Parlett, Automotive Training Institute

Description: Welcome to "Cultivating a Thriving Culture: Empowering Behaviors for Lasting Impact," a transformative course led by ATI Executive Coach, Charlene Parlett. In this program, we explore the power of corporate culture and its profound impact on driving the right behaviors within your organization. While practical steps can enhance employee engagement and foster a sense of value, it is the underlying culture that truly shapes the success of your business.

Technical Track A

8:30 am – 11:45 am: **Making sense of Sensors**

Presented by: Jason Gloria, NAPA Autotech

Description: 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 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

Technical Track B

8:30 am – 11:45 am: **BMW & Euro Communication Networks** | **Sponsored by: WorldPac WTI**

Presented by: Brandon Mathews, Opus IVS

Description: Explore the complexities of European Automotive Bus Networks in our comprehensive course designed to provide a thorough understanding of BMW and European vehicle networks. Delve into serial networks such as K BUS, BSD, TXD, and I BUS, alongside high-speed CAN BUS, Byteflight, MOST BUS, LIN BUS, FlexRay, and Ethernet. Develop practical troubleshooting skills, master diagnostic strategies, and gain hands-on experience with testing equipment to enhance your proficiency in automotive networking within the industry.

Comprehensive overview, structure, troubleshooting & pattern failures of BMW & European networks: Serial networks (K BUS, BSD, TXD, I BUS), High speed CAN BUS, Byteflight & MOST BUS, LIN BUS, FlexRay, Ethernet, Testing equipment & tooling.

11:45 am – 1:45 pm: **Lunch with Exhibitors**



EDUCATIONAL AGENDA *SUBJECT TO CHANGE

SATURDAY, SEPTEMBER 14, 2024 • CONTINUED

Management Track

1:45 pm – 3:15 pm: Becoming a Great Recruiter: Tips for Finding the Best Employees

Presented by: Geoff Berman, Automotive Training Institute

Description: Learn how to recruit effectively with ATI Instructor and Executive Coach, Geoff Berman. Recruitment might seem daunting, but it doesn't have to be. If you're tired of finding mediocre candidates, this course is for you. Geoff Berman will teach you how to become a Master Recruiter. In today's competitive job market, finding the right staff is tough, but there are solutions. Don't miss this chance to learn how to recruit confidently and hire the best talent for your business.

Technical Track A

1:45 pm – 5:00 pm: High Speed Communication Technology

Presented by: John Bridgwater, Automotive Training Authority

Description: Advanced Driver Assistance Systems use a communication system 5 times faster than High Speed Controller Area Network (CAN). Today's vehicles are using Ethernet just like we use for the Internet. A vehicle may have 8 networks running at 5 different speeds. The newest systems have changed the communication speed from Kilobytes to Gigabyte speeds.

Communication systems have made MAJOR CHANGES over the last few years. It is important to keep up with them, so you don't fall behind. Take this course to learn the latest functions and develop new diagnostics procedures for attacking the modern communication networks on all vehicles.

Electrical Vehicle propulsion has forced our industry into a complete communication-controlled drivetrain. Shops must recognize the need for diagnostic and repair of these systems. A Vehicles features and functionalities are defined by software more so than hardware. Diagnostic trouble codes have become a part of our diagnostic routine. We have learned to depend on them.

Technical Track B

1:45 pm – 5:00 pm: 48 Volts and Beyond - HEV / PHEV / BEV Diagnostics

Presented by: Delphi Aftermarket by PHINIA

Description: This updated class covers all levels of vehicle electrification . . . from 48-volt micro hybrids to HEVs, PHEVs and BEVs. We will cover the components, operation, and diagnostics common to all electrified vehicles including HVIL (High Voltage Interlock) circuits, Lock Out / Tag Out methods, LIVE-DEAD-LIVE testing, milli-ohmmeter / mega ohmmeter operation, main relay testing, isolation faults in high voltage circuits, thermal management / HVAC, and tests for EVSV (Electric Vehicle Supply Equipment). Case studies and video demonstrations reinforce the major points on several of the topics covered.

Management Track

3:30 pm – 5:00 pm: Creating Better Team Engagement through Technology

Presented by: Connor Tracy, Kukui

Description: In this session we will discuss using technology like managing google reviews, and follow up calling customers to get your team engaged and bought in to running the business with you, not just being an employee.

6:00 pm – 8:00 pm: Saturday Social

Join us for our fun Saturday Social including Food Stations, Drinks, Silent Auction to benefit the ASC Education Foundation and a Cornhole Tournament



EDUCATIONAL AGENDA *SUBJECT TO CHANGE

SUNDAY, SEPTEMBER 15, 2024

7:00 am – 12:15 pm: **Registration**

8:00 am – 9:00 am: **Breakfast with Exhibitors**

Management Track

9:00 am – 10:30 am: **Close Rates, Online Approvals, and BAR Compliance**

Presented by: Carolyn Coquillette, Shop-Ware

Description: In this session students will learn the nuances of online selling based on statistical analysis of actual shop performance and best practices. Understand the differences between DVI and gathering online approvals through all stages of the repair (estimate, work order, and final invoice payment). Content will also cover the updates to Write It Right and how to make sure you're selling in compliance with the BAR's new rules.

Technical Track A

9:00 am – 12:15 pm: **Digital Vehicle Inspections (DVI) can triple Approval Rates**

Presented by: Uwe Kleinschmidt, AutoTechIQ

Description: If you haven't seen your customers' approval rate double or even triple after integrating Digital Vehicle Inspections into your workflow, this presentation is for you. Did you buy the Digital Inspection tool but didn't change your process? Then this presentation is definitely for you.

The Digital Auto Checkup is a DVI process covering all operational steps performed by technicians and service advisors in tandem. As a result, it educates motorists so they want to buy and not be sold. Learn about tips and tricks that have been proven to triple approval rates."

Technical Track B

9:00 am – 12:15 pm: **Hands-on Electrical Diagnostics - Circuit Analysis**

Sponsored By: WorldPac Training Institute

Presented by: Brandon Mathews and Bob Beckman, Opus IVS

Description: Basic circuit overview, Measuring voltage & current properly, Analog & digital ECU inputs, PWM & digital ECU outputs, Basic sensors.

Management Track

10:45 am – 12:15 pm: **Marketing without Price**

Presented by: Maylan Newton, Educational Seminars Institute

Description: Why do we market?? This is one of the most misunderstood questions and answers we get daily. The actual answer is simply to make the phone ring! Join ESI as we talk about building value without going into pricing.

12:15 pm – 1:15 pm: **Break/Lunch**

1:15 pm – 4:00 pm: **Council of Representatives & Board of Directors Meeting**