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MONDAY, August 3

SESSION 1: 9:00am – 12:30pm PDT
(Break: 10:30am – 11:00am)

◆ **Creating the Most Value in Your Business**

Trainer: Cecil Bullard | Sponsor: WTI

If I just fix enough cars I will make a profit. Why this statement is a lie and how to win the Game. Many business owners are working too hard and earning too little while their children grow up and they grow old. Their business circumstances are controlling them. Learn what you can do to create value in your business and gain control. Learn how to get what you want and live the life you want.

■ **Exceptional Customer Handling Skills**

Trainer: Greg Marschand | Sponsor: Advance Professional

Exceptional Customer Handling Skills provides participants with industry best practices that lead to increased customer satisfaction, higher customer retention, and better profitability. Attendees also learn how to reduce the anxiety of dealing with upset customers. The techniques and industry best practices presented during this interactive seminar will increase your customer satisfaction, decrease your frustration, and help you to create an exceptional customer experience.

◆ ■ **Get a Grip – Mastering Organizational Skills & Time Management**

Trainer: Kim Auemheimer | Sponsor: WTI

Is Chaos your daily norm? By mastering your mess and taking control of the seconds, minutes and hours of your day, you can dramatically increase productivity. Get more out of your business and your life. This class is essential for Shop Owners, Management, Service Advisers and Office staff looking to reduce the daily stresses of the business. Discover Organization and Time Management Tools that are in the palm of your hand; Identify “time robbers” and how to put them away forever. Experience how working more efficiently makes it easier to reach your goals. Discover ways to minimize distractions and maximize effectiveness. Organization is the root of good business management.

◆ ■ **Selling Diagnostic Labor Profitably**

Trainer: Mark Seawell | Sponsor: RLO Training

Let’s face it, Technician wages are skyrocketing, and more and more of the vehicles coming into auto repair shops are requiring some form of diagnostics! With the high costs of Technician’s training, equipment, and information systems, business owners can no longer afford to give away the Technician’s time. This course demonstrates how to improve processes of charging for diagnostic labor and providing the customer with full value for monies spent. To begin substantially improving your billed hours tomorrow, attend this course!

SESSION 2: 1:00pm – 4:30pm PDT
(Break: 2:30pm – 3:00pm)

● ☆ **Can Bus Fundamentals**

Trainer: Gary Smith | Sponsor: WTI

Theory, Systems and Diagnostic Applications* **UPDATED CLASS!** Study the theory of the CAN Bus Protocol and understand the communication methods. Study CAN Bus physical and transport lines (Wiring), voltages, termination and operating characteristics. System Topology (Layout), Gateways and newer multi-protocol communications are covered. Companion protocols, Flex Ray, MOST, LIN and older UART “K” Lines on Euro vehicles covered. **NEW!** Learn diagnostic methodology using simple test approaches, these are covered for diagnostic. **NEW!** Case studies look at CAN failures and fixes using Voltmeters, Ohmmeters and Lab Scopes. **NEW!** Learn the analysis of communication bus lines using lab scope waveforms for clues to the source of the problem.

● ● **GDI Analytical Test Drive**

Trainer: Adam Robertson | Sponsor: CTI

We will take an in depth look at the wide variety of diagnostic information waiting to be tapped with a pressure transducer. In part 1, ILT-1415, technicians were shown how to best utilize and analyze waveforms produced from a pressure transducer reading combustion chamber pressures. Now, we will explain how to diagnose drivability concerns using the vacuum signals present in the intake, crankcase and the pressure signatures in the exhaust system and the fuel rail. Quickly gain diagnostic direction by tapping into these information pressure and vacuum sources.

● ● **Introduction to ADAS Service**

Trainer: Scott Brown | Sponsor: AESwave

Advanced technologies are already on the roadways and will be headed to your service bays soon. It’s likely that ADAS equipped vehicles have already been in your shop and there are things you and your staff should be aware of. Scott Brown will provide an introduction to these technologies and present best practices on how to address the challenges that these vehicles present. He will also provide insight on how to prepare for the car parc you serve and what tools and equipment you may need. Topics discussed will be the vehicle’s view of world coordinates; neural networks; sensor technology; present and future capabilities and service documentation.

● ● **To Catch a Thief – Electrical Testing Techniques**

Trainer: Pete Meier | Sponsor: Motor Age Training

This informative presentation is focused at helping technicians overcome a common weakness - troubleshooting electrical faults. Pete has helped hundreds of technicians become comfortable tackling electrical problems. How? By helping them master fundamental electrical principles and testing techniques. In this session, Pete will help you shore up any holes in your understanding of electrical circuit operation as well as the factors that affect their function. Then, he’ll share essential testing techniques you can apply your first day back in the shop!

TUESDAY, August 4

SESSION 1: 9:00am – 12:30pm PDT
(Break: 10:30am – 11:00am)

◆ **Branding to Attract the Ideal Customer**

Trainer: Kim Auemheimer | Sponsor: WTI

Does your ideal customer exist? Are you attracting the right customer for your shop? Branding makes a memorable impression on your customers. It's your way to set yourself apart from and above the competition. Build unique identifiable branding so YOUR shop resonates with YOUR customers. If you're selling to everyone, you're selling to no one! Identify if your shop is in the midst of an "identity crisis." Define your brand by knowing the WHY of your business. Discover how strong branding creates the foundation for all marketing efforts and strategies.

■ **Creating an Excellent Experience for Your Customers**

Trainer: Bryan Stasch | Sponsor: ATI

Discover how to increase your sales, stabilize your car count, and drive profits to your bottom line with six proven steps to legendary customer service. You'll learn how to wow your customers, turn them into clients who come back for additional services, and gain advocates who refer their friends and write rave reviews about you on the Internet.

■ **Making Selling Easy – Rigging the Game**

Trainer: Cecil Bullard | Sponsor: WTI

Success in selling is about helping the client to like you and understand the value of what you have to offer. Real salespeople know how to improve the odds that the client will buy and understand the many things that improve the odds. When the client sees more value than what they are being asked to pay they will almost always buy. Learn how to position yourself and your product to improve sales. There are many ways to improve the odds of selling the client and we will cover more than 30 of those. Redirecting is key to the close, so learn how to close more clients without pushing.

◆ ■ **Maximize Customer Recovery**

Trainer: Dan Gilley | Sponsor: RLO Training

What happens when something goes wrong? Do you have a plan and a procedure to keep your customers? Shops that work to satisfy their customers when something goes wrong are more likely to have loyal returning customers. This workshop covers the steps needed to recover from a mistake and earn the customer's loyalty.

SESSION 2: 1:00pm – 4:30pm PDT
(Break: 2:30pm – 3:00pm)

● ☆ ■ **Diagnosing Difficult Deposit Related Driveability Concerns**

Trainer: Gary Smith | Sponsor: WTI

This class looks at how fuel and oil depositing plays a MAJOR role in getting the diagnosis RIGHT THE FIRST TIME on these modern close tolerance, fast-fuel control vehicles. 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 strategy to your diagnosis saves time, unnecessary parts replacement and LESS COMEBACKS. A Must-See class for all.

● **GM Platform Operation & Diagnosis**

Trainer: Tom Smith | Sponsor: CTI

General Motors has been improving and refining their powertrains and engine management system at an accelerated pace over the past few years. This course will present the operation and diagnostic techniques the aftermarket will need to service this large segment of the repair market. Each major GM system will be covered using not only OE tooling but capable aftermarket scan tools and techniques. Topics will include engine mechanical highlights; fuel system operation and diagnosis; ignition system operation and diagnosis; air induction and turbocharging; emission components and monitoring strategies; network configuration and reprogramming; and current service issues.

● **The Pressure Is On**

Trainer: Bernie Thompson | Sponsor: WTI

This 3 hour class is an introduction to pressure transducer use including; transducer setup, operation, scope setup, and pressure waveform analysis. The techniques in this class can be applied to any scope and transducer combination. Bernie will use case studies to demonstrate pressure transducer data analysis as it relates to engine operation. Become an expert on Exhaust Pressure Transducers and Scope set up. Make P0300 - Random Misfire Codes fast and easy to identify cylinders and to diagnose. Know when a P0300 - Random Misfire Code is not a misfire. Understand In-Cylinder Running Compression waveform analysis. Quickly identify restricted exhaust thru the spark plug hole. Learn to diagnose and identify camshaft timing and phasing issues and how to diagnose valve sealing problems, including intermittent issues such as broken valve springs. Discover how to identify piston and ring sealing problems and locate ignition timing problems thru the spark plug pressure transducer.

● ☆ **Vehicle Communication Breakdown**

Trainer: Adam Robertson | Sponsor: CTI

The expansion and use of multiple on board control units that communicate with each other in one or more networks in the vehicle has become complex. In addition, modern day networks such as Bluetooth and Ethernet that allow customers to run programs in the vehicle such as email GPS, navigation, calendar management, etc.; means that diagnosing today's vehicle network related problems can be challenging to say the least. This course will give you a thorough understanding of how modern vehicle networks operate and communicate. Get resources for gathering information concerning network codes and protocols and enhance your network diagnostic capability through case studies of actual vehicle network communication problems.

WEDNESDAY, August 5

SESSION 1: 9:00am – 12:30pm PDT

(Break: 10:30am – 11:00am)

◆ ■ **Adopting Technology in your Operations**

Trainer: Chris Cloutier | Sponsor: Autotext.me

As owners, we want to increase productivity, improve efficiency, and enhance the customer experience we provide in our automotive repair shops. But, now that we all offer a free bottle of water, we need to make a bigger impact. We need technology to help build our competitive advantage to separate us from the rest of the pack. In this class, we will discuss the three stages of technology, describe where the majority of shop owners are, and define the progression of advanced shop owners. Do you have a web presence? Are you using a digital vehicle inspection? Are you using a digital work order? Find out where you're located on the timeline.

■ **Converting Price Shoppers to Loyal Customers**

Trainer: Jill Trotta | Sponsor: Repair Pal

You may think price shoppers are a pain, but did you know 58% of consumers feel they weren't charged a fair price for their last car repair? Given this unfortunate statistic, it's no wonder people are worried about cost. In this class, we'll dive into consumer perception, how they're using the internet, and how you can use this information to your advantage. You can use simple tools to gain trust with these shoppers and turn them into lifelong customers.

■ **Show and Sell with Digital Inspections**

Trainer: John Burkhauser | Sponsor: BOLT ON TECHNOLOGY

Build trust with your customers by using digital inspections to educate them on the "why" of repair and service. Just as effective as showing the customer what's wrong with their vehicle in the bay, digital inspections put this education in the palm their hands. During this course you will learn the basics of a properly completed inspection; building customized inspections that even can build value in diagnosis; understand the importance of photographs and video in educating your customers; maintaining a complete history on every vehicle keeping your customers coming back and increase your ARO by over 30%. During this session we will cover the basics of inspection from how to build, perform, edit and send them to customers. Helping you build a documented history with each customer that not only brings them back to your shop, but has them buying more of the services they need. Leading to greater profits for your shop.

● **The Technician Service Advisor Challenge**

Trainer: Greg Marschand | Sponsor: Advance Professional

Sometimes communication between technicians and service consultants is a challenge. This interactive course provides an understanding of perspectives from both sides of the shop. Participants will discuss communication challenges and real world scenarios that occur within their work environment all with the intent of understanding, diagnosing, and resolving these challenges. Tools, tips, and techniques for handling a wide range of technician challenges will be learned in a fun and challenging environment. Technicians and Service Advisors are encouraged to attend together!

SESSION 2: 1:00pm – 4:30pm PDT

(Break: 2:30pm – 3:00pm)

● ☆ **BMW/Mini Bus Systems – A Pragmatic Analysis**

Trainer: Eric Scharping

Eric Scharping will present an abridged portion of the BMW/Mini Bus Systems full day class. This presentation will offer a bus system overview and select bus system diagnostics. Eric takes the "factor" BMW Bus system training information and extracts the content that can be used to diagnose and repair vehicles and leaves the rest. A diagnostic routine that maximizes results and minimizes testing time will be provided for consideration. A focus of this course will be recognizing the difference between properly functioning bus and a malfunctioning one with various tools and techniques.

● ● ☆ **Domestic Charging Systems and Power Distribution**

Trainer: Kevin Leiby | Sponsor: CTI

Are you replacing the alternator unnecessarily? When faced with an illuminated BAT, GEN or ALT light that's on what do we do on a late model vehicle equipped with a computer controlled charging system? The connected development of next-generation electrical and electronic architectures (EEA's) has led to a whole new level of balance between modern batteries and the charging systems that support the vehicles electrical needs. The modern charging system is designed to maximize the effectiveness of the generator, manage loads, improve battery state of health and life, send diagnostic messages to alert the driver, and minimize the systems impact on fuel economy. This course will cover electrical power management designs; regulated voltage control for ignition off and on demand; battery state of charge, health and function; alternator pulley diagnosis overrunning alternator pulley (OAP) and decoupler (OAD); charge indicator message interpretation and modes of charging system operation.

● ☆ **Duramax Diesel Diagnosis and Service**

Trainer: Phil Fournier | Sponsor: Standard Parts/O'Reilly's

In 2011, GM introduced the LML and LGH Duramax engines which also introduced the new Bosch CP4 high pressure fuel pump. These systems have presented technicians with new service opportunities other shops may veer away from. In 2017, GM introduced the L5P Duramax that included a completely new high pressure fuel system and turbocharger. Technicians will learn operating principles of the fuel and turbocharger systems on each of the new platforms, as well as exhaust aftertreatment systems for each application. Technicians will see fuel system replacement procedures and tips on the LML engines due to high failure rates of the CP4 pump. After completing this class, a technician will be able to understand the LML and LGH fuel systems; diagnose and repair fuel system failures; understand turbocharger systems on the LML and LGH engines; introduce new L5P fuel system and electronically controlled turbocharger and identify aftertreatment components and common failures.

Wednesday, Session 2, continued >>

Wednesday, Session 2: 1:00pm – 4:30pm

●★ Push Button Ignition

Trainer: John Thorton | Sponsor: WTI

Push Button Ignition is very common on today's vehicles. These systems can be broken down into 3 broad categories: Immobilizer, Steering Lock and ACC/Run/Crank Relay Control. This class will assist technicians in developing a diagnostic routine for handling the common complaint of "I press the button and nothing happens". The instructor will emphasize system understanding, and scan data interpretation. Tools used to check for Low Frequency and Radio Frequency wireless transmissions will also be discussed. Discussion topics include the following vehicles 2011 Nissan Maxima; 2012 Toyota Camry; 2017 Chevy Equinox; 2018 Ford Edge; 2006 VW Passat and 2015 Ford Mustang.

THURSDAY, August 6

SESSION 1: 9:00am – 12:30pm PDT

(Break: 10:30am – 11:00am)

◆ 10 Proven Methods of Marketing to Implement Today

Trainer: Jimmy Lea | Sponsor: Kukui Corporation

Learn these 10 proven methods of guerrilla marketing for your shop and immediate success and increased phone calls to the shop. Specifically with regards to your website, Google AdWords, Text Marketing, Shop Videos, Reviews, Technology, Social Media, Branding, and Postcards. With modern marketing campaigns, everything is trackable. This data helps us assess performance, make changes, and ultimately optimize your Return On Investment. This presentation discusses tools that help you track your marketing, how you can use tracking numbers to increase your phone conversions, and finally the importance of marketing integration with your POS-system.

■ Confident Selling

Trainer: Maylan Newton | Sponsor: ESI

What's the difference between a Service Writer selling 50% and one that sells 90% of their attempted sales? In short, Confidence! Confidence selling is the key to most GREAT sales individuals. Join Team ESI for a class in Confidence selling, the Techniques, the Attitude and the results you should expect.

■ Improving Outbound Phone Sales

Trainer: Mark Seawell | Sponsor: RLO Training

Learn the seven steps to making a quality presentation every time. Build trust and value with your customers. Improve CSI and customer retention with better built relationships.

◆ The Graying of Garages – What it Means to Your Shop

Trainer: John Burkhauser | Sponsor: BOLT ON TECHNOLOGY

Industry respondents to a recent survey indicated that half of them will retire in the next ten years. Fifty percent in the next ten years! Some will close their shops, pass them down in the family or sell their shops to chains and independents. This tsunami of change is going to affect every corner of the automotive repair industry including you. During this session you will learn the what and why this is about to happen; what it will mean for the industry and your shop; how you should prepare if you are retiring or still in for the

long haul; is it time to sell or to expand? How you can benefit from this wave of change? During this session we will discuss why this is happening, the possible effects, and what you should do with your shop to benefit from this incredible change. No matter what phase you and your business is in, just beginning, cruising along with thoughts of retirement decades away, or even being part of the wave of retirement, this session will be important to you and your future.

SESSION 2: 1:00pm – 4:30pm PDT

(Break: 2:30pm – 3:00pm)

●★ Advanced Alignment Angles Level 2 and 3

Trainer: John Shewbridge | Sponsor: Hunter Engineering

This class is about the features of your alignment machine that you may not be familiar with and take you to the next level beyond red is bad and green is good. The additional adjustments button will unlock features such as; steering axis inclination; scrub radius; front and rear setback; max steering angle; body dimension audit and ride height. A few minutes of inspection will provide numbers and information that will be a win, win for your bottom line and your customer's satisfaction.

●●★ Application of Electrical Test Tools

Trainer: Kevin Leiby | Sponsor: CTI

Understanding electricity and electrical circuits is becoming the ultimate quest for the future automotive technician. A good electrical foundation is not only a bonus as in the past but a necessity in the future. Nothing will solidify the demand for a technician's skills in the future job market like electrical savvy. Understand what methods work, what tools are available, and what test to perform that will make every technician more valuable and profitable for many years to come. Electricity for the most part is unseen. We will explore the tools that enable us to visualize what is happening on a circuit. With the right tool a technician can predict the outcome of a circuit and compare the measurements obtained during testing to the expected values. As simple as that sounds it gets complicated when how the tool is testing the circuit is not properly understood. In this class we will explore both normal and faulted circuits and demonstrate proper electrical tool application.

●★ GM Stop Start Technologies

Trainer: Tom Smith | Sponsor: CTI

General Motors introduced the first Stop-Start system on the 2014 Chevy Malibu as standard equipment and now have over 21 models using Stop-Start technologies. Implementing automated stop-start technology in today's vehicle's is a cost-effective way to improve fuel economy and reduce emissions. A Stop-Start system operates by shutting off the engine when the vehicle comes to a complete standstill, and automatically re-starts the engine when the driver releases the brake pedal. This operating strategy is often utilized in full hybrid-electric vehicles that have powerful electric systems but is also becoming more popular in non-hybrid vehicles

Thursday, Session 2, continued >>

Thursday, Session 2: 1:00pm – 4:30pm

that use traditional starter/battery configurations. Topics include dual battery and control methods used to isolate the electrical systems during autostop/start; robust starter motor technologies-dual tandem starter design and operation; capacitor and DC-DC (transformer) control stop-start systems; common components found on each system; stop-start input and output control logic; DTC descriptors and scan tool diagnostic evaluation methods; and important best service practices to handle working on GM vehicles equipped with Stop-Start systems.

🌟 VW AUDI Self Guided Fault Finding

Trainer: Chris Martino | Sponsor: Opis/Autologic

The Essentials of Developing and Executing Effective Productive Test Plans. Have you ever retrieved faults from a VW AUDI and wished for Guided Fault Finding? Unless you are using ODIS with all the factory goodies, you may be left out in the rain. Or are you? In this abridged training session, Chris Martino presents the cognitive tools he, and many other successful Technicians, use to build diagnostic test plans based on the faults, symptoms, technical information resources and proven test techniques. Chris will simplify the VW AUDI specific "Track" Diagrams. He will teach you the skills to quickly and confidently map your Test Plan with those Wiring Diagrams. You will see the benefits and disadvantages of VW AUDI ODIS and the Major aftermarket information services. If you desire to break the chains of "fault code paths" and truly test/verify components, circuits, systems (including mechanical defects) with an oscilloscope and advanced accessories; this knowledge is a cornerstone for that vision.