

*All times listed are central time zone and subject to change
For detailed class descriptions, check your app!

Tuesday, March 2, 2021

2:00 PM - 4:00 PM Registration Open and Getting to Know the App
6:00 PM - 7:00 PM Exhibit Halls Open
7:00 PM - 8:30 PM Opening General Session, Keynote & Giveaways
8:30 PM - 9:30 PM HAPPY HOUR! (sponsored by KUKUI)

Wednesday, March 3, 2021

12:00 PM - 1:30 PM A Virtual Hands-on Experience Taking Your Shop Virtual by John Burkhauser (sponsored by Bolt On Technology)
12:00 PM - 2:00 PM A Millennial's Perspective by Sara Fraser (sponsored by Haas Performance Consulting)
12:00 PM - 2:00 PM Electrical Diagnostics Level 2 by Mark Kenyon and Ryan Payne (sponsored by Garage Gurus)
12:00 PM - 1:30PM Air Conditioning Tips and Techniques by Mark Sundberg (sponsored by AutoZone)
7:00 PM - 9:00PM Secrets to Leading Your Team to Massive Growth and Record-Breaking Sales by Aaron Stokes (sponsored by Shop Fix Academy)
7:00 PM - 9:00PM Electronification of the Chassis by Niel Speetjens (sponsored by ZF)
7:00 PM - 9:00PM GDI High Pressure Pump Operation and Diagnostics by John Thornton (sponsored by CTI+WTI)
7:00 PM - 8:30PM Network Security Gateways by Bill Weaver (sponsored by NAPA Autotech)
7:00 PM - 9:00PM ISTA J2534 & ICOM by Brandon Mathews (sponsored by Opus IVS)

Thursday, March 4, 2021

10:00 AM - 11:00 AM Understand the New Aftermarket Shop Business Model by Bob Greenwood (sponsored by AAEC)
11:00 AM - 12:00 PM Modern Turbocharger Controls by Scott Townsend (sponsored by NAPA Autotech)
12:00 PM - 2:00 PM Extreme Communication by Maylan Newton (sponsored by ESI Seminars)
12:00 PM - 1:30 PM 5-Gas Failure Analysis by Bryan Perrin (sponsored by Automotive Training Group)
12:00 PM - 2:00 PM Advanced PICO: Math Channels and Reference Waveforms by Adam Robertson (sponsored by CTI+WTI)
6:30 PM - 9:00 PM Exhibit Halls open
7:00 PM - 8:30 PM Exhibitors Showcase with prize giveaways
8:30 PM - 9:30 PM HAPPY HOUR! (sponsored by Institute for Automotive Business Excellence)

Friday, March 5, 2021

11:00 AM - 1:00 PM Goal Setting - Preparing For Your Future Today by Steve Beck
1:00 PM - 2:00 PM DPFs Diagnosis & Testing by Clinton Brett **NEW!**
7:00 PM - 8:30 PM Educator Think Tank **NEW!**

Saturday, March 6, 2021

8:30 AM - 10:30 AM Engine Mechanical Diagnostics with Electronic Equipment by Scott Shotton
9:00 AM - 12:00 PM Superior Service Advising: Mastering the Art of Trust-Based Selling by Greg Bunch (sponsored by CTI+WTI)
9:00 AM - 12:00 PM Noise, Vibration and Harshness Analysis by Adam Robertson (sponsored by CTI+WTI)
9:00 AM - 12:00 PM Light Duty Diesel: Ford 6.7 Powerstroke Operation & Diagnostics by Kevin Roberts (sponsored by CTI+WTI)
10:30 AM - 12:00 PM How To Get Your Message Out Quickly With Video by Jennifer Filzen (sponsored by Rock Star Marketing)
11:00 AM - 1:00 PM Fuel Trim Diagnostics by John Thornton (sponsored by CTI+WTI)
1:00 PM - 3:00 PM A 10,000 Foot Roadmap For Your Next Year of Marketing - DONE! by Kim Walker/Carrie-Lynn Rodenburg (sponsored by Shop Marketing Pros and Turnkey Marketing)
1:00 PM - 4:00 PM Decoding Control Area Network by Bernie Thompson (sponsored by Automotive Test Solutions)
1:00 PM - 4:00 PM Drivetrain Controls: Transmission Controls Analysis by Jerry Stewart (sponsored by CTI+WTI)
1:00 PM - 5:00 PM Turbocharger Operation and Diagnosis by Tanner Brandt (sponsored by CTI+WTI)

*All times listed are central time zone and subject to change.
Check app for the latest schedule and offerings.

Monday, March 8, 2021

7:00 PM - 9:00 PM Broke Cars by Scott Manna
7:00 PM - 9:00 PM 2021 Brake Inspections and Selling - Are you missing sales? by Tom Steele (sponsored by NAPA Autotech)

Tuesday, March 9, 2021

10:00 AM - 11:00 AM Bringing Out The Best In Your Advisors and Technicians by Joe Marconi & Kevin Vaught (sponsored by Elite Worldwide)
12:00 PM - 1:30 PM Mastering Diagnostic Sales: Navigating the Minefield by Jason Servidio (sponsored by CTI+WTI)
12:00 PM - 2:00 PM ADAS and Calibrations - What You Should Know by George Lesniak (sponsored by Autel)
12:00 PM - 1:30 PM Diagnostics for Everyday Solutions on the ZF 8HP Transmission by Francisco Moreno (sponsored by ZF)
7:00 PM - 8:30 PM Sales Mastery - The Top 20 Sales Things You Need To Know by Cecil Bullard (sponsored by IforABE)
7:00 PM - 9:00 PM Effective Engine Mechanical Testing by John Thornton (sponsored by CTI+WTI)
7:00 PM - 9:00 PM Modern Ignition System Testing by Ryan Payne and Mark Kenyon (sponsored by Garage Gurus)
7:00 PM - 9:00 PM Domestic Smart Charging Systems by Jim Lewis (sponsored by NAPA Autotech)
7:00 PM - 9:00 PM Electric and Hybrid Electric Vehicle Basics: It's Easier Than You Think by John Forro (sponsored by AVI)

Wednesday, March 10, 2021

12:00 PM - 1:30 PM Why Professional Content for Social Media Builds Value by Vinnie Lucido
12:00 PM - 1:30 PM Running Difficult OBD II Monitors by Bryan Perrin (sponsored by Automotive Training Group)
12:00 PM - 1:30 PM Diagnosing Difficult Deposit Related Concerns by Gary Smith
2:00 PM - 3:00 PM The Power of Schmooze by Bruce McDowell (sponsored by Technician Academy)
7:00 PM - 9:00 PM Chief of Everything Officer to Chief Exec Officer by Rick White (sponsored by 180BIZ)
7:00 PM - 9:00 PM Diagnostics Challenge by Seth Thorson and Justin Morgan
7:00 PM - 9:00 PM Advanced Alignment Diagnostics by Lonnie Horn (sponsored by CTI+WTI)
7:00 PM - 9:00 PM European Diagnostics - What You Need to Know by Jim Wilson (sponsored by Automotive Video Innovations)
7:00 PM - 8:30 PM Air Conditioning Diagnostics by Rick Kelley (sponsored by DENSO)
7:30 PM - 9:00 PM ADAS System Diagnostics & Failed Calibrations by Kris Lewis (sponsored by DENSO)

Thursday, March 11, 2021

11:00 AM - 12:00 PM Are You Using Your Diagnostic Scan Tools & Accessories to their Full Ability? by Doc Watson (sponsored by Bosch)
12:00 PM - 1:30 PM Know Your Numbers | Marketing KPI's by Kim and Brian Walker (sponsored by Shop Marketing Pros)
12:00 PM - 1:30 PM GM Light Duty Diesel Engines by Curt Eigenberger (sponsored by NAPA Autotech)
7:00 PM - 8:00 PM Empowering Your Shops Production by David Saline (sponsored by Drive)
7:00 PM - 8:00 PM A Guide to Mechatronic Fundamentals and Repair by Francisco Moreno (sponsored by ZF)
7:00 PM - 8:00 PM Unlocking New Revenue Opportunities - an exploration into the key cutting and immobilizer market by Matt Fanslow (sponsored by XToolUSA)
7:00 PM - 8:00 PM Testing Injectors & Compression Using the Scan Tool by Clinton Brett **NEW!**
6:00 PM - 8:00 PM Exhibit Halls open
8:00 PM - 9:00 PM Closing Exhibit Reception and Giveaways

2021 Course Descriptions

2021 Brake Inspections and Selling – Are you missing sales?

by Tom Steele

Are you doing all you can to reduce comebacks and service your customers vehicle correctly, the first time? Join us for this in-depth look at modern braking systems, and see what the industry's top techs are doing to ensure proper diagnosis and repair of these systems.

Presented: 3/8/2021 (7:00 p.m. to 9:00 p.m.)

5-Gas Failure Analysis

by Bryan Perrin

Manufacturers don't publish flow charts for 'failed emissions test' or 'incorrect tailpipe gases'. We're left to test for every possible cause in a linear diagnostic path that has no focus. To solve this problem, this webinar (adapted from the California update training course UT033) focuses on our 1-page flow chart that divides all emissions failures into 'Fuel Control Faults' and 'Emissions Control Faults'. It's hard to eyeball the difference until you consider Lambda or Air/Fuel ratio calculations, but the difference is critical to a quick solution.

Fuel Control Diagnosis - When an engine management system is out of fuel control (Lambda outside of the 0.980-1.020 range), there are no emissions system repairs that can help. You can Bolt On Technology a new converter (or three) or any other emissions component, and it still won't get the 5 gases to behave. This webinar helps to create the best possible cause list for this fault category. Better yet, it helps prevent testing for emissions control faults until fuel control is achieved.

Emissions Control Diagnosis - When an engine management system is in fuel control (Lambda between 0.980-1.020), then your fault can't be anything that affects Fuel Trim. This rules out so many possible causes, allowing you to focus on emissions control systems and components without distraction. The course then focuses on easy tests to further rule out subcategories so that when invasive testing is finally performed, the path is focused and efficient.

Presented: 3/4/2021 (12:00 p.m. to 1:30 p.m.)

A 10,000 Foot Roadmap for Your Next Year of Marketing - DONE!

by Kim Walker, Carrie-Lynn Rodenburg

Aren't you sick of not having a marketing plan? Do you wake up on Wednesday thinking "Oh, crap, what am I posting on Facebook today?" Or do you cringe when you look at social media, your website, and your other marketing because you know you should be doing more, but you're just not quite sure what to do or how to do it? Is your marketing typically just an afterthought and slapped together? Never really planned, productive or easy?

This class is for you! Marketing gurus Kim Walker of Shop Marketing Pros and Carrie-Lynn Rodenberg of Turnkey Marketing peel back the curtain and show you exactly what you need in your marketing plan so you can save money, increase car count and be in control of your marketing. With this "insider knowledge", you'll leave feeling confident, proud and ready to market your shop!

In this class you'll: Develop a one-year marketing plan that you can immediately put in place; think ahead and learn how to plan effectively so you get a bigger bang for your buck; gain creative ideas for marketing your shop all year long; and learn tips for easily and efficiently implementing your plan.

Presented: 3/6/2021 (1:00 p.m. to 3:00 p.m.)

A Virtual Hands-on Experience Taking Your Shop Digital

by John Burkhauser

With a fully operational digital inspection in hand, attendees of this session will be shown the set up and use of an inspection. Attendees will be exposed the best practices and proper steps needed to do an effective inspection, that when sent to a customer will increase your Average Repair Order (ARO) immediately.

During the session, students will learn to perform a practice inspection live with all questions answered in real time. Once the class is over, attendees will be able to take these inspections into the shop and use them in their day to day operations and even be able to send the inspections to customers for the complete learning experience.

After a few days of actual digital inspection use, a follow up class will be held to answer any questions and to further refine your digital inspection experience. Attendees of the original and follow up session will have the possibility of winning a prize. (Prizes still to be determined.)

Presented: 3/3/2021 (12:00 p.m. to 1:30 p.m.)

A Guide to Mechatronic Fundamentals and Repair

by Francisco Moreno

Often enough, technicians avoid basic repairs on a mechatronic for the simple fact they haven't been introduced to the unit in a way that provides them the foundation to perform the needed work. In this class, technicians will gain an understanding of the unit, learn the 'musts' they need to be aware of to not ruin the unit, and most importantly become comfortable with opening and closing the unit to perform a proper diagnosis. This is a virtual class, but hands-on, as the technical trainer completely opens the unit and shows all the wear components. After this class, technicians will have the knowledge needed to consider adding level one mechatronic repair to the shop offerings.

Presented: 3/11/2021 (7:00 p.m. to 8:00 p.m.)

A Millennial's Perspective

by Sara Fraser

Sara Fraser is a Millennial who has been in the automotive industry for over 8 years. During this class, she will talk about the experience, services, and interaction that she is looking for when it comes to an automotive repair shop! From the phone call -- I mean text message -- to the online experience, in-shop experience, services and more, Sara will tell you exactly what it is that she, a 35-year-old female, is looking for from an automotive repair shop. Sara will also cover some things that she is not looking for or that would turn her away from doing business with an automotive repair shop. Millennials and the younger generation "Gen Z" are doing business differently and have developed their own criteria on who they are willing or not willing to do business with. This 2 hour course will also include an introduction to Millennials and Gen Z to provide a better understanding of these younger generations.

Presented: 3/3/2021 (12:00 p.m. to 2:00 p.m.)

ADAS and Calibrations - What You Should Know

by George Lesniak

Learn about what is current and coming with ADAS systems and the equipment to repair. What to look for when a system "won't calibrate". Separate Myths from facts about ADAS

Presented: 3/9/2021 (12:00 p.m. to 2:00 p.m.)

ADAS System Diagnostics & Failed Calibrations

by Kris Lewis

DENSO's all-new ADAS Webinar offers a unique approach to diagnosing system and component faults as well as the root causes of failed calibration attempts. Unlike other training that focuses on sensor technology, we skip the engineering information in favor of practical tests and calibration advice. This seminar makes this information 'real' by providing many OEM and aftermarket examples, including many case studies where it all went very wrong. Anyone can read calibration instructions, so this seminar and manual focus on both simple and challenging real-world experiences, translating technical information into everyday shop processes.

- * Where to find out what 'normal operation' feels like
- * Checking tricky user settings with Scan Tools and er menus
- * Differentiating marketing from reality (sensors, systems, suites, packages, and actual functions)
- * Warnings about mistakes, even when using OEM procedures
- * Circuit & network test advice & examples
- * Diagnostic options advice for each sensor type
- * Case studies covering failed calibrations, failed sensor, improper mounting, and confusing instructions

Presented: 3/10/2021 (7:30 p.m. to 9:00 p.m.)

Advanced Alignment Diagnostics

by Lonnie Horn

Restoring the vehicle to proper alignment can be difficult when a technician does not properly understand that there is more to do than setting the angles we are familiar with; caster, camber and toe. For example, a vehicle may have struck a curb and bent a steering knuckle slightly. If the vehicle is returned to within specs without replacing the bent steering knuckle, it may be okay in a straight line, but produce handling and tire wear issues when cornering. This class explores the more Advanced Auto Autod alignment measurements such as vehicle symmetry, steering axis inclination, scrub radius and much more. Throughout this class the technician will gain understanding of many possible underlying issues that result from collision or vehicle alterations, as well as the solutions that are available when adjustments are not provided from the factory. Becoming familiar with all the many functions that modern alignment machines have to offer will make each technician a better alignment specialist.

Presented: 3/10/2021 (7:00 p.m. to 9:00 p.m.)

Advanced PICO: Math Channels and Reference Waveforms

by Adam Robertson

Even if you are a long time PICO user chances are you may not regularly use Math Channels and Reference Waveforms. Learn how to create and save Math Channels in a way that will turn your PICO into almost any electrical test tool, even a misfire detector. As Adam says, "If it involves math, your imagination is the only limiting factor".

Presented: 3/4/2021 (12:00 p.m. to 2:00 p.m.)

Are You Using Your Diagnostic Scan Tools & Accessories to Their Full Ability?

by Doc Watson

You might be able to do more than you think! The right diagnostic scan tool can do more for you than just read codes and run tests. Today's diagnostic tools can give you access to more information than ever before. This can be information coming from the vehicle or repair information accessible from your scan tool. In this session, Doc Watson, Bosch's technician trainer, shows you how to get the most out of a scan tool using things like repair information, common diagnostic accessories and OE vehicle reprogramming.

Presented: 3/11/2021 (11:00 a.m. to 12:00 p.m.)

Air Conditioning Diagnostics

by Rick Kelley

This DENSO webinar provides a way to categorize HVAC faults in order to eliminate groups of possible causes, preventing the time-consuming task of eliminating them one at a time.

The Revolutionary 'Loop' Approach

The traditional training strategy of laying out facts in sequence is just as frustrating to training providers as it is to technicians, so we changed it! The result is a completely unique '3-Loop' strategy covering the roles of the:

- * Refrigerant Loop: The compressor, lines, pressure drop devices, and heat exchangers
- * Air Loop: Dash air source, speed, temperature, and destination controls
- * The Coolant Loop: Radiator, fans, thermostat, heater valve, and heater core

These loops help you see the interactions in your head, leading to a much better possible cause list when things go wrong. Like all of our training seminars, the strategies we offer involve using 'High Level Indicators' to create a possible cause list that includes possibilities from each loop. The first tests then involve ruling out the two loops that are not the problem so that the more time-consuming tests are much more focused and that much more likely to get you to an efficient (and profitable) solution.

Presented: 3/10/2021 (7:00 p.m. to 8:30 p.m.)

Air Conditioning Tips & Techniques

by Mark Sundberg

In this HVAC class, we will look at new developments in systems designs, controls, service techniques and tools. Each year, the manufacturers face stricter regulations regarding emissions and fuel economy and improving the efficiency of HVAC systems is a big part of their response. The next refrigerant, R1234yf is being used in more vehicles and you will need to be prepared for diagnosis and service of these systems. The electronic controls for HVAC have become more

complex and need to be part of your diagnostic process. We will show you how these systems work, what goes wrong, and how to complete a successful repair. Be ready to help your customer stay comfortable in their vehicle.

After completing this class, a technician will be able to:

- * Identify new technologies and their impact on HVAC
- * Properly replace HVAC components
- * Perform correct HVAC service
- * Diagnose cooling fan and airflow issues
- * Diagnose in-car HVAC controls

Presented: 3/3/2021 (12:00 p.m. to 1:30 p.m.)

Bringing Out the Best In Your Advisors & Technicians

by Joe Marconi, Kevin Vaught

Our shops aren't in the product business, but the service business, and whenever you deliver a service, what your customers will remember is the people who helped them. This is why having the right people, and creating an environment where they're both happy and operating at peak productivity, is absolutely critical to your shop's success.

Industry superstars Joe Marconi and Kevin Vaught will show you exactly what you need to do create the work environment that will ensure your people thrive. And because everything you'll hear will be based on their own experiences in building some of the most successful shops in the country, you can rest assured that these best practices have been proven to generate extraordinary results.

Join us for this information-rich course, and learn...

- The 3 things you need to look for in every person you bring aboard your team
- The steps you need to take to develop a healthy work environment
- How to define and communicate the goals & responsibilities for each position
- The keys to the right compensation and incentive programs
- How you can give your employees the best opportunity to succeed

Presented: 3/9/2021 (10:00 a.m. to 11:00 a.m.)

Broke Cars

by Scot Manna

This presentation will highlight a wide array of strange problems that find their way into the typical "all makes, all models" independent repair shop. Issues with ADAS, etrain and ability issues will be seen in detailed case studies that highlight the resourcefulness an independent shop needs today to survive.

Presented: 3/8/2021 (7:00 p.m. to 9:00 p.m.)

Decoding Control Area Network

by Bernie Thompson

Communications have been essential from the beginning of history. In the modern vehicle communications are vital in order to control the on board systems within the vehicle. The first electrical data communications was Morse Code, where on-off signals were timed to provide information that would be sent on a wire. This basic idea of on (high) - off (low) signals is still the main way on board vehicle communications send and receive communications. This class will cover how the Control Area Network (CAN) works, how to diagnose the CAN system, and how to properly repair bus problems. With many real world case studies you will learn how to quickly diagnose this Advance Auto Autod communication system where it counts, in your service bays.

Presented: 3/6/2021 (1:00 p.m. to 4:00 p.m.)

Diagnosing Difficult Deposit Related Concerns

by Gary Smith

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.

- Fuel and Oil Deposits: What are they and how do they form?
- How do the different deposits affect ability directly, and fail commonly replaced components?
- GDI Engine controls and oil depositing, oil control issues

- Introduction to Baseline Diagnostic Theory
- Clean-up options for “repair” and for maintenance

This is an eye-opening class for techs, advisors and shop owners alike, and covers critical diagnostic knowledge that the OEMs are NOT teaching today. Learn how adding this strategy to your diagnosis saves time, un-necessary parts replacement and LESS COMEBACKS. A Must-See class for all.

Presented: 3/10/2021 (12:00 p.m. to 1:30 p.m.)

Diagnosics Challenge

by Seth Thorson, Justin Morgan

Put your thinking cap on and allow Seth and Justin to present a problem vehicle. We split up into private groups and talk amongst your peer technicians. You will diagnose and map out the problem amongst yourselves and present your findings to the group at the end of the session. Seth and Justin will reveal the problem and talk about diagnostic strategies.

Presented: 3/10/2021 (7:00 p.m. to 9:00 p.m.)

Diagnosics for Everyday Solutions on the ZF 8HP Transmission

by Francisco Moreno

As more vehicle manufacturers choose ZF transmissions, shops can benefit and even potentially add simple services to their offerings by understanding the basics of the ZF 8HP transmission and how to diagnose common problems encountered in the repair shop.

This class will provide technicians with the knowledge needed to interpret adaption values and the shifting matrix, and properly read the fault codes of the ZF 8HP transmission. With this knowledge, technicians will know what tools to use and how to make a proper diagnosis of the unit.

Presented: 3/9/2021 (12:00 p.m. to 1:30 p.m.)

Domestic Smart Charging Systems

by Jim Lewis

Today’s vehicles are more advanced than ever; more computers and electronics are being added every day. This has caused the industry to stretch the limitations of the automotive electrical system in order to support the ever-growing number of electrical loads on today’s vehicles. This course offers detailed, and up to date information on the domestic smart (computer-controlled) charging systems. Operation, diagnostic testing, common issues and tech tips are just a few areas covered. Additional information on replacement battery registration, necessary equipment and resources are also discussed.

Presented: 3/9/2021 (7:00 p.m. to 9:00 p.m.)

DPFs Diagnosis & Testing

by Clinton Brett

Clinton Brett will demonstrate how the DPF can be utilised as a diagnostic tool, reducing the misdiagnosis of fault codes, unnecessary removal and replacement of the emission control systems. DPF’s are the most misunderstood component of the modern diesel vehicle.

Our objective is to breakdown misconceptions of the Diesel Particulate Filter (DPF), reduce the unnecessary removal and replacement of the emission control systems.

The session will cover:

- DPF function and operation
- Avoiding misdiagnosis of DPF related fault codes
- Why a force regeneration is not diagnosing the fault
- Explanation of soot and ash count
- Common causes of DPF faults and failures
- Testing a DPF without the scan tool
- Case study- Mitsubishi Triton P1498 DPF overloading fault video diagnosis

Presented: 3/5/2021 (1:00 p.m. to 2:00 p.m.)

Effective Engine Mechanical Testing

by John Thornton

Two very effective, and very simple to perform engine mechanical tests are "cranking current" and "cranking vacuum". Both tests can be performed in under 60 seconds, and can provide a wealth of information regarding the mechanical condition of a gasoline engine. The instructor will discuss how to perform both tests, and most importantly, discuss how to interpret the test results.

Presented: 3/9/2021 (7:00 p.m. to 9:00 p.m.)

Electric and Hybrid Electric Vehicle Basics: It's Easier Than You Think

by John Forro

The hybrid vehicle market share is more substantial than you think and is growing yearly. OEs are announcing a significant number of new EVs yearly, and the demand for technicians and shops to support their maintenance and repair is not growing fast enough to meet those needs. Surprisingly, the one fact most shops do not know is that they can move into this fast-growing market with minimal investment. Hybrid electric vehicles have been around 15 years now, and their owners can be some of the most loyal customers you'll ever have IF you know how to gain their business. In this AVI course, John Forro will cover the need-to-know areas of hybrid repair, training required, and essential tools needed. Everything from the different types of hybrids you'll encounter to how to make the most money repairing hybrids are included in this very concise course.

Topics Covered:

- * Hybrid Vehicle Components
- * How To Perform A High Voltage Disconnect
- * How To Retrieve And Interpret Hybrid DTCs
- * AC to DC Inverter Diagnostics
- * Testing Voltage Levels Of Capacitors
- * Money Making Service Opportunities

Presented: 3/9/2021 (7:00 p.m. to 9:00 p.m.)

Electrical Diagnostics Level 2

by Mark Kenyon, Ryan Payne

This workshop is designed for technicians who have a basic understanding of electrical theory and are ready to put it to use. A large portion of this class is spent diagnosing electrical problems on vehicles with common, everyday automotive electrical test equipment. Technicians walk through a quick procedure to check battery, starting and charging systems, utilizing a DMM to assist inaccurate diagnosis.

Common sensor inputs and outputs are explored with emphasis on diagnostic procedures and on-car testing. Input testing includes diagnosing three wire analog sensors, variable reluctance sensors and digital sensors. Output testing includes, pulse width modulated solenoids and DC motors.

Presented: 3/3/2021 (12:00 p.m. to 2:00 p.m.)

Electronification of the Chassis

by Niel Speetjens

Remember the days when steering wheels were twice the size of what they are now? Have you looked under a car recently and wondered why there seems to be more control arms than you're used to or noticed that the steering rack is electro-mechanical now? That rack could have been missing the hydraulic pump since 2012. There also may be a few more computers involved. With the electronification of the chassis, understanding of the OE design across multiple systems has become even more important in daily shop repairs. This class presents the correlation between those systems and electro-mechanical parts. What makes this class important for a technician is the ability to leave with an understanding of how these changes influence the design of parts and knowledge of fault codes to properly diagnose daily needed repairs.

This is the vehicle social network. And technicians will recognize the connection as the chassis system, suspension system, electronic parking brakes, and even the importance of friction formulas are explained and linked.

Presented: 3/3/2021 (7:00 p.m. to 9:00 p.m.)

Empowering Your Shop's Production

by David Saline

Get the Front and the Back of your shop on the same page. One of the top complaints among techs is the lack of communication and wrong information they get from the front. In this talk you will learn strategies to improve the relationship between the front and the back and increase both sales and production!

Takeaways:

1. What is efficiency and how to improve it.
2. How to improve communication between the customer and the back.
3. How to step up the flow of work through the shop to gain maximum efficiency.
4. How to avoid mis communication that causes headaches and customers.
5. How to set up bonus plans that work.

Presented: 3/11/2021 (7:00 p.m. to 8:00 p.m.)

Engine Mechanical Diagnosis with Electronic Equipment

by Scott Shotton

This class covers the use of current probes, vacuum transducers and pressure transducers to quickly diagnose engine mechanical issues quickly. Often, using the techniques discussed in this class, the amount of physical teardown to confirm the diagnosis will not be required. This class will focus on misfire problems, but will also address ignition and camshaft timing issues. Multiple tools will be covered to achieve these goals, but technique is the key. All of the testing techniques will be backed up with actual "broken car" case studies. If you own a scope, you'll want to attend this class. The information discussed will greatly expedite your diagnostic process.

Presented: 3/6/2021 (8:30 a.m. to 10:30 a.m.)

Drivetrain Controls: Transmission Control Analysis

by Jerry Stewart

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. This class will allow technicians to develop an accurate, repeatable method to analyze transmission symptoms and find the root cause efficiently.

Presented: 3/6/2021 (1:00 p.m. to 4:00 p.m.)

European Diagnostics: What You Need to Know

by Jim Wilson

What do you need to know when performing diagnostics on a EURO vehicle? Make your job easier. Learn to use the platform and engine designations to access the data information. Learn to use OBD2 information to determine how a code sets. What is the VW Data Blocks? Why the EURO vehicles use Additive and Multiplicative instead of Long Term and Short-Term Fuel Trim. Why sometimes you will need more than one scan tool.

Topics covered:

- * Scan Tool Types & Set Up
- * New Names To Learn
- * Audi & VW Diagnostics
- * European vs Domestic Fuel Trim
- * Autoscan of 2004 VW Beetle Using VCDS Software
- * Live Scan Data KOER 2004 VW Beetle
- * Live Scan Data KOER Launch X " 431 PADIII
- * Mercedes Benz Diagnostics

Presented: 3/10/2021 (7:00 p.m. to 9:00 p.m.)

Extreme Communication

by Maylan Newton

Maylan will discuss having those conversations you dread with employees, partners, vendors and family members

although these conversations need to take place most of us avoid them! Gain some news tools to help you deal with these difficult conversations, turn confrontations into conversations that improve your business and lower your stress and make you a better leader.

Presented: 3/4/2021 (12:00 p.m. to 2:00p.m.)

From Chief Everything Officer to Chief Executive Officer

by Rick White

When you start a business, it's normal for the owner of that business to be responsible for everything because it's all they can afford as they build. It isn't normal for the owner to stay that way and the problem we're seeing over and over again is owners getting stuck working in the business vs on the business. I know, you've heard that saying a million times and it's frustrating. HOW??? In this fast-paced class, you're going to learn the roadmap for truly becoming the chief executive officer of your business, identifying where you're at in the process, and how to get unstuck. Once you've become the actual CEO of your business, you're going to learn how to determine what you should be working on in the business so you can remain unstuck and grow.

Presented: 3/10/2021 (7:00 p.m. to 9:00 p.m.)

Fuel Trim Diagnostics

by John Thornton

Almost every driveability diagnostic requires the use of fuel trims. Interpreting fuel trim values is a critical skill for modern day technicians. The instructor will demonstrate, via cases studies, how to interpret and how to use fuel trims when diagnosing driveability concerns. Case studies will cover lean injectors, MAF sensor errors, rear O2 sensor usage and much more!

Presented: 3/6/2021 (11:00 a.m. to 1:00 p.m.)

Gasoline Direct Injection High Pressure Pump Operation and Diagnostics

by John Thornton

GDI vehicles are common in today's service bays. This class will focus on just the high pressure fuel pump. Using a case study format, we will diagnose a number of high pressure pump issues. A strong emphasis will be placed on scan data interpretation. Scope data will also be used to support scan tool data.

Presented: 3/3/2021 (7:00 p.m. to 9:00 p.m.)

GM Light Duty Diesel Engines

by Curt Eigenberger

Repair facilities can no longer ignore the growing number of light diesel vehicles on the road that require service. This course offers insight into common GM light diesel engines, information on fuel systems, air induction and boost technologies, particulate filters, exhaust catalysts, and diagnostics. Additional information provides coverage of timing components, common faults and specialty equipment.

Presented: 3/11/2021 (12:00 p.m. to 1:30 p.m.)

Goal Setting - Preparing for Your Future Today

by Steve Beck

This Goal Setting Session is about having attendees look at what gets in their way of achieving success in their professional as well as their personal life. They then proceed to create a game plan for getting through the problems, obstacles, fears, and roadblocks that stand in their way of achieving all their goals.

Participants leave the workshop with their long and short-term S.M.A.R.T. goals written in their participant's guide and tools to achieve all of those goals.

Presented: 3/5/2021 (11:00 a.m. to 1:00 p.m.)

How To Get Your Message Out Quickly With Video

by Jennifer Filzen

In this interactive webinar, we will show you all the steps you'll need to capture your message on video and share it with your Tribe. Video is THE best way to engage people because it is the number one means of capturing attention. In this class, we will learn how to make engaging, entertaining, and educational videos promoting your business on all major

social media platforms. We strongly encourage you to bring your smartphone with you to this hands-on course with Jennifer Filzen.

The 8 easy steps are as follows:

- 1) Figure out what you want to say
- 2) Tips on how to shoot your video with Do's and Don'ts
- 3) Create educational, entertaining, and engaging videos
- 4) Give your audience something of value they can use right away
- 5) Decide on your Call To Action (you can ask them after you've given them something)
- 6) How to edit your video
- 7) How to upload your video on social media channels
- 8) How to do Facebook Ads

Presented: 3/6/2021 (10:30 a.m. to 12:00 p.m.)

ISTA J2534 & ICOM

by Brandon Mathews

The ISTA course will cover the computer requirements & installation of the ISTA software using both an ICOM and J2534 pass-thru interfaces. Interface connections, & settings will be overviewed along with outlining the ISTA software user interface. Navigation & ISTA functionality will be the highlighted focus.

Presented: 3/3/2021 (7:00 p.m. to 9:00 p.m.)

Know Your Numbers | Marketing KPI's

by Kim Walker, Brian Walker

You know your average repair order, average car count, profit margins, break-even and more. But, do you know the marketing key performance indicators that help you know if your marketing is working?

In this session, Brian and Kim Walker - former shop owners, will teach you the important marketing figures you should be paying attention to. We'll address:

- > what the KPI's are for marketing
- > which tools to use to find those numbers quickly and easily
- > how to use those numbers to adjust your marketing
- > when to check in on these important figures

You'll leave this session armed with the marketing knowledge you need to know if your marketing is working and how to pivot, if needed.

Presented: 3/11/2021 (12:00 p.m. to 1:30 p.m.)

Light Duty Diesel: Ford 6.7 Powerstroke Operation & Diagnostics

by Kevin Roberts

This class will present a full and detailed look at current Ford 6.7 Powerstroke diesel operation and diagnosis. It is designed to not only leverage OE techniques but also compare those to what most shops have available in the aftermarket. Topics will include:

- Engine feature overview
- Fuel systems
- Glow plug control, emissions systems including Aftertreatment
- Air management and turbocharging
- Service issues
- OE vs. aftermarket scan tool functions
- An overview of current TSBs

Presented: 3/6/2021 (9:00 a.m. to 12:00 p.m.)

Mastering Diagnostic Sales: Navigating the Minefield

by Jason Servidio

This class is specifically designed for shop owners, managers, and advisors who want to take their business to the next level. They will get an introduction to the mentality and sales processes needed to increase their sales, client satisfaction, and retention. We will educate them on what the next steps are in building the business of their dreams,

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whatever that may be.

Presented: 3/9/2021 (12:00 p.m. to 1:30 p.m.)

Modern Ignition System Testing

by Ryan Payne, Mark Kenyon

This clinic is designed to enhance the professional level technician's knowledge of modern ignition system diagnostics. Information covered reviews digital storage oscilloscopes (DSOs) patterns captured using current probes, inductive wands and voltage test leads to validate modern ignition system components on today's COP (Coil on Plug) assemblies. Misfire information obtained from the scan tool is explained and reviewed through on-car demonstrations.

Presented: 3/9/2021 (7:00 p.m. to 9:00 p.m.)

Modern Turbocharger Controls - Wastegates

by Scott Townsend

Turbochargers have become a mainstay of the modern automotive landscape. Controlling them has become more important to meet CAFE and EPA standards. In this class we will focus on the history, operation and diagnosis of these complex and critical devices.

Presented: 3/4/2021 (11:00 a.m. to 12:00 p.m.)

Network Security Gateways

by Bill Weaver

With advanced driver assist systems, the need for network security is greater than ever before. We will take a quick look at Network Architectures, Communication Protocols and Computer Wiring Diagrams. These topics will prime the discussion of the origins of the Gateway Module and how it has evolved into a Security Gateway. We will also look at the process of properly gaining access to these networks for service and diagnosis using the proper tools and third party authentication (i.e. AutoAuth).

Presented: 3/3/2021 (7:00 p.m. to 8:30 p.m.)

Noise, Vibration and Harshness Analysis

by Adam Robertson

Since man began to build machines for industrial use, and especially since motors have been used to power them, problems of vibration reduction and isolation have engaged engineers. Gradually, as vibration isolation and reduction techniques have become an integral part of machine design, the need for accurate measurement and analysis of mechanical vibration has grown. Over the last 15 or 20 years a whole new technology of vibration measurement has been developed which is suitable for investigating modern highly stressed, high speed machinery. Using piezoelectric accelerometers to convert vibratory motion into understandable data, the process of measurement and analysis is efficiently performed by the versatile abilities of these electronics. This class will show you how to use modern techniques to identify the vibration source, track the transfer path and pinpoint the responding component.

Presented: 3/6/2021 (9:00 a.m. to 12:00 p.m.)

Running Difficult OBD II Monitors

by Bryan Perrin

When a Monitor on an OBD II vehicle will not complete, the answer is rarely to run the e cycle again and again hoping for a different outcome. You might as well put the repair manual under your pillow and hope that the Monitor fairy visits. This webinar gives you what you need a straightforward diagnostic approach.

As with all ATG courses, we categorize faults to avoid getting distracted, and sure enough, there are three categories of reasons for Monitors that don't run. We start with what the Monitor is trying to test, and then eliminate possible cause categories in order until there's only one answer remaining.

Presented: 3/10/2021 (12:00 p.m. to 1:30 p.m.)

Sales Mastery - The Top 20 Sales Things You Need to Know

by Cecil Bullard

In our business there are too many Service Advisors that are not able to sell, we call those people order takers. And, there are a select few that can get the customers to buy and then thank them for taking care of them. There

are many sales principles that can take an order taker and turn them into a great Service Advisor, and having confidence in your product and pricing is one of these. If you would like to learn 20 ways that you can increase sales while making things easier for yourself and your customer you should attend this class.

Presented: 3/9/2021 (7:00p.m. to 8:30 p.m.)

Secrets for Leading Your Team to Massive Growth and Record-Breaking Sales

by Aaron Stokes

In this course, we will provide in-depth training to attendees in the areas of leadership for the purpose of helping them generate growth and improved sales in their shops. Some of the areas we will cover are:

- Unlocking your employee's hidden superpowers (capex included).
- Finding and building your "dream team".
- Training for behavior rather than performance.
- Growing a shop without chaos. This class will include teaching, interactive portions, and Q&A.

Presented: 3/3/2021 (7:00 p.m. to 9:00 p.m.)

Superior Service Advising: Mastering the Art of Trust-Based Selling

by Greg Bunch

Differentiate yourself from your competitors. Master the phone and customer service skills of the top 1% of advisors. Learn how to turn an upset customer into a raving fan. Build a herd of "key-droppers" that love and trust you. Become an irreplaceable advisor that all the technicians love

Presented: 3/6/2021 (9:00 a.m. to 12:00 p.m.)

Testing Injectors & Compression Using the Scan Tool

by Clinton Brett

Clinton Brett will provide an explanation of his easy to understand injector buddy system which assists in determining injector, intake and compression issues for common rail diesel engines.

This session will cover:

- Using symptoms and scan tool information, techniques will be demonstrated to assist determining injector and/or compression issues.
- A detailed explanation of feedback values for Denso electro-magnet and Continental/Siemen Piezo solenoid common rail injectors.
- Providing an understanding of how these techniques can be adapted to some Bosch and Delphi common rail diesel injector systems.
- Applicable to world OEM manufacturers of diesel light passenger, light/heavy commercial, earthmoving, Ag and powerplant applications including Chevrolet/GM, Dodge, Ford, Fuso, Holden, Hino, Isuzu, John Deere, CASE, Mazda, Mercedes, Nissan, Toyota, Volvo, VW to name a few

Presented: 3/11/2021 (7:00 p.m. to 8:00 p.m.)

The Power of the Schmooze

by Bruce McDowell

Technology has changed the way we do business, some for the better, and some for the worse.

We are watching our labor times to the tenth, monitoring every washer that leaves the parts room, and always searching for the most profit from each customer. Not that all that is bad, but are we losing touch with our customers? Is there no time today for "Schmoozing?"

The purpose of the course is to introduce the concept that time spent with our customers building rapport or "schmoozing" is time well spent whether it can be directly measured or not.

Topics covered will include: Who are you? A title or a person? The concept of sales. Why to "Schmooze". How best to manage our time to allow "Schmoozing". Building customer trust which makes them feel more comfortable spending with us. How to present the PMI. Techno trust building. The lifetime value of a happy customer.

Presented: 3/10/2021 (2:00 p.m. to 3:00 p.m.)

Turbocharger Operation and Diagnosis

by Tanner Brandt

Dive deep into the inner workings of turbochargers. Accurate diagnostics and proper maintenance are critical to our repair success. Turbocharger Designs and Operation.

Turbocharger Components: Exhaust and Compressor Turbine Technology, Recirculating Valves and Wastegate Actuator variations (Pressure, Vacuum and Electrical)

Common Problems - symptoms, diagnostics and failure analysis

Oil Consumption - The 4 failures not caused by turbo failure

Positive Pressure Crankcase Ventilation (PCV) Systems - symptoms, failures, and diagnostics

Diagnosing Turbo ability Problems

High-Pressure Leak Testing - tools and techniques

Maintenance Practices - need to know information

Best Installation Procedures

Presented: 3/6/2021 (1:00 p.m. to 5:00 p.m.)

Understanding the New Aftermarket Shop Business Model

by Bob Greenwood

This class defines clearly the facts outlining WHY a new shop business format is necessary. The "Trade" days are over as we now move into an exciting "Profession". What are the facts of the shop business that conclude and confirm the format must change? We also discuss the importance and what is involved in building the right "culture" for your business as well as how to build a "client" strategic business bringing a value proposition the dealer arena can't match.

Presented: 3/4/2021 (10:00 a.m. to 11:00 a.m.)

Unlocking New Revenue Opportunities – An Exploration Into the Key Cutting and Immobilizer Market

by Matt Fanslow, Andrew Sexton

Join Matt Fanslow and Andrew Sexton as they discuss the rationality in adding key cutting services to your service menu/arsenal. Once you're up and running, the benefits are numerous, including increased capabilities, especially as immobilizers continue to become a vital part of vehicle service. This class will cover vocab that often isn't addressed, equipment, what you should stock for keys, when you need to use a VSP (and when you don't), OE information, aftermarket solutions, and a very frank discussion on the logic in offering these services in your shop.

Presented: 3/11/2021 (7:00 p.m. to 8:00 p.m.)

Why Professional Content for Social Media Builds Value

by Vinnie Lucido

Using professional photos and video to create branding. How engaging content raises the industry as a whole and why it relates to your shop.

Questions that will be answered:

Where do the ideas come from and how do I start?

Who do I call to create these messages and how much is it?

Why should I spend money on social media campaigns & which social platforms should I use?

Presented: 3/10/2021 (12:00 p.m. to 1:30 p.m.)