

# 2021 EAST ATE AUTOMOTIVE TRAINING EXPO

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**SEPTEMBER 17-18, 2021**



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### Training Features:

- ★ Technical, Management & Marketing Courses by the Industry's Leading Instructors
- ★ Relevant Keynote Speakers
- ★ Friday Night Sponsor Appreciation Reception  
Taco Bar & No-Host Bar

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## ATE East Training Schedule | September 17-18, 2021

### FRIDAY, September 17

	INSTRUCTOR	TIME (PST)
◆ The Future of Marketing & How To Get the Most Bang for Your Buck	Jennifer Filzen	8:30am-11:30am
◆ The Importance of Relationships and Selling	Maylan Newton	8:30am-11:30am
● Advanced Wiring Diagram Usage	Bill Weaver/Scott Townsend	8:30am-11:30am
● Audi/VW Crankcase Breather Systems	Anthony Khamly	8:30am-11:30am
● Data Communication (Vehicle Communication Breakdown)	Adam Robertson	8:30am-11:30am
● Diagnosing Fuel, Oil & Carbon Deposit Concerns in Modern Vehicles	Gary Smith	8:30am-11:30am
<b>Friday Lunch – KEYNOTE</b>	<b>Dave Hobbs</b>	<b>11:45am-12:45pm</b>
◆ How To Survive, No THRIVE in Times of Crisis	Maylan Newton	1:30pm-4:30pm
◆ The 3 M's: Money, Mindset, and Mastering Your Revenue Goals	Jennifer Filzen	1:30pm-4:30pm
● Advanced – Leak Detection and Sealing Solutions	Adam Robertson	1:30pm-4:30pm
● Audi/VW Fuel Systems	Anthony Khamly	1:30pm-4:30pm
● Chrysler Network Communications	Bill Weaver/Scott Townsend	1:30pm-4:30pm
● Radar Ready - Diagnosing ADAS	Dave Hobbs	1:30pm-4:30pm
<b>Sponsor Appreciation Night – Taco Bar</b>		<b>4:30pm 7:00pm</b>

### Saturday, September 18

	INSTRUCTOR	TIME (PST)
<b>Breakfast with speaker Bryan Kelley, ASA Northwest Chairman</b>		<b>7:00am-8:00am</b>
◆ Good To Great	Dave Schedin	8:30am-11:30am
◆ Reselling the Value of the Repair	Clint White	8:30am-11:30am
● Emerging Technology Induced Technician Burnout	Dave Hobbs	8:30am-11:30am
● Engine Technology – Modern Engine Condition Testing	Lonnie Horn	8:30am-11:30am
● Pulse with Modulation for Power, Motor Control & Sensing Circuits	Gary Smith	8:30am-11:30am
● VVT Variables	Scott Townsend/Bill Weaver	8:30am-11:30am
<b>Saturday Lunch – KEYNOTE</b>	<b>Gary Smith</b>	<b>11:45am-1:00pm</b>
◆ Active Listening & Communication	Clint White	1:30pm-4:30pm
◆ Preventing and Breaking Through Burnout!	Dave Schedin	1:30pm-4:30pm
● Advanced Labscope Functions & Diagnostic Approach	Gary Smith	1:30pm-4:30pm
● Electrical Quirks - Diagnosing the Mystery Problems	Dave Hobbs	1:30pm-4:30pm
● European Smart Charging Systems	Scott Townsend/Bill Weaver	1:30pm-4:30pm
● Light Duty Diesel Exhaust Aftertreatment	Lonnie Horn	1:30pm-4:30pm

## ◆ **The Future of Marketing & How To Get The Most Bang For Your Buck – AMI 6**

**Jennifer Filzen – Sponsored by Rock Star Marketing**

This is a comprehensive class that will help business owners see what a well-thought out marketing plan looks like and execute that marketing plan without wasting a lot of money. Topics will include:

- Video marketing – How to make videos in 5 easy steps
- Social media ads – Google Ads (short term gain) vs. Facebook Ads (long term gain)
- Email drip marketing campaigns – Videos embedded in emails and nurture emails sharing your expertise
- Lead capture – What Kukui is doing is great (texting, email capture, etc.), plus adding funnels, quizzes, scorecards. Create interest and send those who responded to the email nurture campaign to create loyalty
- Community building – Online and in-person events. Interaction = Attraction. Become Beloved.
- Gen Z vs. Millennials – New drivers and young families are new clients to groom as those clients seek new solutions to help our planet and other causes that have meaning
- Diversity & Inclusion – More mixture attracts more group types you can attract. For example, affluent black women = luxury vehicles. Question: How many of you personally know more than one female black millionaire? If not, why not?
- Using \$1 per day boosted Facebook video posts – Dennis Yu recommends creating video content that “don't look like commercials” to build your audience for less money than targeted ads.

## ◆ **The Importance of Relationships and Selling – AMI 6**

**Maylan Newton – Sponsored by ESI**

Improve customer satisfaction while increasing sales by moving from a transactional -based business model to relationship-based business model. People buy from people they like. There is a significant body of social science research that supports this concept. When you have a strong relationship with a customer, you tend to have more influence with that customer.

## ● **Advanced Wiring Diagram Usage**

**Bill Weaver/Scott Townsend – Sponsored by NAPA Autotech**

You have no doubt spent far too much time looking at electrical schematics without a good, clear understanding of what it is you are seeing. It's time to clear the fog and use the information to accurately target your diagnosis. With a solid understanding of applied electrical principles, you can zero in on faults very efficiently. NAPA Autotech will show you how to create a diagnostic strategy for a variety of electrical failures. Learn how to anticipate and understand the values displayed when you apply your voltmeter or scope to the circuit. Don't waste precious time stumbling around diagrams, let us show you the way! Recommended for A and B level Technicians.

- Wiring schematic styles
- Secret code of symbols in diagrams
- Tracing circuits effectively
- Narrowing faults using logic and reason before actually testing
- Tips for annotating diagrams to speed testing

## ● **Audi/VW Crankcase Breather Systems**

**Anthony Khamly – Sponsored by OPUS IVS**

Description and Operation, Diagnostic Tips, Fault Descriptions and TSB's, Turbo vs Naturally Aspirated.

## ● **Data Communication (Vehicle Communication Breakdown)**

**Adam Robertson – Sponsored by CTI-WTI**

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, have resources for gathering information concerning network codes and protocols, and enhance your network diagnostic capability through case studies of actual vehicle network communication problems. MIL on, scan tool(s) won't talk? The heartbreak of communication issues. Either you have been there or will be there at many points in your career. Communications issues are tough, whether they be trouble code or operational failures. There is no super-secret decoder guide to these issues and most manufacturer's information can be vague and

**FRIDAY, September 17, continued...**

expensive guessing, but there is hope. Let's work through some unscripted diagnostic procedures/directions to determine the difference between physical and/or software failures and how to locate them.

● **Diagnosing Fuel, Oil and Carbon Deposit Concerns in Modern Vehicles**

**Gary Smith – Sponsored by CTI-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 Gas Direct Injected 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. Scanner, scope and other diagnostic methodology covered. Learn how adding this diagnostic strategy to your mix saves time, un-necessary parts replacement and LESS COMEBACKS. A Must-See class.

**LUNCH KEYNOTE:**

**Avoiding the “I Hate Cars & the People who Drive Them” Syndrome**

**Dave Hobbs – Sponsored by Delphi Technologies**

Avoiding the “I Hate Cars & the People who Drive Them” Syndrome If we're honest, everyone who's diagnosed and repaired vehicles, managed a repair shop, or sold auto parts and services (for very long) has felt this way. Emerging technologies and pandemics have only intensified this “syndrome”. 45-year industry veteran Dave Hobbs will give you some light-hearted, simple, and practical tips that will help you turn that “hate” of cars and people back into love ... or at least an improved tolerance!

**1:30pm – 4:30pm PST**

◆ **How To Survive, No THRIVE in Times of Crisis – AMI 6**

**Maylan Newton - Sponsored by ESI**

Recent events have made it very difficult for most businesses. But in these times of crisis, why did some businesses grow 20% and others fail? If we do not change and stay stuck in survival mode so that we only have enough energy to think about paying our bills or employees next month, our future will remain uncertain. Join us as we discuss why some businesses survived and even thrive while many just disappeared. Experts agree that occurrences such as these will happen again. Whether it's another pandemic, natural disaster, or illness, this has been just a glimpse, just the beginning if we don't change how we run our businesses.

Create change: Building a more sustainable future makes more sense.

◆ **The 3 M's: Money, Mindset, and Mastering Your Revenue Goals – AMI 6**

**Jennifer Filzen – Sponsored by Rock Star Marketing**

This is an interactive course targeting Service Advisors and Salespeople. The goal is for students to recognize their current views around money, change their mindset to attract more money, and refining their interactions with clients to build a community of raving fans who are delighted to pay for their services.

- Money = We think from our own wallets. Play the game of “What would you pay for...?”
- Mindset = How to raise your money thermostat with the Law of Attraction. Recommend exercises that will help students up-level their mindset around money.
- Mastering your revenue goals = Use the exercises from The Give To Get Principle book to build reciprocity and a community of raving fans. Identify your superpowers, your “why”, and the attitudes within your team.

● **Advanced – Leak Detection and Sealing Solutions**

**Adam Robertson – Sponsored by CTI-WTI**

Finding the source of fluid leaks is a task every technician faces on a weekly (if not daily) basis. Engineers fighting for every inch of room in the modern vehicle have added some difficulty to this task. “It's just a leak, right?” But, where is it originating and is there anything else I need to check before the repair? Lighter and smaller components, along with higher mechanical stresses, make correct sealing techniques more critical than ever. Sealing today's engines require utilization of the latest tools and technology. Learn the techniques that will help you make accurate diagnosis and prevent costly comebacks.

● **Audi/VW Fuel Systems**

**Anthony Khamly – Sponsored by OPUS IVS**

Topics Covered: High and Low Pressure Systems Differences Between External and Internal Fuel Systems Returnless Fuel System E85 Systems with Cold Start Injector Operation & Failure of Components Discussion Transfer Fuel Pump Fuel Pump Control Modules Mechanical Fuel Pump HPFP Pressure Regulating Valve Fuel Injectors.

**FRIDAY, September 17, continued...**

● **Chrysler Network Communications**

**Bill Weaver/Scott Townsend – Sponsored by NAPA Autotech**

Chrysler communication systems have changed significantly over the last few years. Specific diagnostic strategies, information and even equipment are needed to effectively service them. Recommended for level A and B Diagnosticians.

- STAR connectors
  - Security Gateway Modules
  - BUS types
  - Factory Diagnostic subscription requirements
  - Network topography
  - Equipment needs
  - Communication architecture
  - BUS voltages and pattern diagnostics
- What actions need to be taken to have your equipment work with Chrysler?
  - How do you register for full access to 2018 and later security gateway and modular equipped vehicles?
  - What are the voltage differences on the Chrysler BUS systems?
  - What are the multiple subscription requirements?
  - Is your shop equipped to access the security of today's network protected vehicles

● **Radar Ready – Diagnosing ADAS**

**Dave Hobbs – Sponsored by Delphi Technologies**

ADAS (Automated Driver Assist Systems) are becoming common on today's vehicles as we move closer to fully autonomous vehicles. These new systems will require that shop owners, technicians and service advisors educate themselves and their customers on how this technology works. In this course Delphi Technologies' technical trainers will cover; Overview of Lane Keep Assist, Lane Departure Warning, Blind Spot Monitor & Adaptive Cruise Hardware overview (RADAR, LIDAR, smart cameras and ultrasonic sensors) Camera / sensor aiming equipment, windshield and paint concerns, etc. ABS, electronic throttle and E-steering interactions / customer concerns Static and dynamic camera and radar sensor calibrations requirements and tips Diagnostic tool data interpretations, service do's and don'ts and case studies.

**Sponsor Appreciation Night – Taco Bar, 4:30pm 7:00pm**

**SATURDAY, September 18, 2021**

**8:30am – 11:30am PST**

**Breakfast with speaker Bryan Kelley, ASA Northwest Chairman, 7:00am-8:00am**

◆ **Good to Great – AMI 6**

**Dave Schedin – Sponsored by Computrek Solutions**

Take the next critical steps to being 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 back to turn on cash flow and increase the shops 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 Order's • 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

◆ **Reselling the Value of the Repair – AMI 6**

**Clint White – Sponsored by Coaching with Integrity**

The cash-out and delivery of the vehicle back to the customer is not the end of the visit, rather it is the birthplace of a successful, profitable, and lasting relationship with your clients. Where some look to quickly shuffle their customers out the door after closing the repair order, others who are focused on providing an indelible customer experience, choose to embrace this opportunity to resell the value of the repairs and prevent buyer's remorse,

## **SATURDAY, September 18, continued...**

repair regret and come-back chaos. The purpose of this course is to enlighten forward thinking Service Advisors and Shop Owners to the short-term and long-term benefits of having a well-structured and effective delivery process in place. Learn to:

- Reselling the value using the repair order
- Customer education of shop program
- Asking for referrals
- Asking for 5 Star reviews
- Setting the next service appointment
- Rewards program education

### **● Emerging Technology Induced Technician Burnout**

**Dave Hobbs – Sponsored by Delphi Technologies**

When advanced technologies appear in your service bay BEFORE you're fully prepared to tackle them, do you sometimes wish you would have picked another career? In this 3-hour program, Delphi Technologies senior technical trainer and Motor Age / AVI contributor Dave Hobbs will use case studies and factory info to help you to cope with and better understand;

- Service Information Fails
  - Clues that help you know when the book is WRONG!
  - Tips on locating alternative service information
  - Creating your own diagnostics through reverse engineering
- The “Three S’s” of ADAS Service – Safety, Security & Sanity
  - Improvised radar and ultrasonic sensor testing
  - Navigating ADAS “white waters” to keep you and your customers safe & secure
- Module Programming
  - “Geek squad” PC set ups and shop cyber security tips (and fails)
  - Knowing your limitations – when to dig in and when to get help!

### **● Engine Technology – Modern Engine Condition Testing**

**Lonnie Horn – Sponsored by CTI-WTI**

Evaluating engine mechanical condition in today's vehicles requires much more than a compression gauge. Learn how to test more than just the engine's ability to seal. The ability to move more air, control camshaft position, disable and enable cylinders, and provide equal cylinder contribution is an essential part of every modern engine design. This class will present efficient and accurate ways to analyze modern engine condition. Learn how to save time by using oscilloscope, scan data, pressure transducers, and specialized software to determine the mechanical health of an engine quickly and easily.

### **● Diagnosing PWM Circuits and Drivers: Pulse Width Modulation for Power, Motor Control and Sensing Circuits**

**Gary Smith – Sponsored by CTI-WTI**

Note: This is NOT a Hybrid/EV class! In this web class, we will discuss Pulse Width Modulation (PWM) theory and specifically how it applies to various BMW automotive systems. The web class will flow theory to scanner and scope analysis during diagnosis of several recent case studies. What is Pulse Width Modulation and How Does It Work? Concepts and Theory · Understand the differences in use and applications of PWM in power, control and sensing circuits in BMW vehicle platforms. Brief explanation of PWM motor encoding for sensing and motor control applications. Introduction to BMW Valvetronic Motor and DME Driver Analysis, 3-phase Motors Introduction to 3-Phase AC/DC (Non-ground) Fuel Pumps and Controls in BMW Vehicles Who should attend? Anyone seeking a deeper understanding of the concepts of PWM motor control, AC current flow and motor controls from DC drivers. Also, those who seek to understand their scanner and scope data in these systems beyond just viewing the analog signals.

### **● VVT Variables**

**Bill Weaver/Scott Townsend – Sponsored by NAPA Autotech**

All major vehicle manufacturers employ VVT technology to increase fuel economy and reduce emissions. Many of these components are tucked away in hard-to-access areas, so proper diagnoses are critical. Utilizing bidirectional controls, scan data, cam and crank sensor correlation and pressure waveform analysis is key. Recommended for Shop Owners, Service Advisors and all levels of Technicians.

- Discuss VVT function, purpose and component differences
- Review alternatives to complete engine teardown
- Scan tool, scope and circuit analysis
- Cover VVT controls and testing
- Present a thorough review of magnetic and hydraulic systems

**SATURDAY, September 18, continued...**

**LUNCH KEYNOTE:**

**Are YOU a Student of YOUR Business, or just a bystander?**

**Gary Smith – Sponsored by CTI-WTI**

Technology is moving at an epic pace. Are you keeping up? Exciting new developments in automotive technology means embracing important new study subjects and new learning curves in physical testing practices to remain relevant as repair shops and technicians. Come get fired up as Gary covers what is new and exciting about being a technician in 2021 and beyond.

**1:30pm – 4:30pm PST**

**◆ Active Listening & Communication – AMI 6**

**Clint White – Sponsored by Coaching with Integrity**

By far one of the most crucial roles played by the Service Advisor is that of being a conduit of information between the Customer and the Technician and vice versa. Unfortunately, many struggle to gather vital, valuable, and correct information or ask the right questions. This leads to wasted time in the shop, frustrated customers at the counter, and ultimately less profit on your bottom line. The purpose of this course is to teach Service Advisors how to really hear what your customers are saying by using active listening and clear communication techniques during every conversation. Learn:

- Minimal encouragers
- Mirroring
- Paraphrasing
- The Effective pause
- Labeling your customer
- Summarizing

**◆ Preventing and Breaking Through Burnout – AMI 6**

**Dave Schedin – Sponsored by Computrek Solutions**

The #1 killer of any business is Owner and Employee burnout. The transition to burnout is typically slow and unseen until seemingly it is too late. THERE IS TANGIBLE HOPE!!! More than great how to's, work through with us the rekindling of the fire for your business and in turn your dreams. Then stop the fire from ever going out again. Simple immediate and daily steps to fan the flames of the "why" for your business that will make you an industry leader with customers wanting to do business with you and employees loving to work with you.

- Leadership style that greatly reduces stress on Managers and the team
- Systems that create Accountability around commitment
- The power of setting & achieving obtainable goals
- You Are Not Alone – Building a leadership support team that works for you

**● Advanced Labscope Functions and Diagnostic Approach**

**Gary Smith – Sponsored by CTI-WTI**

A look at diagnostic strategy using some advanced lab scope functions

- How to approach and catch intermittents using smart lab scoping strategy
- Math Channels
- Preset scope functions, encoder decoders, mechanical timing and others
- Masks and Alarms
- A brief look at some useful X-Y Mode diagnostics for network analysis
- Introduction to MSO functions such as CAN analyzers, packet trackers

**● Electrical Quirks – Diagnosing the Mystery Problems**

**Dave Hobbs – Sponsored by Delphi Technologies**

If you've ever been frustrated with quirky electrical / electronic problems in your service bay, this class is for you! Sometimes even the most advanced equipment and factory training fall short in explaining the what, when, why, and how" of electrical problems. In this 3-hour program, Delphi Technologies senior technical trainer and Motor Age / AVI contributor Dave Hobbs will cover;

- Hybrid / EV High Voltage Leakage
  - Understanding high voltage isolation circuits; Mega-Ohmmeter operation (hands on demo)
- 3-Phase Brushless Motor Diagnostics
  - High voltage AC and low voltage DC applications; Micro-Ohmmeter operation (hands on demo)
- The "New Amendments" to Ohm's law
  - Inductive and capacitive reactance in AC circuits
- EMI / RFI / Logic Lock-Up, and Parasitic Draw Quick Tips

**SATURDAY, September 18, continued...**

● **European Smart Charging Systems**

**Bill Weaver/Scott Townsend – Sponsored by NAPA Autotech**

It is no secret that in their quest to be at the forefront, European vehicles typically have numerous electrical loads. In order to better handle these greater demands, charging systems have been designed with some unique features and strategies. In a continuation of our Smart Charging System series, European technologies will be featured in this class. Recommended for all levels of Technicians.

- Review European charging system's communications structure
- Key sensors
- Discuss pertinent scan data acquisition
- Cover voltage and signal testing
- Demystify replacement battery registration
- Detail resets and system calibration
- What are battery safety terminals?
- How do charging systems share information?
- What communication protocols are utilized in European smart charging systems?
- How does battery registration affect charging system strategy?
- Why are charging systems adaptive and how do you calibrate them?

● **Light Duty Diesel Exhaust Aftertreatment**

**Lonnie Horn – Sponsored by CTI-WTI**

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

**Don't Miss This  
AMAZING Training Event!**

**CLICK TO REGISTER  
TODAY!**

