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## OCTOBER 25-26, 2019



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### Training Features:

- ★ Management & Technical Courses by the Industry's Leading Instructors
- ★ Relevant Keynote Speakers
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**The Power of the Phone! The hidden cost of a bad call – AMI 6***Maylan Newton – Sponsored by ESI***8:30-11:30am**

One of the powerful tools we have in ANY facility is the phone. Used properly it'll make you money, taken for granted it'll cost you money! Join us as we talk about why you should listen to phone calls, what you should listen for and how you should train based on those conversations. Then listen in and critique actual phone calls in class. If you are not using your actual phone calls as a training method, you're missing out on a powerful tool.

**The Technician Service Advisor Challenge – AMI 6***Greg Marshand – Sponsored by Advanced Professional***8:30-11:30am**

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!

**ADAS Radar Ready Diagnostic***David Hobbs – Sponsored by Delphi Technologies***8:30-11:30am**

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 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

**Advanced Alignment Diagnostics***Lonnie Horn – Sponsored by CTI***8:30-11:30am**

The importance of diagnostic angles and their function will be expounded on in greater detail in this class, along with the aftermarket adjustment solutions that are available when no OEM adjustments are provided.

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 drive okay in a straight line, but produce handling and tire wear issues when cornering.

This class explores the more advanced 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.

**BMW Diesel – Air Management and Emissions Systems***Eric Scharping – Sponsored by Autologic***8:30-11:30am**

In this course you will:

- Understand the roll EGR plays in Diesel Air management
- Learn when and how to diagnose the Diesel Particulate Filter
- How SCR (Selective Catalyst Reduction System) works and how to diagnose it

**Diagnosing Difficult Deposit Related Concerns***Gary Smith – Sponsored by WTI***8:30-11:30am**

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, un-necessary parts replacement and LESS COMEBACKS. A Must-See class.

**Lunch Keynote:****Stopping Long Enough to Consider What Lies Ahead***Bill Haas***11:45-1:00pm**

Technicians, service advisors and owners seldom find the time to think beyond the immediate car or customer they are serving. This will be a great opportunity to stop and examine the next generation of vehicles, future technology, and customer expectations. What lies ahead when changes are happening so fast? The shop of tomorrow won't do what it does today.

**Confident Selling – AMI 6***Maylan Newton – Sponsored by ESI***1:30-4:30pm**

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.

**Getting It Done – Strategies to Avoid Procrastination – AMI 6***Bill Haas – Sponsored by The Group Training Academy***1:30-4:30pm**

Procrastination is a complex behavior. It is not a habit like many think. This psychological behavior affects everyone. It ranges from a minor problem for some to a serious source of stress and anxiety for others

Contrary to what you might think procrastination is only slightly related to time management. If there is a significant period of time between the time you intend to do something and the actual time you do it, you are a procrastinator. Eliminating or even reducing procrastination leads to a less stress, better health and improved earnings.

Gain an understanding of the characteristics of procrastinators, learn the benefits of overcoming procrastination and adopt anti-procrastination strategies

**Advanced Labscope Class***Gary Smith – Sponsored by WTI***1:30-4:30pm**

This class introduces the power of pressure transducer diagnostics in today's super-high-tech no start and intermittent diagnostic scenarios. Learn how to "see" valve problems (Mechanical), VVT issues and more! We introduce PCM/Mechanical signal overlay.

## **BMW/MINI ISTA and ISTA/P Using the J2534 Pass-thru**

*Eric Scharping – Sponsored by Autologic*

**1:30-4:30pm**

This presentation will cover the subscription and navigation of the BMW Tis website.

- A brief overview of the Tis sight navigation
- The minimum hardware requirements for setting up a pass-thru connection to the BMW server.
- The step by step installation of the ISTA Client and related software.
- A clarification of which programming application for which models
- Navigation through ISTA and ISTA/P
- Known issues and Technical support measures.

## **Ford Power Stroke Diesel Fuel Systems & Updates**

*Lonnie Horn – Sponsored by CTI*

**1:30-4:30pm**

In 2008, Ford set out to develop their own diesel engine, breaking ties with their long-time partner, International/Navistar. This resulted in the release of the 6.7L Power Stroke engine in the 2011 model year. The 6.7L engine is one of the most original diesel designs on the market. This engine employs an advanced fuel system with a 30,000 psi rail pressure and piezo injectors, along with a dual boost variable geometry turbocharger to provide plenty of torque at low engine speeds and a lot of power overall. This class will focus on the operation and analysis of the engine's unique fuel system. In addition, the latest updates for this popular platform will be presented.

## **Mode \$06 Data and Drive Cycle Diagnostics**

*David Hobbs – Sponsored by Delphi Technologies*

**1:30-4:30pm**

Mode \$06 data is some of the most misunderstood and underused scan tool data available on today's vehicles. This course will help you understand and interpret Mode \$06 data in order to use it to its full advantage.

Mode \$06 diagnostic skills also give the technician the opportunity to identify marginally performing components and advise the vehicle owner of future potential problems. Combined with drive cycle diagnostics, Mode \$06 diagnostic skills can be looked at as a kind of "insurance policy" against unnecessary comebacks.

## **Sponsor Appreciation Reception**

**4:30-7:00pm**

Please come to relax and socialize with us at the Sponsor Appreciation Reception! This is your opportunity to meet and thank the sponsors of ATE East. Each attendee will receive 2 drink tickets (no-host after 2), and complimentary taco bar.

## **SATURDAY, OCTOBER 26**

### **Breakfast Buffet**

**7:00-8:15am**

## **Exceptional Customer Handling Skills – AMI 6**

*Greg Marshand – Sponsored by Advanced Professional*

**8:30-11:30am**

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.

## **Super Charge Your Front Counter Skills – AMI 6**

*Matt Winslow – Sponsored by ATI*

**8:30-11:30am**

Super charge your front counter skills by becoming a Customer Relationship Manager. This 3-hour class will give you critical skills to become a world class service advisor in today's demanding market. Don't miss it!

- Discover how to build rapport instantly.
- Learn how to overcome the 5 most common price objections.
- Turn 1st time customers into long term service clients.
- Create service advisor and customer confidence by creating a consistent courtesy check process.

## **Good C.O.P / Bad C.O.P – Advanced Diagnostics**

*David Hobbs – Sponsored by Delphi Technologies*

**8:30-11:30am**

Your customer's ignition system is the 'heartbeat' of their engine. Are you the 'heart doctor' that you need to be to diagnose problems quickly and accurately? Your father's 'big box' engine analyzer may be obsolete on vehicles with C.O.P. (Coil On Plug) ignition systems but the advanced diagnostics it provided in its day can be easily replicated with some practical methods you may be overlooking. In this intermediate-advanced course we'll cover;

- Spark Systems – Ignition Circuit Review
- C.O.P.s of Every Variety; 2-wire, 3-wire and 4-wire
- Meters and Bench Testing; What Can We Still Do?
- C.O.P. Diagnostic Feedback Circuits
- Scoping Voltage and Current; The "EKG and MRI" of Ignition Testing
- Misfire Madness: Remembering the Simple Things That Steal the Spark

## **Modern Engine Condition Testing**

*Lonnie Horn – Sponsored by CTI*

**8:30-11:30am**

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.

## **Vehicle Communication Breakdown**

*Adam Robertson – Sponsored by CTI*

**8:30-11:30am**

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.

## **VW/Audi 2.0-liter GDI Diagnosis Repair and Common Issues**

*Chris Martino – Sponsored by Autologic*

**8:30-11:30am**

This presentation delivers a hands-on approach to diagnosing and repairing this common engine platform. Common issues and the strategies to address those issues will be covered in detail.

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## **Lunch Keynote: Major Change Impacting Our Industry**

**Gary Smith**

**11:45-1:00pm**

Major change is impacting our industry at "Light Speed" today, and its like trying to drink water from a FIRE HOSE just to keep up! ADAS Systems, Advanced Diagnostics, current service offerings, and the ever-present challenge of recruiting, training and retaining qualified techs... Do these issues tie together into a common theme?

Come to Saturday's Keynote, where Gary shares his unique perspective on a possible answer. It might not be that bad. In fact, this may be the most financially impactful keynote you've ever attended!

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## **Creating Value in Everything You Say, Do and Sell – AMI 6**

**Bill Haas – Sponsored by The Group Training Academy**

**1:30-4:30pm**

Turn those calls into valuable conversations, ask powerful questions, solve their problems and capture new business. Be prepared to present a VALUE that nobody can compete with. Never feel pressured to discount or price match again and avoid price base selling when you:

- Utilize Powerful Questions
- Become a Better Listener
- Create Presentations to Help Communicate Your Value
- Differentiate Your Solutions

Have valuable conversations with customers and learn to ask the powerful questions. Their answers will tell you the value they are looking for. Now, you can offer solutions to their problems and meet their expectations.

## **Time, Technicians, Productivity – AMI 6**

**Greg Marshand – Sponsored by Advance Professional**

**1:30-4:30pm**

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

## **ECM/PCM Reflash, Reprogramming and J2534**

**David Hobbs – Sponsored by Delphi Technologies**

**1:30-4:30pm**

On today's vehicles close to 90 % of electronic module replacements require some kind of software setup or programming at the technician level. Add that reality to recent industry studies indicating that close to 40 % of electronic systems related customer complaints have a software reprogramming update to address those complaints. Both of those statistics emphasize the urgency to focus on software programming. This course examines;

- Differentiations between programming, reprogramming, relearns, coding and setups
- OEM examples of how to determine if a module is in need of a software update
- Vehicle and PC preparation prior to programming
- OEM examples of how to navigate factory websites leading up to programming
- Common causes of programming failures

## **GDI – Technology, Diagnosis and Field Issues**

**Gary Smith – Sponsored by WTI**

**1:30-4:30pm**

This class looks at the 2 main operating characteristics of modern GDI engines, we discuss theory of operation, VVT strategies, misfire and depositing issues that are plaguing these cars (and Techs...), as well as some diagnostic strategy specific to these engines

## **Mercedes – Body Electronics Overview and Common Issues**

**Brandon Mathews – Sponsored by Autologic**

**1:30-4:30pm**

This course outlines the Mercedes Body Electronics strategy as applied in Model Years 2008-2015. There will be a focus on common issues and solutions based on workshop experience and technical support desk requests.

## **Modern Diagnostic Techniques – The Pressure is On**

**Adam Robertson – Sponsored by CTI**

**1:30-4:30pm**

In the second installment of modern diagnostic routines, 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.