

**Thursday, September 28<sup>th</sup>, 2023**  
**08:00 AM - 4:30 PM**

### **6.7L Ford Powerstroke Diesel Diagnostics**

Speaker: Mike Cleary of ATSS Training **#Intermediate**

Powerstroke systems, theories, and operations. Hard start, no start, and performance diagnostics

Powerstroke systems and subsystem strategies and operating systems

No Start, Hard Start, and Performance Diagnostics

How to diagnose and repair the most common fault codes

Increase your knowledge of various electronic engine control system components

Troubleshooting shortcuts to increase your efficiency

Discuss actual case studies in order to become more effective with your diagnostic skills

Emissions and Fuel Economy Topics

Technical Tips, Technical Service Bulletin Info, and other “Need To Know” Info

### **Introduction to Tesla Model S, X, 3 and Y**

Speaker: Aaron Jones presented by WTI / OPUS IVS **#Beginner**

**#Intermediate**

- Tesla Model S, X, 3, & Y tips and tricks
- Navigating Tesla's service information and Scan tools
- Overview of Batteries and management systems
- Hidden service repair and procedures
- Process of ordering parts

### **EEPROM**

Speaker: Mike Christopherson of OE Alternatives **#Advanced**

The Introduction to EEPROM class is a for Automotive Technicians that want to take their electrical and electronics learning to the next level. We get the technicians going on how ECUs work and what we can do to overcome the “used” ECU problem. The class includes demonstrations on EEPROM and MCU tools as well as cloning tools.

### **Bumper to Bumper EV**

Speaker: Robert Kenney of Ampd Auto Diagnostic Solutions

**#Intermediate #Advanced**

This class covers front to back of EVs a broad overview. Components required to make an EV work. It also includes some hybrid information. Battery types, designs, pros/cons of each type of Battery testing and service procedures will be discussed\_ There is a portion of the class that covers the electric vehicle supply equipment (EVSE): the types of charging available, the connectors, charge equipment design and diagnosis of EVSEs

it also covers some basic motor design and operation. The controls required for moto r/generator operation and how those control systems operate. Battery temperature regulation and heat pump systems are also discussed. This class is intended to be a broad overview of EV and does not spend a lot of time covering in depth discussions of each component or system. It is intended to introduce the naysayers to this new technology that is not going away.

### **From 0 to 800V: Advanced Fundamentals of Hybrid and Electric Vehicle Technology**

Speaker: Isaac Rodell presented by WTI **#Intermediate #Advanced**

- Learn about ASE xEV High Voltage Safety Standards
- High Voltage Safety - Workplace Safety & Best Practices
- xEV High Voltage Component Exploration
- High Voltage Battery Fundamentals

Technicians, Service Advisors, and other facility members that complete this course will be adequately prepared to take the ASE xEV Safety Tests.

### **Internal Sales - From Technician to Service Advisor**

Speaker: Maylan Newton presented by ETI **#Owner #Service Advisor #Intermediate #Advanced**

Is communication between your Service Staff and your Technicians good? Then you probably don't need this class! But if not, join Team ESi for education on Internal Sales, the processes and procedures between Service Advisor(s) and Technician(s) that make successful shops, successful!

### **Selling Automotive Service and Repair in a Down Economy**

Speaker: Cecil Bullard of The Institute **#Owner #Advisor**

Selling service during high inflation and economic uncertainty can be challenging, but you can learn the secrets to selling in a down economy at BIMRS in Dallas from one of the industry's leading sales trainers.

Learn how others are increasing their sales rates by 30%, 40%, 50%

Just a few of the things you will learn:

- 7 keys to creating value for clients, guaranteed to increase your sales
- How to build a bulletproof sales proposition
- 5 reasons taking care of your client's vehicle is their best decision
- Using key questions to close the sale
- The secrets to guiding your client to YES
- And, much more...

Walk away with greater confidence, and a better understanding of how to guide your client to make the right choice regarding their vehicle, having your shop fix and maintain it. Learn how to become a super service advisor.

### **The Ultimate MAP Class (Mastering Advisor Presentations)**

Speaker: Mark Seawell presented by The Institute **#Owner #Advisor #Tech**

Enhance your communication skills and build strong customer relationships.

Join us for a transformative class that combines powerful sales presentations with effective conflict resolution techniques. In this course, you will learn how to excel at presenting your ideas, findings, and services to clients, while also mastering the art of turning challenging situations into positive experiences.

The first part of the class focuses on mastering sales presentations through a step-by-step system known as the MAP (Mastering Advisor Presentations) method. This proven system follows the five basic principles of every sales presentation, ensuring that you build compelling presentations that clearly demonstrate the value of your offerings. With checkpoints to keep you on track and expert guidance, you will learn to navigate sales presentations with confidence and connect with your clients on a deeper level.

In the second part of the class, you will discover the secrets of resolving conflicts like a pro. Conflict resolution doesn't have to be unpleasant; it can

be an opportunity to strengthen relationships and create lasting customer satisfaction. Learn how to communicate effectively, address challenging situations with grace, and use motivational levers to turn frustrating experiences into positive and inspiring moments. Whether you're an advisor or a manager, this class will equip you with the skills to communicate better, organize problems into manageable tasks, and guide customers through memorable experiences that build trust and satisfaction. Join instructor Mark Seawell from The Institute for this engaging and interactive class. Don't miss the chance to enhance your communication skills, boost your sales presentations, and become a master at resolving conflicts with finesse. Enroll now and unlock the potential to create lasting customer relationships that drive success in your business.

### **Pit Stop Power-Boost: Fine-Tuning Your Auto Shop Dynamics for Peak Performance**

Speaker: Rick White of 180Biz **#Owner #Technician #Advisor #Manager**

In the competitive and often high-stress world of auto repair, it's easy for your shop to turn into a high-octane hotbed of conflict. Enter our class, "Pit Stop Power-Boost: Fine-Tuning Your Auto Shop Dynamics for Peak Performance". This workshop takes the negative energy in your garage and converts it into a source of positivity and productivity - as efficient as a hybrid engine!

We'll tackle the everyday issues that are making your spark plugs sputter, and we'll equip you with the right tools to fix not just cars, but also the working environment. In our full-day class, we'll explore techniques that will have your team working together as smoothly as a synchronized transmission system. You'll leave with a team as finely tuned as a race car, ready to tackle the next day with renewed horsepower. So grab your whole crew, and let's shift your shop's dynamics into overdrive!

### **Master the Art of Automotive Oscilloscope Analysis**

Speaker: Oscar Gomez of Master Automotive Training **#Advanced**

Unlocking the Power of OBDII: 10 Modes of OBDII with Mode \$06 is a comprehensive training course designed for automotive technicians seeking to enhance their diagnostic skills using the On-Board Diagnostics II (OBDII) system. Suitable for technicians at all levels of experience, this course covers all 10 modes of OBDII, with a special focus on Mode \$06,

known for its advanced diagnostic capabilities. Participants will delve into the background and evolution of OBDI to OBDII, understanding the advantages of OBDII and its industry standardization. The course offers detailed discussions on each mode, highlighting Mode \$01 and its sensor values, Mode \$02 Freeze Frame, Mode \$03 Confirmed Codes, and Mode \$04 Code Clearing. Essential topics such as Mode \$05 Oxygen Sensor Test Values and the fundamental skills required to utilize Mode \$06 effectively will be covered. Additionally, participants will gain proficiency in Mode \$07 Pending Diagnostic Problem Codes, Mode \$08 Bi-Directional Controls, and Mode \$09 eVIN, CAL-ID, and In-Use Performance Tracking for non-continuous readiness monitoring. The training concludes with Mode \$0A Permanent Diagnostic Problem Codes, a crucial mode for diagnosing persistent vehicle issues. By the end of this course, participants will possess the knowledge and expertise to harness the power of OBDII, utilizing Mode \$06 and other modes to diagnose complex automotive problems. Whether an entry-level technician or an experienced diagnostician, this course equips individuals with the necessary tools to become more skilled and confident in their profession.

### **Automotive Electronics Made Simple (Hands on Training Course)**

Bob Beckmann - WTI / OPUS IVS #Beginner #Intermediate

- Basic Circuits
- Measuring Voltage/Current properly
- Analog and Digital Inputs to ECU
- PWM and Digital Outputs from ECU
- Basic Sensors

### **Pico Scope Class**

Speaker: Keith Perkins presented by CTI #Advanced #Intermediate

This class is designed as introduction to operating PicoScope 7 software. Beyond featuring the operation and manipulation of the software, it will also include the introduction to the many available testing probes/techniques that will significantly increase our diagnostic efficiency. We will be introducing these techniques with the application of real case studies. Even seasoned Pico 6 users will benefit from this course. Topics include:

- Differences between the most common automotive PicoScope interfaces
- Buttonology of the Pico 7 software
- Features of the PicoScope 7 software
- Case studies to show software functionality and testing techniques

- Testing probes available for PicoScope from Pico and 3rd party
- Introduction to the PicoScope Diagnostic software suite

## **Advanced Alignment Angles**

Speaker: John Gillespie presented by CTI **#Intermediate**

Restoring a 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 within specifications 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, technicians will gain an 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.