



June 20-22, 2025
Wild Horse Pass Resort & Casino

Course Descriptions Sunrise Automotive Training June 20-22, 2025

Friday AM, June 20

Technical: Friday, June 20 (8:00 am to 5:00 pm)

HANDS ON TRAINING - Electrical Circuit Troubleshooting

Instructors: Karl Schneider & Greg Michalek (Bosch)

Course Description: This is a 2-part Electrical class with two Instructors that focus on hands-on circuit board exercises.

- Hands-on circuit exercises using ATech Training boards
- Two Instructors to maximize individual instruction
- Electric circuits & Wiring Diagrams - The key points
- Electronic Components & Functions - Transistors, diodes, input sensors & output devices
- Powertrain Control Module - Operation, analog & digital functions
- Circuit Troubleshooting Exercises - Construct circuits & Diagnose faults

Technical: Friday, June 20 (8:30 am to 12:00 pm)

Leveraging AI to Simplify & Shorten Diagnostic Time

Instructor: Elie Massabki (Skilled2Hire)

Course Description:

Most businesses either break even or lose money on diagnostics. Today's software solutions give out a lot of good information that an "A-level" technician uses to diagnose a symptom. The problems: Only A techs understand this stuff or know what to do and with vehicles becoming more complicated, it's taking longer and longer.

AI addresses these 2 problems. A "well-trained" AI engine will eliminate the research, zero-in on the root cause(s) faster, guide any mid-level technician on what to do and save time. Join this session to see how this works and how it can help your business.

Pico Lab Scope & NVH (Added 5/7/25)

Instructor: Jim Bennett (ATI)

Course Description: Pico Lab Scope Class is designed to enhance the knowledge and effectiveness of automotive technicians by teaching them about Pico Lab Scope capabilities, different system sensors, lab scope accessories, identifying out-of-range values, faulty waveforms, and testing vehicle components and vehicles using NVH Kit. This class aims to equip technicians with the necessary skills, techniques, and strategies to streamline their work, reduce turnaround times, and improve overall efficiency in automotive repair and maintenance tasks.

Prerequisites:

- **Basic Understanding of Automotive Electrical Systems:** Participants should have a foundational knowledge of automotive electrical systems, including circuits, sensors, and control modules, as these are essential for lab scope diagnostics.
- **Experience with Diagnostic Tools:** A minimum of 6 months of hands-on experience using diagnostic tools such as multimeters, scan tools, or other lab scopes is recommended to ensure familiarity with the principles of vehicle diagnostics.
- **Completion of Basic Electrical Training:** It is recommended that participants have completed a basic electrical course or have equivalent experience in electrical diagnostics, including the use of multimeters and understanding electrical theory like Ohm's Law.
- **Familiarity with Computer and Networking Basics:** Participants should be comfortable with basic computer operations and networking concepts, such as connecting devices to WiFi and setting up remote connections, as these skills are necessary for the effective use of Pico lab scopes.
- **Previous Lab Scope Experience:** Participants should ideally have prior experience with lab scopes, such as Snap-On or Autel, to better understand the advanced features and capabilities of the Pico lab scope.

Target Audience: C/B/A/ASE MASTER

Friday PM, June 20

Technical: Friday, June 20 (1:30 pm to 5:00 pm)

Proper Electrical Testing

Instructor: Gary Weaver (NAPA AutoTech)

Course Description: Every day, as technicians, we are confronted with electrical faults. It is almost impossible to name a system in a vehicle that is not electronically controlled or monitored. This means we should be a Master of Electrical testing. This course builds a foundation of electrical theory and testing to use on every vehicle.

You will learn functions that your DVOM has but are seldom used to become more proficient in your testing and achieve the results you need. We cover the benefits of voltage drop versus standard voltage

potential testing. We will also explore the value of current charging versus ohmic or resistance testing. These two tests alone will fundamentally change the way you approach electrical faults and more importantly reduce the amount of time you spend diagnosing them.

- Voltage drop
- AC & DC voltage tests
- Current Charging
- Resistance Testing
- Diode and component tests
- Frequency testing
- Temperature testing

Scan Tool Analysis, Tips, Tricks, and Modes

Instructor Name: Andrew Fischer (WTI)

Course Description: Focusing on different scan tools and techniques to gather and interpret data on the fly. Ever wonder what data emission control areas use to diagnose problem vehicles? Learn the OBD modes, the power of emission monitors in non-emission areas. Gathering and grouping data to help make a diagnostic decision. Building a proper process to diagnose any vehicle is covered in this class

Automotive Technician Workflow Efficiency (Added 5/7/25)

Instructor: Jim Bennett (ATI)

Course Description: The Automotive Technician Workflow Efficiency Class is designed to enhance the productivity and effectiveness of automotive technicians by optimizing their workflow processes. This class aims to equip technicians with the necessary skills, techniques, and strategies to streamline their work, reduce turnaround times, and improve overall efficiency in automotive repair and maintenance tasks.

Prerequisites:

- **Basic Automotive Repair Knowledge:** Participants should have a foundational understanding of automotive repair procedures, including knowledge of common tools, equipment, and repair techniques.
- **Experience in an Automotive Shop Environment:** A minimum of 6 months of experience working in an automotive repair shop or related environment is recommended to ensure familiarity with shop operations and workflow dynamics.
- **Understanding Safety Protocols:** Participants should be familiar with basic safety practices in an automotive repair setting, including the use of personal protective equipment (PPE), proper handling of hazardous materials, and adherence to shop safety rules.
- **Problem-Solving Skills:** Basic problem-solving abilities are required, as the class will involve analyzing and improving workflow processes.
- **Willingness to Learn and Adapt:** A mindset open to adopting new techniques, tools, and technologies aimed at enhancing efficiency and productivity.

Target Audience: GS/APPRENTICE/D/C/B/A/ASE MASTER & SERVICE ADVISORS

Saturday AM, June 21

Technical: Saturday, June 21 (8:30 am to 12:00 pm)

Essential Scope Tests

Instructor: Gary Weaver (NAPA AutoTech)

Course Description:

This course provides confidence to take the fear and frustration out of using your oscilloscope. Modern vehicles provide us with multiple communication networks, countless sensors, solenoids, and actuators. Not only do we need a way to test the components themselves, but we also need trusted tests to verify the controllers that monitor and actuate these components.

You will learn essential operations of your Oscilloscope, including set up, signal analysis, common waveforms and tests that can be used on every vehicle you work on. Quick tests for no starts, driveability concerns, communication networks, electric motors, solenoids, actuators, and sensors will also be covered. This course will prepare you to take your scope to the fender and prove failures without the need for intrusive teardown, lost time, and labor.

- Signal Acquisition • Current Charging • Pressure Testing • Voltage Drop/Loading Circuits
- Starting and Charging System Testing

The Ignited Series: Introduction to Misfires

Instructor Name: Andrew Fischer (WTI)

Course Description: Let's set the stage, a vehicle enters our service bay, and it has a noticeable misfire with a P030X code. Simple enough, right? We go through our normal process, looking at scan data, moving around plugs, coils, injectors, whatever system you have. But the misfire still exists? What do we as professionals do next? Could our process use some refining? If you are open for opinions, we are going to lay the foundation on how to attack misfire concerns effectively and efficiently.

Hands-On-Training BAT- Brakes AM

Instructor: Bob Azadi (NAPA AutoTech)

Course Description:

This will be a 3-hr. sample of the BAT Brake class. The class is limited to 15 participants (due to hands-on activities).

This course includes classroom lecture/demonstration and hands-on activities utilizing training demo mock-ups. This class is designed to introduce technicians to the fundamentals of braking systems, theory, components, specifications and measurements. Technicians will be introduced to proper inspection procedures, as well as related equipment and tool operation.

- Proper and consistent brake inspection
- Brake fundamentals
- Hydraulics
- Drum brakes
- Disc brakes
- Machine rotors and drums
- Parking brake systems
- Brake bleeding
- Introduction to hybrid brake systems

Thermal Tactics: Diagnosing HVAC Systems with Precision

Instructor Name: Karl Schneider (Bosch)

Course Description: Unlock the secrets of efficient HVAC system diagnostics in this comprehensive course. Designed for automotive professionals, this hands-on training dives into the critical aspects of diagnosing and repairing motor vehicle climate control systems.

- Master the use of scan tools, leak detectors, and thermal imaging for HVAC diagnostics.
 - Learn efficient techniques for troubleshooting electrical faults in HVAC systems.
 - Discover effective testing strategies for identifying and resolving faulty components.
 - Stay updated on the latest advancements in refrigerants, including R1234yf.
 - Enhance your HVAC expertise with cutting-edge tools, diagnostic skills, and practical knowledge on industry-leading techniques.
-

Saturday PM, June 21

Technical: Saturday, June 21 (1:30 pm to 5:00 pm)

Fuel Cell Technology

Instructor: Greg Michelak (Bosch)

Course Description: By the end of this course, you will gain a foundational understanding of fuel cell systems, hydrogen technologies, and the key components and operating parameters that drive modern and future fuel cell transportation solutions.

- Explore the basics of fuel cells and their role in automotive applications.
- Understand hydrogen production, storage, and supply systems.
- Dive into the components of fuel cell systems, including anode, cathode, and cooling paths.
- Learn the differences between low-temperature and high temperature fuel cell power modules.
- Examine the electrical subsystem and key operating parameters for fuel cells.
- Discover the challenges and advancements shaping the future of fuel cell transportation.

Exhausted! Oxygen and Air Fuel Sensor Diagnostics

Instructor Name: Andrew Fischer (WTI)

Course Description: Oxygen sensors have been in vehicles since 1976, yet we still struggle with their application and diagnostic powers. Exhausted takes you through the evolution of single wire oxygen sensors all the way up to modern air fuel sensors. Learn how to diagnose both systems quickly and effectively with proven methods. This class teaches the effects of rear oxygen sensors on fuel trim. How to properly test for exhaust leaks causing skewed readings. During the path from oxygen sensors to wideband we are going to learn how to utilize scan and scope data to dial in a proper diagnostic routine. Technicians are always asking for air fuel sensor help. This class will lay a foundation in oxygen sensor and AF sensor theory and operation. Using data to determine air fuel functionality. How to diagnose air fuel sensors with oxygen sensor data and vice versa, exhaust leaks and their effect on data. We will also demonstrate solid methods with different tools to verify exhaust system integrity.

Hands-On-Training BAT- Brakes PM

Instructor: Bob Azadi (NAPA AutoTech)

Course Description:

This will be a 3-hr. sample of the BAT Brake class. The class is limited to 15 participants (due to hands-on activities).

This course includes classroom lecture/demonstration and hands-on activities utilizing training demo mock-ups. This class is designed to introduce technicians to the fundamentals of braking systems, theory, components, specifications and measurements. Technicians will be introduced to proper inspection procedures, as well as related equipment and tool operation.

- Proper and consistent brake inspection
- Brake fundamentals
- Hydraulics
- Drum brakes
- Disc brakes
- Machine rotors and drums
- Parking brake systems
- Brake bleeding
- Introduction to hybrid brake systems

Diesel EGT Aftertreatment System Diagnostics

Instructor Name: Karl Schneider (Bosch)

Course Description: Learn to diagnose and service exhaust gas aftertreatment systems, integral components in modern common rail diesel vehicles. Mastering the intricacies of these emission control systems is paramount for ensuring optimal vehicle operation and extending the longevity of these valuable components. With vehicle manufacturers incorporating complex aftertreatment systems to minimize harmful diesel emissions, this seminar becomes a vital resource.

- Essential Understanding of Aftertreatment Systems
 - Learn how to diagnose and service aftertreatment systems to ensure optimal vehicle operation and enhance the longevity of expensive components
 - Understand the complexity introduced by vehicle manufacturers in aftertreatment systems to effectively reduce harmful diesel emissions output
 - Provide comprehensive information on heavy-duty diesel aftertreatment and Bosch 3.1 & 5.x Denoxtronic systems
 - Acquire the knowledge and skills necessary to navigate and optimize the performance of these critical vehicle systems, elevating your expertise in diesel vehicle maintenance
-

Friday AM, June 20

Service Advisor: Friday, June 20 (8:30 am to 12:00 pm)

Service Advisor Success Blueprint: Mastering Sales

Instructor: Bill Haas (AIM Auto Ignite Management)

Course Description: Gain this essential skill to excel as a service advisor. The service advisor's job is to educate, inform and MAKE SALES. This course covers the key elements of successful sales, enabling you to understand the customers' needs and provide solutions. As a service advisor, effective sales are the result of influencing action based on delivering the value the customer has identified as most important and presenting solutions that are mutually beneficial. The mutual benefit is the intersection of profits for the shop and affordable service and repairs for the customer. Gain the confidence to present a superior value when compared to your competitors. Learn to apply the knowledge of your cost to meet the profit goals for your store. Apply the 4 Cs, Concern, Cause, Correction, and Consequence to the sales process. Explore techniques to build accurate estimates and avoid the trap of the dreadful second call to the customer to ask for more money. Time is today's currency, so an efficient sales process leads to returning vehicles to customers quicker and increases the shop's capacity for more work.

- Learning Objectives
 - Prioritize solutions
 - Present value that exceeds their expectations
 - Never sacrifice parts or labor profit
 - Identify and overcome objections
-

Friday PM, June 20

Service Advisor: Friday, June 20 (1:30 pm to 5:00 pm)

Ringin' in Success: Elevate Your Phone Proficiency

Instructors: Jimmy Lea (The Institute)

Course Description: Embark on a transformative journey to redefine your phone skills under the guidance of renowned expert, Jimmy Lea from The Institute. Discover the secrets to crafting compelling value propositions and effortlessly setting appointments that drive business success. "Ringin' in Success" isn't just a course; it's a game-changer in the realm of customer service. This immersive experience unveils the pivotal role of phone etiquette in shaping customer perceptions and driving business growth. In this electrifying course, you will delve into:

- Harnessing the Power of the First 4.5 Seconds: Learn to captivate your audience from the outset.
- Overcoming Objections with Finesse: Equip yourself with strategies to handle objections with confidence and grace.
- Closing Mastery: Unlock the secrets to boosting appointment conversion rates with effective closing techniques.
- Pitfall Prevention: Identify and avoid common pitfalls that sabotage your success.
- Cultivating Advocates: Transform inquiries into devoted advocates who champion your business.

- Energized Engagement: Discover how to infuse every interaction with excitement, enthusiasm, and genuine interest.
- Value Creation and Objection Mastery: Equip yourself with techniques to demonstrate value, overcome objections, and convert shoppers into loyal buyers.
- The Art of Closing: Learn when and how to confidently seal the deal, securing appointments that propel your success.
- Strategic Engagement: Identify opportune moments to nurture leads and elevate your service offerings.
- Empowerment through Practice: Hone your skills through real-world examples and practical exercises, ensuring seamless execution in any scenario.

Don't miss this opportunity to elevate your phone prowess and unlock a world of untapped potential. Enroll now and revolutionize your approach to phone interactions for unparalleled success!

Saturday AM, June 21

Service Advisor: Saturday, June 21 (8:30 am to 12:00 pm)

The Art of Selling Diagnostics & Testing Time

Instructor: Jimmy Alauria (Victory TeamBuilding Group)

Course Description: This course teaches how some of the best Service Advisors sell testing and diagnostic time to their customers. They will learn how to explain and build value for something most customers don't understand and often feel it's a waste of their money. It also covers how important it is to sell diagnostic time to keep the shop profitable and improve the Effective Labor Rate.

Mastering the Art of Successful Customer Communication

Instructors: Jimmy Lea (The Institute)

Course Description: What would you be willing to do in your business to be top-of-mind when your customer needs you? In this training you will learn how to communicate with specific personality types in ways that are super easy to execute.

Knowing your customers' motivational mindset gives you the advantage of creating intentional copy & content that targets their particular perspectives and drives them to your shop. Learn the specific scripts for phone calls, emails, text messaging, and postcards that speak to them on a deeper level.

Saturday PM, June 21

Service Advisor: Saturday, June 21 (1:30 pm to 5:00 pm)

Confident Selling: Mastering Sales

Instructor Name: Cecil Bullard (The Institute)

Course Description: In this class students learn what the business needs to do to earn a fair profit, why it is important to have financial balance, and how they hold the financial success of the business in their hands. They learn the costs of emotional discounting and how to overcome them. We discuss the effect that a bad attitude can have on the business, its clients, and themselves. Students also learn how their actions can improve results or ruin them.

We talk about the 10 biggest mistakes that many service advisors make and how to overcome, as well as 15 rules for writing service that (if followed) will make their job easier and them more successful.

Students learn what we sell, and what their most important job is, which will help them stay focused, better serve their clients, and improve the profits of the company.

We go through personality profiling and body language and how to use each to make the client feel better understood and more comfortable, while purchasing more.

We cover phone shoppers, closing, and how to build value in our products. Students learn their unique selling proposition and how to use it to answer client questions, build more value in our products and close more sales. Students also learn a simple 6 step process to manage better that if followed will make their work more enjoyable while increasing the productivity of the team.

This is an intense sales class that will greatly improve the results of those that attend.

Friday AM, June 20

Management: Friday, June 20 (8:30 am to 12:00 pm)

Attract and Retain Unicorns

Instructor Name: Becky Witt (Becky Witt Shop Management)

Course Description: Great techs who never complain and can fix anything don't exist. Neither do Unicorns. But they do and this class will tell you how to make the money to attract and pay them. The first half of the class is accounting. How to set your labor rate, how to price your work to eliminate waste. The last part is how to manage and keep these people once you have them.

Winning Your Future - A Frank Discussion with Automotive Repair Shop Owners

Subtitle: Successfully Navigating the Changing Future and Your Exit from the Independent Automotive Service

Instructor: Michael H Smith (The Institute)

Course Description: Our industry is changing permanently, and the pace of change is accelerating. Our historic business-as-usual approaches are sure to fail in the years to come. Owner-operators need to understand what's happening, what's coming next, and how to prepare now to thrive into your future. Owners who resist these trends, or those who just hold still, will fall quickly behind.

From participation in this class, you will:

Understand the expanding range of exit & succession options available to owners today

Learn how to increase the value of your company for future sales, from an investor's perspective

Discover how PE firms and REITs operate, make money, and make project decisions

Discuss how to prepare your company, leaders and team to become the top 1% & lead our industry in the future

Consider your own professional & company legacy, exit parameters and transition considerations

Michael Herzberg Smith is a veteran business strategist and high-performance mentor, having served

Fortune 100 clients in scores of industry verticals, and now guiding top-shop owners in our own

automotive aftermarket. Michael crafted and sold to private equity one of the nation's current-largest

investment consolidators. And he will bring us perspectives and ideas for discussion that you won't want to miss.

Business Succession Planning & A Lasting Legacy

Presenter Name: Molly Donovan (Federated Insurance)

Course Description- *This 2-hour course will start the discussion on the next steps.*

Planning for a time when you're no longer running your business can be overwhelming. Let Federated Insurance help you get started and discuss the importance of business planning. The presentation will cover the upcoming estate changes and top legal issues faced by both individuals and business owners. Specifically, the presentation will cover how to properly draft business succession plans, buy/sell agreements and personal estate plans that can help mitigate and prevent those issues. Additional items to be discussed include upkeep of corporate documents, liability and asset protection planning, business entity structure, and employee retention. Lastly, the presentation will cover how a company's estate plan can have a meaningful impact for generations to come.

Additional items to be discussed include:

- Upkeep of corporate documents
- Liability and asset protection planning
- Business entity structure
- Employee retention strategies
- The value of your personal estate and its impact on future generations

What you will learn:

- Why business succession planning is essential for your family and business
- Strategies for your family and business now and for the future
- Why your personal estate planning is critical

Friday PM, June 20

Management: Friday, June 20 (1:30 pm to 5:00 pm)

Increasing Revenue and Profit During Inflation

Instructor: Cecil Bullard (The Institute)

Course Description: The best shops understand their business financially and know the secrets to increasing revenue and profit, even during an inflationary period. Learn why Automotive Service and Repair businesses have an advantage in a down economy and how small changes can add up to big increases in bottom line profit. Discover the secrets that top producing shops are using to put more profit in the bank.

- 5 key dials to turn to dramatically increase profit
- What Top Shops are doing to grow while others are struggling
- 6 strategies to use that drive profit
- Why the current economic conditions are an advantage for your business and how use them to grow
- How to set your business up for financial success

After attending this class, you will know how to fine tune your business to get maximum performance and know how to succeed in any economy.

Lead Like You Mean It: Confidence, Communication & Change

Instructor: Sara Fraser (AIM Auto Ignite Management)

Course Description: Leading with confidence and navigating change isn't just something Sara Fraser teaches it's something she's lived. As VP of Auto Ignite Management, she's rebranded and grown the business while working side by side with her boss, who also happens to be her dad, a Boomer with his own way of doing things. Managing generational differences, making tough calls, and driving change in a traditionally male-dominated industry has given her real-world insight into what it takes to lead with confidence.

In this course, Sara skips the generic advice and gets straight to practical strategies that help shop managers and service advisors build confidence, communicate with clarity, plan effectively, and keep their teams aligned during times of change.

Key Takeaways:

Overcome imposter syndrome and develop unshakable leadership confidence

Make decisive, informed choices without second-guessing yourself

Lead your team through change with clear communication and minimal resistance

Create effective plans that keep your shop running smoothly during transitions

This isn't your typical leadership training—Sara brings firsthand experience, practical solutions, and a no-nonsense approach to help you take charge and lead with confidence.

Effective Communication and The Roadmap of Delegation: How to Lead 1-on-1's and Empower Your Team

Instructor Name: Josh Parnell

Course Description: When there's a breakdown in communication, voids get created, and oftentimes negativity fills those voids. Mastering the art of communication can enhance productivity, foster teamwork, and drive success. This comprehensive session offers a structured approach to mastering both communication and delegation, providing participants with the tools and strategies necessary for effective leadership and collaboration.

Participants will leave this session equipped with the knowledge, skills, and confidence to communicate and delegate effectively. By mastering these essential skills, individuals can enhance their leadership capabilities, improve team dynamics, and drive success in their professional endeavors.

Saturday AM, June 21

Management: Saturday, June 21 (8:30 am to 12:00 pm)

Unlock the Power of Saving Time Using AI for Your Business

Instructor: Shaye Bize (Rooted & Refined)

Course Description:

Discover how artificial intelligence can revolutionize your business, saving you time while boosting your impact and visibility.

In this beginner-friendly session, you'll learn how to effectively use AI to promote your shop on Google, craft SEO-friendly website content to attract more attention, and create email marketing campaigns that drive engagement and sales. We'll also cover the art of prompting AI correctly teaching you the basics of giving AI clear, strategic instructions to get the most accurate and valuable results.

AI doesn't have to be intimidating, it's your ultimate time-saving assistant that can help you bridge the gap between businesses thriving with AI and those being left behind. Join us to discover powerful, easy-to-implement tools and strategies that will transform how you work and market your business!

On The Job Training with No Operational Downtime

Instructor: Elie Massabki (Skilled2Hire)

Course Description:

Most business owners know the industry challenge of hiring skilled employees, especially automotive technicians and they understand the need to train their employees to have the skills required to increase their production and profits. Traditional training approaches require the employee to attend classes during non-business hours, which employees hate to do. Further, most of the training material is forgotten within 30 days that is taught. Technicians master their skills by doing and not by watching videos or listening to long training sessions. Traditional training methods need a fresh new approach. In this session, we will discuss a novel training approach that works on technicians' hands-on skills as well as their Automotive knowledge to create well-rounded and more productive technicians. We will discuss how this new approach works and how it's incorporated in the daily flow of operation with minimal disruptions. We will discuss the many benefits to this approach and how it can help your business in many different ways.

Saturday PM, June 21

Management: Saturday, June 21 (1:30 pm to 5:00 pm)

Successful Transitions & True Freedom - How to successfully turn over your hats while keeping the shop profitable and expanding!

Instructor: Jimmy Alauria (Victory TeamBuilding Group)

Course Description: This course teaches Owners and Senior Personnel how to turn over their duties successfully, so they are not constantly being pulled back into old jobs they have already turned over to someone else. It shows the exact process and steps needed to fully turn over any position in the shop so that people can be promoted into other roles in the organization. By doing this class the owners and managers will know what it's going to take to fully document each position so that the next employee taking on that role will be a raving success!

Culture Shock: Electrifying the Workplace

Instructor: Sara Fraser & Bill Haas (AIM Auto Ignite Management)

Course Description: This course equips participants with the knowledge and skills to create a harmonious, inclusive, and high-performing work environment. This class delves into essential topics such as personality dynamics, effective communication, inclusive leadership, and bridging generational gaps.

Course Highlights:

- Unveil the power of DISC profiles to understand and leverage diverse personalities.
- Master communication strategies that foster empathy and respect among colleagues.
- Embrace inclusive leadership styles to drive innovation and team motivation.
- Bridge generational differences for more effective collaboration and results.

Develop a profound ability to navigate diverse cultural backgrounds, enhance communication, and leverage generational perspectives to drive organizational success. Join us in this journey to cultivate a workplace where differences are celebrated, and collaboration thrives.

Friday AM, June 20

Marketing: Friday, June 20 (8:30 am to 12:00 pm)

Your Ideal Customer: Where to Find Them + How to Target Them

Instructors: Caroline Legrand & Hallie Wasinger (Shop Marketing Pros)

Course Description:

Identifying your customer avatar and learning how to properly target them can be a game-changer for your business. So, let's think about your best customer. Who are they? What are their interests, demographics, and pain points? Once you have a clear understanding of your ideal customer, it's time to

find more of them. In this class, advertising director Hallie Wasinger will teach you how to...

Use Google Analytics to understand the demographics you attract

- Identify your best customer - the type of customer you want more of
- Retarget potential customers who haven't pulled the trigger on an appointment booking
- Develop messaging that puts your customers first
- Build audiences on Facebook and Google to target and attract your ideal customer

When you leave this class, you'll have a better understanding of your customer avatar, how to create messaging that attracts those customers and how to target them through perfectly optimized ad audiences.

Saturday PM, June 21

Marketing: Saturday, June 21 (1:30 pm to 5:00 pm)

Finding and Creating Social Media Content to Help Your Customers Know, Like, and Trust You

Instructors: Caroline Legrand & Kim Walker (Shop Marketing Pros)

Course Description: There is no shortage of content to share from an auto repair shop when it comes to helping your customers know you better. Every repair order is an opportunity to teach not only the car owner but your entire customer base about their vehicles and why you are the top-tier shop that should handle them.

How to turn day-to-day work into social media content

- What it means for your customers to know, like, and trust you
- How your social media plays a role in customer relationships
- How you can plan your content to provide consistent posts to your social media
- Which tools can help you to streamline your social media process (hint: they're all free and easy to learn!)

Taking this class will equip you with the tools and tips you need to take what you already know about your shop, your staff, and the vehicles you work on and turn it into content that your customers can learn from to improve your brand awareness and reputation.

Sunday AM, June 22

Round Table Discussions: (9:00 am to 12:00 pm)

Owners: Join Josh Parnell with Limitless Leadership & Randy McClure with NAPA AutoTech for an open discussion about shop ownership, hiring, employee retention, successes, struggles and general shop talk. Get to know shop owners as we work to support one another within the industry to achieve the success we are working towards.

Technicians: Join Lucas Underwood from Changing the Industry Podcast for a Technician only open discussion. This is the time to talk with other techs about successes, struggles, ask questions, share experiences and anything else that comes to mind.

Service Advisors: Join Sara Fraser from AIM in a Service Advisors open discussion. Take time to meet others who understand what it is you do and what it takes to get it all done. Ask questions, share successes, struggles and maybe learn something new from the questions and stories being shared.