



July 9-12, 2026

Wild Horse Pass Resort & Casino

Training Course Descriptions

Thursday, July 9th 1:30 – 5:00 pm

Management

Instructor Name: LeAnne Williamson

Sponsor: Automotive Training Institute

Course Title: Situational Leadership

Course Description: There is no one best leadership style. Leaders are more effective when they use different strokes for different folks – vary their leadership style in response to the needs of the people they are managing. Like social styles, adapting and being flexible are shared skills for situational leadership. With all associates, some situations, some tasks, require the leader to provide direction, with others encouragement and recognition – always varies per the individual. There are times when the leader will have the opportunity to delegate. Fact is that a great leader will need to diagnose what the individual will need from them to be effective in each situation or when performing a task – to be successful in both endeavors.

Effective leaders learn to diagnose the situation and select the appropriate leadership style to match the skill and the commitment of the individual. Once the right leadership style is matched with the right developmental level, partnering to coach up that behavior or skill will work more effectively together to produce the results you are both working toward.

Key skills to become a Situational Leader:

1. Flexibility
2. Diagnosis
3. Partnering for performance

Course objectives to Learn...

1. The two behaviors the leadership styles are based on: directive & supportive
2. The four leadership styles: directing, coaching, supporting, & delegating

3. The importance of being flexible
4. The developmental levels & learn the skill at diagnosing an individual's competency & commitment on a particular task or situation
5. How to match the leadership style to the developmental level of an individual on any given task or situation
6. How to reach an agreement and partner for performance

Instructor Name: Jackson Bobst

Sponsor: Evans & Davis Law/Federated Insurance

Course Title: Protecting Your Legacy – Business & Estate Planning

Course Description: Business owners invest years—often decades—building their companies and shaping their legacy. Yet too many see that legacy put at risk by probate court, family conflict, or simply the lack of a viable buyer when it's time to step away. At the heart of these challenges is often just one thing: a lack of proactive planning.

In this session, Jackson Bobst of Evans & Davis will take a deep dive into business succession planning, personal estate planning, and key employee retention strategies. You'll walk away with practical tools to safeguard your business, protect your family, and preserve the legacy you've worked so hard to create.

Technical

Instructor: Jim Bennett

Sponsor: Automotive Training Institute

Course Title: Electrical & Electronic

Course Description: Support of ASE A-6 Study for Certification

Friday, July 10th 8:00 am – 5:00 pm

Technical

Instructors: Gary Smith and Adam Robertson

Sponsor: DiagNation

Course Title: Network Nightmares, Solving Diagnostic Distress (FULL DAY)

Course Description: Network Nightmares is a "Bring your laptops, fully interactive" day-long course.

Instructors: Karl Schneider & Dieter Lorentz

Sponsor: Bosch

Course Title: Electrical Circuit Troubleshooting - Hands-on (FULL DAY)

Limited Seating)

Course Description: This course provides technicians with a hands-on approach to diagnosing and repairing electrical circuit issues. Participants will strengthen their foundational knowledge while practicing real-world troubleshooting on circuit boards.

Course Highlights:

Electric Circuits & Wiring Diagrams – Learn how to interpret wiring diagrams and apply key circuit principles.

Electronic Components & Functions – Explore how transistors, diodes, sensors, and output devices operate within vehicle systems.

Powertrain Control Module (PCM) Operation – Understand analog and digital signals, inputs and outputs, and how modules control modern systems.

Circuit Troubleshooting Exercises – Build circuits, identify faults, and practice proven diagnostic strategies using hands-on circuit boards

Friday, July 10th 8:30 am – 12:00 pm

Management

Instructor: Jimmy Alauria

Sponsor: Victory TeamBuilding

Course Title: Being the Boss: A Leadership & Management Seminar for Auto Repair Shop Owners, Managers & Future Leaders (AM Course)

Course Description: Don't miss this two-part, six-hour workshop that shows you exactly how to think and operate like a true executive. Learn how to stabilize sales and production, break the busy/slow roller coaster, and manage employees using the Eight Critical Factors that top-performing shops rely on. Get more control, more profit, and a stronger team.

PART A SUMMARY — Becoming the Boss & Stabilizing the Shop

Part A teaches shop owners and managers what it truly means to be an executive—and how to run the shop from a position of control rather than chaos. Attendees learn the real definition of “being the boss,” how to operate at cause instead of constantly reacting, and how leadership differs from management and supervision.

The session then breaks down the exact points where sales and production fall apart and shows participants how to stabilize workflow, eliminate the busy/slow cycle, and bring the entire organization into alignment. This gives owners a predictable, consistent operation instead of constant firefighting.

Marketing

Instructor: Jimmy Lea

Sponsor: The Institute

Course Title: Turn Reviews Into Raving Fans: Win the Google Game (Even with 1-Stars!)

Course Description: Description:

If Google is the new word of mouth, your reviews are shouting your story to the world—good *and* bad. In this high-energy session, Jimmy Lea shows you how to turn casual reviewers into raving, referring superfans and weaponizing your Google profile for growth.

You'll discover why you *need* every flavor of review—1, 2, 3, 4, and 5 stars—to look real, trustworthy, and irresistible. Then we'll dive into exactly how to answer glowing praise, painful truths, and the dreaded “Mayor of Crazy Town” without losing your cool or your customers.

You'll also get a behind-the-scenes look at the three phases of removing toxic or fake reviews—and what to document, save, and screenshot so Google actually listens. Walk out with a plug-and-play review playbook you can hand to your team and start cashing in on tomorrow.

Make Every Star Work for You: Turn 1–5 star reviews into proof, personality, and powerful social proof that converts skeptical shoppers into buyers.

1. **Steal Jimmy's Response Scripts:** Copy and customize battle-tested replies for 5-star love, fair criticism, and unhinged 1-stars from the "Mayor of Crazy Town."
2. **Use the 3-Phase Review Removal Plan:** Follow a simple, repeatable process to flag, escalate, and remove fake or policy-breaking reviews.
3. **Build Your "Review Intelligence" Vault:** Learn how and why to archive reviews, profiles, and patterns so you can improve training, systems, and marketing.

Turn Happy Customers into a Hype Squad: Install easy, no-pressure habits that get more Google reviews, more often—so your next new customer feels like they already know you.

Technical

Instructor: Guy Vesco

Sponsor: NAPA AutoTech

Course Title: Modern Air & Fuel Strategies and Diagnostics

Course Description: When you think about the components of modern-day automotive fuel and air control systems, what is the first thing that comes to mind? (Full printable description on event site under class schedule)

Friday, July 10th 9:00 am – 5:00 pm

Service Advisor

Instructor: Michelle Wood

Sponsor: Automotive Training Institute

Course Title: Service Advisor Fundamentals (FULL DAY)

Course Description: This 1-day interactive class lays the groundwork for service advisor success. From phone skills and walkarounds to writing effective repair orders, participants learn how to build customer confidence from the very first interaction.

Friday, July 10th 1:30 pm – 5:00 pm

Management

Instructor: Jimmy Alauria

Sponsor: Victory TeamBuilding

Course Title: Being the Boss: A Leadership & Management Seminar for Auto Repair Shop Owners, Managers & Future Leaders (PM Course)

Course Description: PART B SUMMARY — Managing People Using the Eight Critical Factors

Part B delivers a complete management framework for getting employees aligned, productive, and accountable without drama or guesswork.

Attendees learn the Eight Critical Factors behind every employee's performance and how to diagnose exactly why someone is struggling.

This section teaches owners and managers how to correct staff, improve morale, increase output, and build a team that handles problems instead of creating them. Participants leave with tools, templates, and leadership systems they can use immediately to elevate their team and increase production.

Instructor: Josh Parnell

Sponsor: Limitless Leadership

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

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.

Attendees 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.

Instructor: Aldo Gomez (SPANISH INSTRUCTION)

Sponsor: The Institute

Course Title: Sales and Customer Service: Connecting with Confidence

Course Description: In today's competitive automotive repair market, **exceptional customer service is the ultimate sales advantage.**

Led by bilingual instructor **Aldo Gómez**, "Sales and Customer Service: Connecting with Confidence" gives Spanish-speaking service advisors,

managers, and shop owners the tools to communicate clearly, build trust, and close more sales—while creating experiences customers rave about.

Through engaging discussions and real-world examples, participants will learn how to connect authentically with every customer, identify their true needs, and confidently present repair recommendations that inspire trust and action.

Key Topics Include:

- **Winning First Impressions:** How tone, empathy, and professionalism set the stage for success.
- **The Psychology of Sales:** Understanding customer motivations and tailoring your message to meet them.
- **Building Trust through Transparency:** Turning technical information into clear, confidence-building conversations.
- **Handling Objections Gracefully:** Using empathy and communication to overcome hesitation and secure commitment.
- **Service with Heart:** Delivering memorable experiences that turn one-time visitors into lifelong clients.

What You'll Walk Away With:

- A repeatable framework for every customer interaction—from first contact to follow-up
- Communication strategies designed for bilingual shop environments
- Word tracks and scripts that feel natural, not forced
- Tools to transform objections into opportunities
- A “Customer Connection Playbook” to implement immediately

Call to Action:

Empower your Spanish-speaking team to deliver service that sells. Join **Aldo Gómez** and **The Institute** to master the art of connection, communication, and customer loyalty.

Technical

Instructor: Guy Vesco

Sponsor: NAPA AutoTech

Course Title: Making Sense of Sensors

Course Description: With vehicle technologies and components continuously expanding, there are more sensors across the average vehicle platform than ever before. (Full printable description on event site under class schedule)

Instructor: Roberto Ibarra (**SPANISH INSTRUCTION**)

Sponsor: Aztek Auto Repair & Smog Check Training School

Course: **Automotive Electrical Fundamentals: The Foundation for Accurate Diagnostics**

Course Description: In this class, participants will learn the basic fundamentals of automotive electricity, explained in a clear and practical way. Key concepts such as voltage, current, and resistance will be covered, along with their real-world application in vehicles. Through real case studies, students will learn how to diagnose electrical faults using the voltage drop testing method, building a strong foundation for accurate and professional diagnostics.

Saturday, July 11th 8:30 am – 12:00 pm

Management

Instructor: Bret Beitler

Sponsor: Limitless Leadership

Course Title: **Fostering A Rock Star Team: 3 Must Have Values To Guarantee Long Term Top-Of-The-Charts Success**

Course Description: Everything starts with a care for people, and a happy-on-purpose servant's heart attitude. When we show up with intentional happy-on-purpose energy, it's easy to serve, it's easy to want to improve, it's EASIER to take accountability for our actions.

Being book smart is a thing of the past. High emotional intelligence, self-awareness for how we help our team and guests win, and daily improvement helps guarantee long term top-of-the-charts success.

Instructor: Aldo Gomez (**SPANISH INSTRUCTION**)

Sponsor: The Institute

Course Title: **Objection Overruled!**

Course Description: You've explained the repair. The estimate's fair. The car needs the work. And then—*boom*: "Let me think about it." "I'll call you back." "That's too much." **Sound familiar?**

Objection Overruled is a high-impact workshop designed to arm your team with the tools, language, and mindset to *handle objections like pros*—without being pushy or defensive. We'll dig into why customers hesitate, what they're really saying, and how to respond in a way that builds trust and closes the sale.

You'll learn how to:

- Identify the *true* objection hiding behind the words
- Use empathy, not pressure, to move the conversation forward
- Handle common objections like price, time, or "I need to talk to my spouse"

- Reframe the value of the repair so customers *want* to say yes
- Avoid the defensive back-and-forth—and stay in control of the call

This isn't about canned responses. It's about real conversations that connect, convert, and keep customers coming back.

What You'll Walk Away With:

- A battle-tested objection handling framework you can plug into any estimate
- Specific word tracks for the 5 most common customer pushbacks
- Roleplay-ready objection scenarios for training and coaching
- Confidence boosters to help advisors stay calm, clear, and in control
- A quick reference “Objection Toolbox” to keep at the counter

Service Advisor

Instructor: Jim Bennett

Sponsor: Automotive Training Institute

Course Title: Shop Communication Essentials

Course Description: Many lessons learned from years of expert witness experience... "You Might Not Have Done Anything WRONG... BUT You May Not Have Done Enough RIGHT."

Many best practices for inspection, diagnostics technician and advisor communication.

Marketing

Instructor: Lauralee (Lola) Schmidt

Sponsor: Schmidt Auto Care

Course Title: Build A Brand, Build A Future

Course Description: Every day you're in business; you have the opportunity to develop and grow your brand in an engaging way. If you feel stuck in marketing, uninspired or lost for direction, join me for a session on Brand Building. This interactive class allows shop owners and managers to understand the basis of why a brand is important, and how to build a better brand for a better future.

Technical

Instructor: Bob Azadi

Sponsor: NAPA AutoTech

Course Title: BAT-BUILD A TECHNICIAN (ELECTRICAL)

(Duplicate class in offered in PM)

Course Description: This will be a 3-hour course which is an intro to the 3-day training NAPA offers. The course includes classroom lecture/demonstration and hands-on activities utilizing training demo mock-ups. This class provides technicians with knowledge, skills and confidence to tackle everyday electrical issues. You will read schematics, build circuits, and diagnose faults in real world scenarios.

Recommended for entry level Technicians.

Course Topics

- Electrical safety
- DVOMs explained via hands-on
- Electrical wiring diagrams
- Battery testing
- Circuits
- Control circuits & relays
- Starter circuits
- Charging systems
- Parasitic load testing

Instructor: Andrew Fischer

Sponsor: FACTS & WTI

Course Title: Foundational Introduction to Mechanical Conditioning

Course Description: So, you've invested in a lab scope, acquired testing tools, and secured your spot in the world of advanced engine diagnostics. Now what?! This comprehensive course is designed to guide you through the essential steps of setting up and utilizing various lab scopes and tools to efficiently verify engine integrity.

This class emphasizes a no-nonsense approach, focusing on the "low-hanging fruit" the quick and effective methods to assess engine health, particularly through in-cylinder analysis and delta sensors. Our goal is to equip you with practical skills to quickly understand what's happening inside the engine, saving you time and increasing diagnostic accuracy.

We will cover the setup process for different types of lab scopes, ensuring you understand how to maximize their potential. A primary focus will be on interpreting signals related to engine mechanics, helping you develop a reliable and repeatable diagnostic workflow.

Throughout the course, we will explore various scopes used in the industry, including Snap-On, TopDon, Autel, MT-Pro, and Pico Scopes, highlighting their features and best use cases. Additionally, the course will delve into different accessories and tools that enhance in-cylinder and delta sensor diagnostics, allowing you to select the right equipment for your specific needs.

Whether you're a seasoned technician looking to refine your diagnostic skills or a shop owner wanting a more efficient process, this class provides straightforward, practical guidance. No fluff, just actionable techniques to take your engine diagnostics to the next level.

Learning Outcomes:

Setup and calibration of different lab scopes

Proper use of delta sensors and their application in engine testing

Techniques for effective in-cylinder analysis

Maximizing the potential of various scopes (Snap-On, TopDon, Autel, MT-Pro, Pico)

Understanding and selecting accessories for in-cylinder diagnostics

Developing a fast, reliable troubleshooting workflow

Join us for this dynamic session and transform your engine diagnostics approach into a precise and efficient process!

Instructor: Dieter Lorentz

Sponsor: Bosch

Course Title: Understanding Wiring Diagrams and CAN Networks

Course Description: Learning Objective: Fundamental to understanding electrical diagnosis is understanding wiring diagrams. Automotive wiring diagrams come in a variety of aftermarket and OEM formats. In this course, the student gains the knowledge needed to read and interpret wiring diagrams. This course also describes Controller Area Networks, preparing students to diagnose today's electronic systems.

Content at a Glance:

Reading and interpreting wiring diagrams

Understanding electrical diagnosis

Component interaction within the system

Performing diagnosis and repair quickly and accurately

Gaining knowledge on complex electronic systems communication

Instructor: Gary Weaver

Sponsor: NAPA AutoTech

Course Title: 1...2...3... Misfire!

Course Description: As long as there are internal combustion engines, misfires will continue to be an inevitable part of automotive repair.

(Full printable description on event site under class schedule)

Instructor: Roberto Ibarra (**SPANISH INSTRUCTION**)

Sponsor: Aztek Auto Repair & Smog Check Training School

Course Title: Proper Use of the Multimeter and Oscilloscope in Automotive Diagnostics

Course Description: In this class, participants will learn the proper use of the multimeter and oscilloscope for automotive electrical diagnostics. The session focuses on understanding and interpreting electrical measurements and signals in modern vehicle circuits, helping technicians gain confidence and improve their diagnostic analysis skills.

Saturday, July 11th 1:30 am – 5:00 pm

Management

Instructor: Josh Parnell

Sponsor: Limitless Leadership

Course Title: The 3 Pillars of Leadership: How To Build Strong Teams, Create Buy-In, and Inspire Innovation

Course Description: The 3 Pillars of Leadership is a transformative training session where attendees will learn how to maximize personal effectiveness through structured onboarding, training, and coaching, create buy-in by aligning people with vision through mission-driven clarity, and spark growth by fostering creativity and innovation that keeps teams forward-thinking and adaptable.

This session empowers leaders to lead with confidence, purpose, and impact.

Instructor: Lauralee (Lola) Schmidt

Sponsor: Schmidt Auto Care

Course Title: Process Power

Course Description: We all need it, and all hate it; processes in business. In this interactive session we will cover why you need to consider the processes and systems in your business. We will go through how to recognize and create more impactful processes, and how to implement them for best success. You will leave stronger and ready to step inside the world of processes.

Service Advisor

Instructor: Brittany Schindler

Sponsor: Automotive Training Institute & Japanese Auto Care

Course Title: How Poor Inspections Kill Maintenance Sales

Course Description: This course breaks down the real reason most shops struggle to sell maintenance: the inspection process is inconsistent, incomplete, or rushed. When inspections miss key items, advisors lose opportunities, customers lose trust, and the shop loses revenue.

You'll learn how to recognize the weak points in your current inspection workflow, how to communicate more effectively with technicians, and how to turn accurate inspections into confident, benefit-based maintenance sales. We also cover how to structure digital inspections, how to prioritize findings, and how to present them in a way that customers actually understand and say yes to.

Whether you're an advisor trying to raise your closing rate or a tech wanting to improve your inspection game, this class shows you how fixing the inspection process instantly improves maintenance sales, customer satisfaction, and shop performance.

Marketing

Instructor: Jimmy Lea

Sponsor: The Institute

Course Title: Reign Supreme in the Digital Realm: Master Your Recession-Proof Presence!

Course Description: Welcome to the 21st where if you don't exist digitally... you don't exist. Grab your recession ready checklist for building a fool-proof foundation to establish your marketing superiority online. Step into the digital age and ensure your brand's immortality with "Is Your Digital Footprint Recession Ready?" led by the maestro of marketing, Jimmy Lea from The Institute. In this

electrifying session, Jimmy unveils the keys to digital dominance, guiding you through the intricacies of establishing an unassailable online presence.

Embrace the Revolution: Join Jimmy Lea on a journey to not just survive but thrive in the relentless digital landscape. Armed with a recession-ready checklist, you'll uncover the strategies to fortify your digital fortress and elevate your brand's visibility to unprecedented heights.

Takeaways:

1. Master the Art of Digital Dominance: Gain expert insights into optimizing your online identity, ensuring you stand out amidst the digital noise.
2. Fortify Your Online Fortress: Learn how to navigate Google's algorithms, claim your social territories, and construct a resilient online presence impervious to economic downturns.
3. Future-Proof Your Brand: Equip yourself with the tools and techniques to confidently conquer the digital landscape, securing your brand's relevance and resilience for years to come.

Don't let economic uncertainties dim your brand's shine. Secure your spot now and embark on a journey to digital supremacy!

Technical

Instructor: Bob Azadi

Sponsor: NAPA AutoTech

Course Title: BAT-BUILD A TECHNICIAN (ELECTRICAL)

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- Circuits
- Control circuits & relays
- Starter circuits
- Charging systems
- Parasitic load testing

Instructor: Andrew Fischer

Sponsors: FACTS & WTI

Course Title: Fuel Trim Essentials

Course Description: In this course, you will learn the importance of interpreting fuel trim data accurately to diagnose issues such as vacuum leaks, fuel delivery problems, and sensor faults. We'll emphasize the vital role of oxygen sensors (O2 sensors) and air-fuel ratio sensors, demonstrating how their signals directly influence fuel trim behavior and overall engine health. Using live data, you'll explore how to identify abnormal fuel trim patterns and what they reveal about underlying system problems. You'll develop the skills to determine whether trims are within healthy ranges or indicative of deeper issues, and how to differentiate between short-term adjustments and long-term fuel trims that have become "learned" behavior.

By understanding the interaction between oxygen sensors, air-fuel sensors, and fuel trims, you'll be empowered to perform more accurate and efficient diagnostics, reducing guesswork and improving repair outcomes. Whether

dealing with misfires, rough idling, or high emissions, mastering fuel trim analysis will become an essential tool in your technical toolkit.

This course is designed for technicians who want to enhance their diagnostic accuracy and confidence by mastering the fundamentals of fuel trim behavior and sensor signals. Join us to unlock the secrets behind engine fueling and drive your troubleshooting skills to new heights.

Instructor: Karl Schneider

Sponsor: Bosch

Course Title: Bosch Precision ADAS: Mastering Repair & Calibration

Course Description: Learning Objective: Participants will gain a deep understanding of Advanced Driver Assistance Systems (ADAS) with our comprehensive training program. Explore the intricacies of ADAS components, uncovering their advanced features and functionalities. Acquiring expertise in precise repair and calibration techniques essential for optimizing the performance of these sophisticated systems.

Content at a Glance:

In-depth understanding of ADAS components

Features decoded from collision avoidance systems to adaptive cruise control

Expert repair techniques addressing issues with precision

Calibration mastery ensuring the accurate alignment of sensors and components for optimal performance and safety

Instructor: Gary Weaver

Sponsor: NAPA AutoTech

Course Title: Proper Steering & Suspension Repair Techniques

Course Description: Modern vehicle engineering and design, especially in steering and suspension systems, have become increasingly complex. Proper installation procedures are now critical.

(Full printable description on event site under class schedule)

Sunday, July 12th 9:00 am – 12:00 pm

Roundtable Discussions

Owners: Owners/managers discuss day-to-day operations, hot topics and key talking points to better business. Working together grows our industry.

Service Advisors: Service advisors discussions about processes, procedures and experiences. Time to ask questions and learn from one another about the position and the industry overall.

Technicians: Techs it's your time to share work experience and ask questions about jobs, technology or the industry. See what you can learn from each other.