

# TRAINING DAY 2020 SESSION DESCRIPTIONS

## MORNING SESSIONS – 9:00 a.m.–Noon

### 1. Braking Systems

**Presenter:** Jim DeAngelis, CCBC

Session for Auto Technicians.

- Electronic Parking Brake: Cable pull and motor-o-caliper
- Electronic Brake Booster Systems

### 2. Advanced Driver Assistance Systems and Calibration

**Presenter:** George Lesniak, Director of Sales & Training, ADAS

Session for Auto Technicians. Vehicles with Advanced Driver Assistance Systems have been around for nearly 20 years, however the number of ADAS equipped vehicles on the road has increased dramatically. Significantly increasing the number of ADAS calibrations which need to be performed. This class will discuss these systems, their operation and challenges/opportunities.

- Sensing and imaging technology used by various driver assistance systems.
- ADAS technologies, adaptive cruise control, forward collision warning, automatic emergency braking, rear collision warning, blind spot detection, around view monitoring and night vision.
- What you need to perform ADAS calibrations in your shop.
- Dynamic vs. static calibration and where the industry is heading.
- A virtual demonstration of a lane departure warning system calibration utilizing the Autel MaxiSys ADAS calibration system.

### 3. Growth through Generation Change

**Presenters:** William Hillmuth Jr (Founder & Former Vice President); William Hillmuth III (2nd Generation Vice President), Hillmuth Auto Care; and attorney Jim Parsons, Lynott, Lynott & Parsons, P.A

Session for Shop Owners. A thought-out plan, for succession, is essential to make a transition successful. The Hillmuth Family has learned many lessons throughout 40 years, expanding to 4 locations in Howard and Montgomery Communities. The family dynamic is real, hard, and tough to deal with everyday building a business. They help you to be accountable and push you to be better. What type of family culture does your shop have? Their mission is to serve and to lead their team to success. You will learn:

- Why do you want to grow, And why should you?
- How to start the Succession Plan, and when.
- How do you keep your current locations running and consistent?

### 4. Supercharge Your Front Counter Skills by Becoming a Customer Relationship Manager

**Presenter:** Matthew Winslow, Automotive Training Institute, Senior Instructor/Content Developer

For Owners, Managers, and Service Advisors.

- 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.
- Discover how to create loyal customers who return for more services regularly and write positive reviews about you to help you grow your business.

Most shops struggle with getting their technicians to do consistent courtesy checks. In this exciting 3-hour session, you'll learn how to turn a dysfunctional courtesy check process into a profit procedure that will increase your sales make your techs happy and keep your customers coming back long term.

This new advanced class will give you critical skills to become a world class service advisor in today's demanding market. **Don't miss it!**

### 5. Wheel of Fortune

**Presenter:** Dan Gilley, RLO Training

For Owners, Managers, and Service Advisors. Work can be overwhelming at times, like the merry-go-round spinning out of control. Shops fulfill customer requests, using shop resources, to achieve their business objectives. To achieve your business production goals you must understand how to balance Customer Demand, Business Resources, and Business Results. This course will give you a way of seeing the dynamics that drive the auto repair business through three-spoke wheel paradigm, so that you'll leave this session with a set of tools, that when implemented, will have a profoundly positive affect on the outcome of your shop's production.

## AFTERNOON SESSIONS – 1:00-4:00 p.m.

### 6. Developing a Wheel Retention Program & TPMS

**Presenter:** Kevin Rohlwing, Senior VP of Training, Tire Industry Association

Session for Auto Technicians. It takes a lot more than a torque wrench to keep the wheels on a vehicle. If the condition of just one component is questionable, then the correct torque may still result in loose wheels even when everything else is serviceable. In other words, there are a lot of variables that ultimately determine if the correct torque generates the correct clamping force. The best practice is to develop a wheel retention program that will effectively do the job on a consistent basis, which is why TIA created the RIST (Remove, Inspect, Snug, Torque) procedure. This session will explain each step in the RIST process and demonstrate how it affects the torque and clamping force. It will conclude with a discussion on the real-world liability associated with wheel installation and the steps that service providers can take to protect themselves in the event of an accident that leads to a lawsuit.

### 7. Advanced Driver Assistance Systems and Calibration

**Presenter:** George Lesniak, Director of Sales & Training, ADAS

**\*\*See description listed in AM session #2**

### 8. Leading and Managing Effectively

**Presenter:** Matthew Winslow, Automotive Training Institute, Senior Instructor/Content Developer

For Owners, Managers, and Service Advisors. In this fast-paced course, Matthew Winslow shares secrets on how to transform your employees from unmotivated individuals into a high performance service team!

- Uncover the secrets between Leading Vs Managing people!
- Discover secrets on how to lead people effectively to align them to your agenda and unleash their energy!
- Discover key types of Power in your business. Motivate your people by understanding how the human brain works!
- Bond your people to you by creating a tribal environment!
- Come learn how to change your people's beliefs so you can change their behavior forever!

This course is for anyone that needs people to follow them into any situation. This is truly a new concept in Leadership that has been used since the beginning of time with tremendous success. Join us and learn how ATI has been helping shop owners and managers change their people's behavior.

### 9. Seven Steps to a Sale

**Presenter:** Dan Gilley, RLO Training

For Owners, Managers, and Service Advisors. To provide outstanding customer service and sales for the shop, advisors need to follow a consistent sales process. This class gives the advisor the seven steps that, if followed, will lead to higher customer satisfaction as well as increased sales.

## ALL-DAY SESSIONS – 9:00 a.m.–Noon & 1:00-4:00 p.m.

### 10. Advanced Electrical Diagnosis

**Presenter:** Harold Babb, CCBC

Session for Auto Technicians.

- Next step from basic electrical
- Code diagnosis
- Following diagnostic Flowcharts
- Schematics and RPO Codes
- Meter diagnosis

### 11. Maryland Safety Inspection

**Presenter:** William Hemling, CCBC

Session for Auto Technicians.

