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**NOVEMBER 11-14**

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# Sessions At A Glance

Sessions pre-recorded unless designated with:  All times listed in Eastern Standard Time.

**WEDNESDAY**  
November 11

Technical

- 8am: Morning Check-In with ATRA CEO Dennis Madden - Grab Your Coffee! 
- Presenting the Toyota AC60E - *Keith Clark*
- Tips on Load Testing a Suspect Wire - *Dan Marinucci*
- ZF 9HP48 - *Sean Boyle*
- Valve Body & Torque Converter: Control & Wear - *Bob Warnke*
- 3pm: Live Q&A with *Dan Marinucci* 
- 4pm: Live Q&A with *Bob Warnke* 
- 5:30pm - 7pm: Operation, Diagnosis & Overhaul of the Porsche PDK Transmission - *Niel Speetjens* 

Mgmt

- Importance of Relationships in Selling - *Maylan Newton*
- 12pm - 2pm: Your Grand Re-Opening Strategy - *Jim Cathcart* 
- 3pm - 5pm: Flip the Script: Secrets to Thrive in Uncertain Times - *Dr. Coyte Cooper* 

**THURSDAY**  
November 12

Technical

- 8am: Morning Check-In with ATRA CEO Dennis Madden - Grab Your Coffee! 
- FCA 2020-21 Automatic Transmission Update - *Alan McAvoy*
- Blame It on the Tuner Part 3 - *Pepe Torres*
- Understanding Your Programming - *Pepe Torres*
- How to Win EVERYDAY - *Joe Rivera & Mike Cargill*
- Introducing the Allison 10L1000 - *Steve Garrett*
- 2pm: Live Q&A with *Pepe Torres* 
- 3pm: Live Q&A with *Keith Clark* 
- 4pm: Live Q&A with *Steve Garrett* 
- 5pm - 6:30pm: Looking at the Toyota AB60 6 Speed & Its Little Brothers - *Robert Bateman* 

Mgmt

- Change is the New Normal - *Randy Moore*
- Leadership in a Changing Time - *Don Hutson*
- Organized Chaos - *Dave Riccio*
- 12pm - 1:30pm: How to Increase Customer Calls Based on Your Website - *Carl Borsani* 
- 3pm - 4:30pm: Rise Up and Survive to Thrive - *Maryann Croce* 

**FRIDAY**  
November 13

Technical

- 8am: Morning Check-In with ATRA CEO Dennis Madden - Grab Your Coffee! 
- 11am: Live Q&A with *Pepe Torres* 
- 12pm: Live Q&A with *Sean Boyle* 
- 1pm - 2:30pm: Tips & Tricks from the Builders Bench 2020 - *John Parmenter* 

Mgmt

- Confident Selling - *Maylan Newton*

**SATURDAY**  
November 14

Technical

- 8am: Morning Check-In with ATRA CEO Dennis Madden - Grab Your Coffee! 
- Diagnosing Low Power Problems with Scan Data - *Scott Shotton*
- Fuel Trim Diagnostics - *Eric Ziegler*
- CVT Tech - *Robert Bateman*
- 10am: Live Q&A with *Scott Shotton & Eric Ziegler* 
- 11am: Live Q&A with *Robert Bateman* 

Mgmt

- 10am - 12pm: Management Roundtable - hosted by *Rodger Bland* 

Times Subject to Change

# Wednesday, November 11

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## Management



### Importance of Relationships in Selling *Maylan Newton*

Improve customer satisfaction while increasing sales by moving from a transactional -based business model to relationship-based business model. People buy from people they like. There is a significant body of social science research that supports this concept. When you have a strong relationship with a customer, you tend to have more influence with that customer.

## Management



### 12pm - 2pm Your Grand Re-Opening Strategy *Jim Cathcart*

As the economy opens up in fits and starts it is difficult to sustain a coherent marketing effort. Jim Cathcart, our long time ATRA friend and GEARS writer, is a specialist in Mentoring Success Seekers and Start Ups/Entrepreneurs. He has agreed to share with us his master strategies for crafting a Grand ReOpening for your business. He will lead you through the creation of your plan for every level of your business and relationships. High Achievers from around the world pay Jim to do this over an 8 week period and he has designed a crash course to give you the full value in two hours! This is a big opportunity for you to rethink what you want, how you do things and what you need in order to Rock the marketplace. Learn to ReZoom The Boom with our Marketing Hall of Fame friend (and part time songwriter) Jim Cathcart.

## Management



### 3pm - 5pm Flip the Script: Secrets To Thrive In Uncertain Times *Dr. Coyte Cooper*

This powerful keynote session is designed to teach proactive professionals powerful habits they can implement to thrive in uncertain times. It outlines unique secrets designed to “flip the script” on common barriers that are present in difficult circumstances so audience members can excel and close the gap on their desired results. The session is custom designed to help members cultivate uncommon confidence, ENERGY, focus, motivation and results during times where most professionals are drawing back and settling in their businesses.

## Technical



### Presenting the Toyota AC60E *Keith Clark*

A comprehensive introductory look at Toyota's new AC60E transmission. We will explore the mechanical, hydraulic and electrical components that make this unit work. Also covered are areas of concern as well as diagnostic procedures and fixes!

## Technical



### Tips on Load Testing a Suspect Wire *Dan Marinucci*

This class focuses on one aspect of performing a valid voltage drop test on a suspect wire: Applying an adequate electrical load. The traditional method is turning on the circuit. But there are other ways to load or stress a length of wire that you suspect may be frayed or damaged. Dan shows you simple but safe and effective ways to “load test” a wire and includes examples of real-world test results.

# Wednesday, November 11

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## Technical

### ZF 9HP48 *Sean Boyle*



Since 2014, the ZF 9HP48 (or 948TE as FCA calls it) is a transaxle found in a range of common vehicles, such as the Jeep Cherokee, Honda Pilot, Acura MDX, and Honda Passport, as well as some Land Rover vehicles. This transmission has had its growing pains and this seminar is going to dive head-first in to the electronic, hydraulic and mechanical operation. Come to this seminar and work with these units hands-on, as there will be transmissions on-site and available for disassembly and inspection.

## Technical

### 5:30pm - 7pm Operation, Diagnosis & Overhaul of the Porsche PDK Transmission *Niel Speetjens*



ZF is developing and producing the double clutch Transmission PDK for Porsche. In this class you will learn how to diagnose these units and explain how the double clutch operates. The participants will learn how to read and interpret the different values with a diagnostic tool, quickly diagnose common errors and understand how the transmission shifts.

Participants will receive step by step instruction on how to effectively take apart, and then rebuild the transmission. Specific transmission parts and their functions will be discussed at great length.

## Technical

### Valve Body & Torque Converter: Control & Wear *Bob Warnke*



Diagnosing torque converter issues are difficult enough without adding other problems to the process. Knowing which direction to go will help you illuminate the guess work out of diagnosing. Bob will explain in an in depth look, how to test the Converter control systems.

**If you miss any of the  
Live sessions, you can  
always watch them later!**



## Live Q&A Times



*After you've watched the pre-recorded session, join us for a Question & Answer session with the speaker!*

**3pm:** Tips on Load Testing a Suspect Wire with *Dan Marinucci*

**4pm:** Valve Body & Torque Converter: Control & Wear with *Bob Warnke*



# **SUPERIOR**

## **HAS AND WILL ALWAYS BE PROUDLY MADE IN THE USA!**

Over the past 35 years Superior Transmission Parts, Inc. has manufactured virtually all our family of Products with “Made in the U.S.A” pride and marketed our brands as Shift Correction Packages® and Shift Technology Products®, SuperTuff® Plates, Tools and Hardened Snap Rings for critical use, Fairbanks Performance® products, TransAction® & Posi-Shift™ kits, PowerTow Performance® SelectiveAction® packages, TransLab Engineered® by Superior Transmission Parts, Inc., Bench Buddy® & Accumulator Buddy® Bore Cleaning Brush Kits, Sure-Cool® Lube, Cooler Flow & Flow~Control™ systems, (patented and patents pending), PressureRiser® Electronic Solutions, Superior Solutions-Technology That Works® Problem Solvers, TransLab Engineered® New QUICK~Solutions™, which have been “Proudly made” In the USA, for over 35 years and counting!

**A special Thank You to all of the critical industry workers who kept America moving in a time of crisis, from all of us at Superior – where “Made in the U.S.A” isn’t just “in fashion”, it’s a cold hard fact!**

**NEW**

## TransLab Engineered® 6L Series Pressure Regulator Boost Valve Kit



PART# STL018 

The TransLab Engineered® by Superior Transmission Parts, Inc. Part # STL018 6L series Pressure Regulator Boost Valve kit fits ALL variations of 6L45/6L50 & 6L80/6L90 units. This kit can be installed in conjunction with the STL012 pump upgrade kit or any O.E. Main Pressure Regulator valve, as well as, ALL after-market P.R. valve repair kits, including oversized\* internal P.R. Valve types. Real~Steel™ "NO~Ream™" "Drop~in and GO!"™ "Upgrade your Build"... Make it "Superior"™ (\*will not fit an "oversized" boost valve bore)

## TransLab Engineered® 6L80 Pump Upgrade Kit



PART# STL012

**NO~REAM™, Drop~in and GO!™ Seat-less design PR Valve:** Fine-tuned Regulation, improved TC & lube, added support with reduced bore wear in new Pumps and restored functionality in castings that exhibit wear from the factory type valve design.

**Corrected Line Pressure Limit Spring:** Helps prevent part breakage from excess High line. During brown-out conditions, max line climbs 60-160 PSI above normal Max line. This "over-pressure" breaks 3-5-R drum and 1-2-3-4 piston.

## TransLab Engineered® 6L80 VB Upgrade

The new TransLab Engineered® 6L80 VB Upgrade with Patent Pending Compensator Circuit upgrade RETRO-FITS & Upgrades all GEN1 & GEN2 valve bodies to better than GEN3 (2014-up specs). No need to purchase additional VB plates or castings.



PART# STL-6L80E

**Improves/corrects engagement & shift control:** upgrades all VB's to 8 ball system with L/R clutch exhaust control, NO~STICK™ SELECT valves, recalibrated springs, and sealing end plugs, for our NO~YUMP™ 1-2 shift feel.

**Corrects & improves lockup control:** NO~REAM™, Drop~in and GO!™ Lockup control line-up uses unworn portion of the bore makes VB usable without reaming; recalibrated for better lockup feel.

## Sure-Cool® Thermal Bypass Kits\* From Your Friends at Superior!



PART# STL017 & STL020  
Fits 2016-up 6R80/90,  
6F35, & 4R70/75



PART# STL010  
Fits 2014-up 6L80/90  
and 2016-up 8L90



PART# STL009  
Fits all 2006-2015  
6R60-6R75/80 Ford Units



PART# STL021  
Fits 8HP Dodge

• Full time cooler flow - built in safety bypass • Immediate cooler fill and accurate fluid level check, without warm-up cycle  
• Reduced average operating temperatures, increased - ATF life, and reduced risk of overheating • Reduced risk of planetary damage  
\*Patent Pending & Patented Sure-Cool® system Technology from Superior Transmission Parts, Inc.

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International: 850-574-2369 x207 sales

# Thursday, November 12

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## Management



### **Change is the New Normal** *Randy Moore*

After a 42 year career at the helm of Canada's largest transmission chain, Randy shares his insight into what makes a transmission business successful in an

ever changing market.

Recently retired as President and CEO, Randy's experience and hands on approach to problem solving provide the backdrop for a presentation that is both engaging and inspiring.

Randy's focus will be on helping you achieve your objectives while providing an uncommon sense approach to accepting change as the new normal.

## Management



### **Leadership in a Changing Time** *Don Hutson*

A changing world requires a change in the leadership focus. Don covers the New Beliefs, Behaviors, and Results present in

today's changing market. With a few simple ideas, you can pivot your team toward a new approach toward customer satisfaction.

Times have changed, but customers are still looking for value with every business they touch. Find that value for a competitive edge.

## Management



### **Organized Chaos** *Dave Riccio*

I like telling people that my shop is a well-oiled money machine. Unfortunately, I can't say that with a straight face. In reality, it's organized chaos. As shop owners and

managers, we wear many many hats. From the boss, to the shop therapist, to the money tree to the employees and vendors. Last I checked, I am not the boss as that's my wife, my customers and my employees. I am simply the organizer and in many cases the fall guy. This won't be a cry in your beer session, but let's talk strategy for making sure we find fulfillment, balance, and sanity in our business.

## Management



### **How to Increase Customer Calls Based on Your Website** *Carl Borsani*

Learn vital information related to your transmission rebuilder website. Presented by Carl Borsani from Graphic Home, an

ATRA marketing partner company. You'll learn the most important aspects of developing a website that will attract today's tech savvy customers. You'll also learn about marketing terms such as "Mobile Friendly" and "SEO" plus many more.

Carl has been in the Marketing and Communications industry for 32 years and has helped many ATRA members improve their online presence while developing strategies to attract more customers.

## Management



### **3pm - 4:30pm** **Rise Up and Survive to Thrive** *Maryann Croce*

We will all face business and personal challenges that will test our leadership. Gain the clarity, control, and confidence needed to develop your leadership. I will share lessons learned along with my Survive To Thrive three-step system for business owners and leaders. Realize the business and personal opportunities that are in front of you because a business only grows if its owners and leaders grow.

# Thursday, November 12

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## Technical



### How to win EVERYDAY *Joe Rivera & Mike Cargill*



The old adage stands true .... Win on Sunday sell On Monday. Even when the economy struggles people upgrade their rides. And it might be time for you to upgrade your business plan to accommodate your existing customers. We're in the golden age of hot rodding and there is no business better suited to work on these cars than the transmission industry. Industry experts share their tips and tricks on how to make these hot rods perform. This is part 2 of the presentation that we presented last year and will include some more of the How's than the Why's.

## Technical



### Understanding Your Programming *Pepe Torres*

We'll look into diesel transmission shifting, lock up scheduling problems and concerns. We will also be dissecting the factory programming of the 6L80, 6L90 and 4L60E with HP tuners.

## Technical



### FCA 2020-21 Automatic Transmission Update *Alan McAvoy*

Keep up-to-date on the latest on the Chrysler HP series transmissions. Chrysler training brought to you by the factory.

Alan McAvoy will bring you the latest in the HP evolution as it relates to Chrysler produces

#### 8 Speed Updates

8HP50 / 850RE, 8HP70, 8HP75, 8HP90, 8HP95

#### 9 Speed Updates

948TE / 9HP48 - Most FWD and AWD FCA vehicles

68RFE Updates - 6.7L Cummins Diesel Ram Trucks

## Technical



### Introducing the Allison 10L1000 *Steve Garrett*

The 10 speed replacement for the tried and true LCT 1000 is here. Introduced in the 2020 applications the 10L1000 is significantly different from the LCT 1000. In this session we will explore the operation, service and diagnostic strategies used with this new unit. In addition, we will highlight the critical service differences that you must be aware of to properly service this application.

## Technical



### Blame It on the Tuner Part 3 *Pepe Torres*

We'll be covering diesel transmission rebuilding tips and understanding how to match your hard parts and hydraulics to the vehicles tune. Covering 47RE, 48RE, 68RFE, AS68RC, AS69RC, 5R110W, and 6R140.

## Technical



### 5pm - 6:30pm Looking at the Toyota AB60 6 Speed & Its Little Brothers *Robert Bateman*

This presentation will cover issues commonly found on the bench and self-inflicted wounds with the Toyota 6 speeds.



## Live Q&A Times

*After you've watched the pre-recorded session, join us for a Question & Answer session with the speaker!*

**2pm:** Blame it on the Tuner Part 3 with *Pepe Torres*

**3pm:** Presenting the Toyota AC60E with *Keith Clark*

**4pm:** Introducing the Allison 10L1000 with *Steve Garrett*

*Times Subject to Change*

# Friday, November 13

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## Management



### Confident Selling *Maylan Newton*

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 Maylan for a class in Confidence Selling, the Techniques, the Attitude and the Results you should expect.

## Technical



### 1pm - 2:30pm Tips and Tricks from the Builders Bench 2020 *John Parmenter*

John brings real world issues to the presentation. He always delivers the latest information you're seeing in the shops today. His shop is located in Centereach, NY, and this year John will be covering current repairs, the causes for repair and how to diagnose the job. John will also be sharing scan tool usage, diagnostic aids and their relationship to the fix. This is a must attend show!

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## Networking & Virtual Meet-Ups

- Interact with speakers and ask questions
- Engage with fellow attendees in themed discussion rooms
- Or, create chat rooms of your own!



## Live Q&A Times



*After you've watched the pre-recorded session, join us for a Question & Answer session with the speaker!*

**11am:** Blame it on the Tuner Part 3 with *Pepe Torres*

**12pm:** ZF 9HP48 with *Sean Boyle*

# Saturday, November 14

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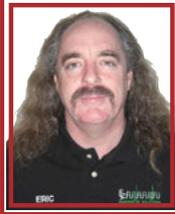
## Management



### 10am - 12pm Management Roundtable Hosted by Rodger Bland

Join our management trainers for an interactive session where they'll weigh in on a wide-ranging set of topics. From work-life balance to running your businesses in these uncertain times. Our management round table will bring years of industry experience together for an engaging two hour live session. And as with most expo classes, some of the best learning will come from the attendees, so be sure to bring your questions!

## Technical



### Fuel Trim Diagnostics Eric Ziegler

Fuel trims have been around since the introduction of computers in vehicles. These numbers can be extremely valuable in diagnosing a myriad of driveability issues. Vacuum leaks, MAF sensor issues and more will be covered. The goal is to start with a scan tool, gather data and analyze the results to identify the most likely culprit.

## Technical



### CVT Tech Robert Bateman

An in-depth look at today's CVT technology from proven fixes to parts availability. Robert will also discuss building procedures, issues he has run into on the bench, and after installation.

## Technical



### Diagnosing Low Power Problems with Scan Data Scott Shotton

This class will cover using scan data to quickly narrow down the potential causes of low power complaints. Areas covered will include: MAF sensors, restricted exhaust, low fuel volume and more! Volumetric efficiency, or VE, will be used to assess the engine's ability to breathe. The goal is to increase diagnostic efficiency and accuracy as well as eliminating the need for time consuming intrusive tests.

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 LIVE

## Live Q&A Times

LIVE 

After you've watched the pre-recorded session, join us for a Question & Answer session with the speaker!

**10am:** Diagnosing Low Power Problems with Scan Data with *Scott Shotton*  
Fuel Trim Diagnostics with *Eric Ziegler*

**11am:** CVT Tech with *Robert Bateman*

*Times Subject to Change*