



Powertrain
expo
2023

NASHVILLE
OCTOBER 25-29

Register Now!



*See You
in the Fall!*



Gaylord Opryland Resort

2800 Opryland Drive, Nashville, TN
(888) 777-6779

ATRA discounted rate:

Single/Double: \$239.00 + Tax and Resort Fee

Cut-off Date: October 3, 2023



Book your room now!

<https://book.passkey.com/go/ATRA2023>



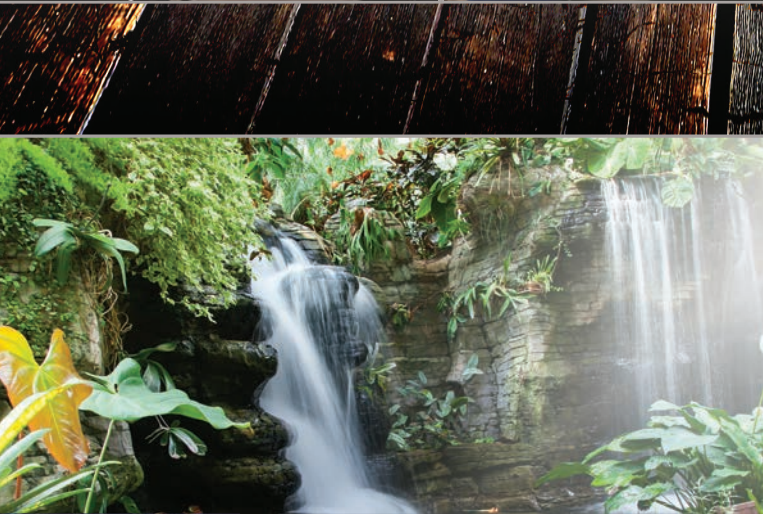
Beautiful grounds • indoor gardens • waterfalls • winding rivers • minutes from Nashville's downtown area • multiple restaurants



October 25-29, 2023 • www.powertrainexpo.com



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Dolly Parton Roof Top Bar



Johnny Cash Museum



Country Music Hall Of Fame And Museum



Nashville is known as Music City





More Seminars are being added to schedule! Visit www.powertrainexpo.com for up-to-date information.



Schedule At A Glance:

Wednesday, October 25

3:00pm - 5:00pm: Attendee Registration

3:00pm - 5:00pm: **Your Greatest Challenge: The Essential Steps to Project Success** - *Dennis Madden*

4:00pm - 6:00pm: **Introducing the UA80E** - *Mike Brown*

Thursday, October 26

7:00am - 5:00pm: Attendee Registration

** subject to change, titles to be announced*

8:00am - 10:00am: **Big 3 Module Programming** - *Don Smith, LKQ*

8:00am - 10:00am: **Technical Seminar*** - *Track 2**

8:00am - 9:30am: **Goal Setting/Refreshing and Achieving Done Right** - *Maryann Croce*

9:45am - 12:00pm: **10 Website Turnoffs that Drive Customers Away** - *Carl Borsani*

10:15am - 12:15am: **Technical Seminar*** - *Glenn Troub, Transgo*

10:15am - 12:15am: **Technical Seminar*** - *Track 2**

1:30pm - 3:30pm: **Technical Seminar*** - *Sonnax Team, Sonnax*

1:30pm - 3:30pm: **Technical Seminar*** - *Track 2**

1:30pm - 4:30pm: **The History, Mysteries, and Myths about Warranties** - *Thom Tschetter*

3:45pm - 5:45pm: **Transmission Brotherhood** - *Pepe Torres*

3:45pm - 5:45pm: **Technical Seminar*** - *Track 2**

6:00PM - 8:00PM: ATRA MEMBER MEETING / OPENING RECEPTION

Friday, October 27

7:00am - 7:00pm** Attendee Registration *** (closed between 12:00 - 1:30)*

7:30am - 9:30am: **Technical Seminar*** - *Robert Bateman, Seal Aftermarket*

9:00am - 12:00pm: **Shop Fix Academy*** - *Aaron Stokes, Shop Fix Academy*

9:45am - 11:45am: **Fixes from the Builder's Bench** - *John Parmenter, Precision International*

12:00pm - 2:00pm: ATRA LUNCHEON

2:00pm - 7:00pm: TRADE SHOW OPEN

4:00pm - 5:00pm: ATRA Chapter Meeting

7:00pm - 9:00pm: COCKTAIL RECEPTION

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Events and times subject to change. Visit www.powertrainexpo.com for up-to-date information.

Saturday, October 28

Spanish Sessions!

7:00am - 5:00pm: Attendee Registration

8:00am - 10:00am: **Diagnostics on the Other Side of the Flywheel** - ATG

8:00am - 10:00am: **Transmission Brotherhood (Spanish)** - Pepe Torres

8:00am - 10:00am: **Building Decision Makers*** - Maylan Newton

10:00am - 3:00pm: TRADE SHOW OPEN

3:00pm - 5:00pm: **DSO Oscilloscope** - Sean Boyle

3:00pm - 5:00pm: **Technical Seminar (Spanish)** - Reece Blalock, AAMCO

3:00pm - 5:00pm: **Managing Change in Your Shop** - Craig O'Niell

** subject to change, titles to be announced*

Sunday, October 29

9:00am - 12:00pm: Attendee Registration

9:00am - 12:00pm: **ATRA 2023 Technical Seminar 1** - Steve Garrett

9:00am - 12:00pm: **Strategies for Dealing with Difficult Customers**
- Bill Haas and Sarah Fraizer

1:00pm - 4:00pm: **ATRA 2023 Technical Seminar 2** - Steve Garrett

1:00pm - 3:30pm: **Amazing Women in Automotive** - Tiffany Scherado



Bonus Day!
2023 Tech Seminar!

