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Powertrain eXPO 2023
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ATRA AUTOMATIC TRANSMISSION REBUILDERS ASSOCIATION

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Schedule At A Glance:

ATRA AUTOMATIC TRANSMISSION REBUILDERS ASSOCIATION
Powertrain eXPo 2023

- Management Seminars
- Technical Seminars

Wednesday, October 25

3:00pm - 5:00pm: Attendee Registration
4:00pm - 6:00pm: Your Greatest Challenge: The Essential Steps to Project Success - *Dennis Madden*
4:00pm - 6:00pm: Introducing the UA80E - *Mike Brown, ATRA*

Thursday, October 26

PROGRAMS SUBJECT TO CHANGE

7:00am - 5:00pm: Attendee Registration
7:30am - 9:30am: OEM Transmission Programming - *Stephen Spurlock, LKQ*
7:30am - 9:30am: Sensible Scope Tips You Should Know About- *Dan Marinucci, Dorman*
8:00am - 9:20am: Goal Setting/Refreshing and Achieving Done Right - *Maryann Croce, Smallbizvantage*
9:45am - 12:00pm: 10 Website Turnoffs that Drive Customers Away - *Carl Borsani, Graphichome*
9:45am - 11:45am: Intro to Trans. Calibrations Using HP Tuners Editor and Diagnostics Software with the MPV13 - *Bill Anthony and Tony Gonyon, WIT*
9:45am - 11:45am: Finding and Fixing the Causes of Complaints and Failures - *Glenn Troub, Transgo*
1:30pm - 3:30pm: 6-, 8-, 9-, and 10-Speed Converters and Valve Bodies - *Jim Dial and Bob Warnke, Sonnax*
1:30pm - 3:30pm: 10L60/10L80/10L90/10L1000 Operation, Service, and Updates - *Steve Garrett, ATRA*
1:30pm - 4:30pm: The History, Mysteries, and Myths about Warranties - *Thom Tschetter, Coach Thom Marketing*
3:45pm - 5:45pm: Blame it on the Tuner, Part 5 - *Pepe Torres, WIT*
3:45pm - 5:45pm: CVT Problems, Causes, and Solutions- *Robert Bateman, Seal Aftermarket Products*
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: ZF Plug-in Hybrid and ZF Fourth Generation Transmissions - Francisco Moreno, ZF
9:00am - 12:00pm: The Real Reason You Don't Make Gross Profit! - *Aaron Stokes, Shop Fix Academy*
9:45am - 11:45am: Tips and Tricks 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 SPONSORED BY: WIT WHATEVER IT TAKES TRANSMISSION PARTS, INC

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: Scanner PIDS: Providing Discoveries and Solutions- *Reece Blalock*
8:00am - 10:00am: Pero, Donde Esta La Falla? Part 2 (Spanish) - *Pepe Torres*
8:00am - 10:00am: Influence! - *Maylan Newton, ESI*

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

3:00pm - 5:00pm: Vehicle Electrification: Myth vs. Fact- *Sean Boyle*
3:00pm - 5:00pm: Provocando Inteligencia en Diagnosticos Sorprendentes (Spanish) - *Reece Blalock, AAMCO*
3:00pm - 5:00pm: The Art of Advising with DVI - *Craig O'Neill, Autoflow.com*

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 Sara Fraser , Haas Performance Consulting*

1:00pm - 4:00pm: ATRA 2023 Technical Seminar 2 - *Steve Garrett*
1:00pm - 3:30pm: Amazing Women in Automotive - *Tiffany Scherado, AWIA*

Bonus Day! 2023 Tech Seminar!

For Up-To-Date Information Visit:
www.powertrainexpo.com

Speaker Descriptions:

- Management Seminars
- Technical Seminars

Wednesday, October 25

Your Greatest Challenge: The Essential Steps to Project Success
Dennis Madden
4:00pm - 6:00pm
Description: Completing a project takes more than a to-do list or series of wants and needs. Many of us feel so overwhelmed with day-to-day work that important projects often get no further than a daydream. "I'll get to that one of these days." In this session, Dennis takes you through the process of project development and completion. We'll also have a workshop where you can bring your project ideas to work through the process. It's about getting things done.

Introducing the Toyota UA80E
Mike Brown, ATRA
4:00pm-6:00pm
Description: We will take an in-depth look at Toyota's latest 8-speed front-wheel drive transmission. We explore the ins and outs of this unit including disassembly and assembly tips, subassemblies, valve body, solenoids, and sensors. Also, we will discuss need-to-know maintenance and computer strategy information!

Thursday, October 26

Goal Setting/Refreshing and Achieving Done Right
Maryann Croce, Smallbizvantage
8:00am-9:20am
Description: Owners and managers are overloaded with many day-to-day responsibilities. As a result, most know the feeling of frustration that comes from not achieving the goals they set.
Learn how to set the right goals for you, your team and business, while trusting and enjoying the process and journey to achieve them.
In this session you will discover how to
- Avoid The #1 Goal Setting & Achieving Mistake.
- Choose the Right Goals
- Use a Repeatable Framework to Set and Achieve Goals.
- Stay Focused on Your Goals Even When Challenges Happen.

10 Website Turnoffs that Drive Customers Away
Carl Borsani, Graphichome
9:45am-12:00 pm
Description: If you're making just one of these critical mistakes, this session will repay your Expo expenses. Over the years, websites have significantly evolved. Consumer shopping habits have been the major driving factor in this evolution. In the early years of the internet, having a website was more of a novelty. Today, not only is a website mandatory, but offering the right customer experience on your website, and optimizing the content for the best search engine visibility, is imperative to attracting customers, capturing leads, and increasing sales.
Topics covered in this discussion include:
- How a cluttered website negatively affects a customer
- Messy navigation leads to immediate frustration
- Eye strain leads to customers feeling uncomfortable without understanding why
- Lack of, or hard to find calls to action
- Forcing the viewer to work too hard to find you, contact you, and learn about your shop and services
- Forgetting about the mobile experience
- The downside of using poor- or low-quality images and how to select the right images
- Poor color selection can drive away your customer before they read the first thing

The History, Mysteries, and Myths about Warranties
Thom Tschetter, Coach Thom Marketing
1:30pm-4:30pm
Description: Do you wish you could charge for comebacks or bury your mistakes like doctors do? Instead, we fix our mistakes for free.
In this session, Thom Tschetter shares stories that will make you laugh, cringe, and scare you. But one thing is certain, you'll never view warranties the same way again.
Perhaps nobody in our industry understands the Magnuson – Moss Warranty Act and its revisions better than Thom. He began
researching the 1975 Law when he owned a chain of transmission shops. He was a certified arbitrator and mediator for the BBB's "Alternative Dispute Resolution Program," specializing in warranty related disputes and has even owned a warranty company.
Thom will unveil the "Perfect Transmission Warranty." It combines the powerful marketing advantage of ATRA's Golden Rule Warranty Program with valuable customer benefits while protecting your shop and boosting profits.

OEM Transmission Programming
Stephen Spurlock, LKQ
7:30am-9:30am
Description: Learn how use OEM Scan Tools (domestic vehicles) for transmission programming. This class will guide you through the entire process from creating an account, installing the software, and programming the transmissions.

Sensible Scope Tips You Should Know
Dan Marinucci, Dorman
7:30am-9:30am
Description: Sometimes techs ask, "What do I believe – the 'scope or my lying eyes?" Dan offers simple, practical solutions to questions bugging both beginner and experienced 'scope users. Even techs considering their first 'scope purchases will learn a lot in this seminar.
Dan provides focused, fast-moving case histories that techs of all skill levels will value -- including those using fairly basic 'scopes.
Dan also recommends real-world voltage, current and time settings for popular 'scope tests as well as tips on creating crisper, cleaner 'scope patterns. What's more, he includes cost-effective, self-learning tricks that help build the confidence techs need to succeed with 'scope-based troubleshooting.

Introduction to Transmission Calibrations Using HP Tuners Editor and Diagnostics Software with the MPVI3
Bill Anthony and Tony Gonyon, WIT
9:45am-11:45am
Description: In this Seminar we will go over a basic understanding of how and why to make changes to improve durability and performance of a transmission unit by introducing the HP Tuners Editor and Scanner software which allows the end user to view Emissions Monitor checks for completion, diagnose, read, modify, and write, using the Editor software with the MPVI3, through the vehicles OBDII Port.
Transmission Calibrations such as Convertor lockup, slip, shift points, torque management, shift pressures, and of course Speedometer calibrations are easily calibrated using the Editor/ Scanner Software and then using the Scanner software to verify these calibrations are being completed as commanded results in less troubleshooting time, the transmission working properly, reducing warranty claims and comebacks, and a satisfied customer base. The goal is understanding these functions using HP Tuners Hardware and Software.

Book Your Room!

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Thursday, October 26 cont.

Finding and Fixing the Causes of Complaints and Failures

Glenn Troub, TransGo

9:45am-11:45am

Description: Join Glenn Troub, Technical Support Specialist at TransGo, for his presentation titled "Finding and Fixing the Causes of Complaints and Failures." In this session, Glenn will delve into the world of diagnosing modern automatic transmission problems and uncovering effective solutions. Drawing on his extensive experience, he will explain the underlying theory behind TransGo's renowned repair solutions, shedding light on their effectiveness in addressing common issues.

Furthermore, Glenn will share valuable insights on optimizing the use of scan tools, empowering technicians to extract maximum value from these essential diagnostic instruments. Attendees can expect to gain practical knowledge and techniques from real-world examples, as Glenn presents actual fixes derived from TransGo's technical team's invaluable expertise.

6-, 8-, 9-, and 10-Speed Converters and Valve Bodies

Jim Dial and Bob Warnke, Sonnax

1:30pm-3:30pm

Description: We welcome you to join Jim Dial and Bob Warnke as they present details on torque converter controls, valve body issues and differences aimed at providing you the best and latest information to aid you in properly diagnosing and fixing the following units: 6R80, 6L80, 8L90, ZF8HP70, 850RE, 948TE and 10R80.

10L60/10L80/10L90/10L1000 Operation, Service and Updates

Steve Garrett, ATRA

1:30pm-3:30pm

Description: The GM 10 speed applications are quickly becoming common place in many shops and dealerships. The class will cover an introduction to the various GM 10 speed rear wheel drive units and their multiple configurations. In addition, the class will focus on the diagnostic procedures required for these units as well as the various updates that have been introduced since its 2017 debut.

Blame it on the Tuner, Part 5

Pepe Torres

3:45pm-5:45pm

Description: This year, Pepe will take us to another level with popular, late-model units and performance applications. He will share tips and tech tricks on the following:

- 68RFE: Pump inspection of every valve and its operation
- 6L80E: Performance modifications and its corresponding software.
- 10R80: Testing and essential parts.
- AISIN: Electrical testing and code diagnostics.
- 6R140: Performance modifications and solenoid selection

He will show you how to transmission cooling to the next level!

CVT Problems, Causes, and Solutions

Robert Bateman, Seal Aftermarket Products

3:45pm-5:45pm

Description: Robert, the Technical Advisor for Seal Aftermarket Products will take us in depth into JATCO CVT'S. He receives numerous calls on these units regarding rebuilt and new units failing shortly after installation. On many occasions, the failure has nothing to do with the unit itself, but other vehicle-related concerns. In this presentation, he shares real-life problems and concerns that have surprising resolutions. He also gives practical diagnostic tips using the Consult 3 and 4, and other aftermarket scan tools.

Friday, October 27

The Real Reason You Don't Make Gross Profit!

Aaron Stokes, Shop Fix Academy

9:00 am-12:00pm

Description: In this class, Aaron will uncover the mistakes 90% of shops make that they think help when actually they hurt GP. He will also explain how an increase in throughput could unlock revenue you never thought possible by shifting the team's focus.

ZF Plug-in Hybrid and ZF Fourth Generation Transmission

Francisco Moreno

7:30am-9:30am

Description: The ZF 8HP has proven itself, for more than a decade, that it is among the best transmissions ever produced. As ZF continues to improve the 8HP, adding a Plug-In Hybrid version of the transmission was the next logical step and ZF now is releasing the 4th Generation of the 8HP. Become familiar with the latest technology as we cover hybrid transmission diagnostics, torque flow, an overview of Mechatronic, and an introduction of the ZF fourth Generation Transmission.

After completing this training, the participant will be able to:

- Describe common diagnostics of the ZF hybrid units.
- Identify the internal safety features of hybrid systems.
- Explain how to verify zero potential of a high-voltage system.
- Describe the procedure to disconnect high voltage systems on BMW and Audi.
- Identify the characteristics of 2-speed electric motors.
- Identify updates within the latest ZF transmissions.
- Explain common failures of the units.
- Describe common diagnostics of the ZF hybrid units.
- Explain the difference between ZF first-generation and fourth-generation.

Tips and Tricks from the Builder's Bench

John Parmenter

9:45am-11:45am

Description: As vehicle systems become more complex, so do problems that come into our shops. We have one of the best in the industry bringing us current problems and fixes. John will walk through real-life cases that he has encountered and will help you navigate from identifying the source of the problem to the solution. He will also cover parts updates and other need-to-know building tips on several transmissions. Be prepared for an immersive, interactive class!

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

Speaker Descriptions:

Management Seminars
Technical Seminars

Saturday, October 28

Influence!
Maylan Newton, ESI
8:00am-10:00am
Description: Influence is the ability to have a powerful effect on someone or something. When you influence someone, you change a person or thing indirectly, positively, or negatively but significantly. Each day you influence many directly and indirectly. Have you ever thought about whether your influence on people is positive or negative? WE will talk about why this is an essential aspect of our lives to which we pay little attention.

The Art of Advising with DVI
Craig O'Neill, Autoflow.com
3:00pm-5:00pm
Description: Our job titles as Service Advisors and service Consultants are not euphemisms. These titles accurately describe our professional responsibility to our clients. Digital Vehicle Inspections make it simple for us to own these titles, however, this technology is useless if it isn't helping people connect more effectively and more efficiently.
In this course, we're aiming straight to the heart of professional service advising with digital inspections. Attendees will learn a proven process worthy of greater consistency and emerge equipped to leverage inspections in a way that ensures a win-win-win for their business, their staff, and their clients.
This is a great learning opportunity for the whole team, particularly if your transmission shop is looking to expand into general service and maintenance. We'll explore the full benefits of a well-implemented inspection process and simultaneously address barriers to process change commonly experienced in transmission shops.Topics include:
- Learning the why of the DVI and our professional responsibility
- Managing process changes with your teams
- Learn the difference between a customer and a client
- Preparing the presentation in collaboration with techs
- When and how to send DVI's
- How to ensure inspections are viewed
- Leverage inspections in the approval call
- Consulting for the next visit based on the results

Scanner PIDS: Providing Interesting Discoveries and Solutions
Reece Blalock, AAMCO
8:00am-10:00am
Description: AAMCO Director of Technical Education & Development, ATRA Member & Master Rebuilder will take a deep dive into Scanner PIDS, and just how interesting these data logs can be when diagnosing modern vehicles. Starting with how simple it is to record these logs, and why techs should be doing this on a regular basis, he will also cover real word examples of these and the interesting discoveries and solutions that they can reveal. Who should attend? Are you sometimes perplexed at the increased amount of data included in modern PID groups, and wonder why so much? Would you like to use scanner data movies to calculate TCC and gear ratio slip or find diagnostic clues to erratic, seemingly inexplicable PID graphs? Where can you go to learn more about PIDS? For answers to these questions and more, don't miss this segment.

SPANISH TRACK
Pero, Donde Esta La Falla? Part 2
Pepe Torres
3:00pm-5:00pm
Como completer toda una unidad en 1 dia!
Lo que vas a aprender:
- Presion mata carita – parte 2
- Diferencia entre codigos de circuito y d esempeno
- El torno, como empezar con un torno y como empezar a reparar tus partes.
- Toyota diagnostic y reparacion en camionetas.
- 6L80 diagnostic hidraulico con HP Tuner y Autel.

Vehicle Electrification: Myths vs. Facts
Sean Boyle, Southern Illinois University
3:00pm-5:00pm
Description: A lot of information is circulating in the automotive world about vehicle electrification and the future of the automotive industry. Sean brings us a study on where we are now, the facts, and the myths. He also covers different levels of electrification from hybrids to full electric vehicles and serviceability.

SPANISH TRACK
Provocando Inteligencia en Diagnósticos Sorprendentes
Reece Blalock, AAMCO
8:00am-10:00am
Reese Blalock profundizará en los PIDS del escáner, y lo interesantes que pueden ser estos registros de datos al diagnosticar vehículos modernos. Comenzando con lo simple que es grabar estos registros, y por qué los técnicos deberían hacerlo regularmente, también cubrirá ejemplos reales de estos y los interesantes descubrimientos y soluciones que pueden revelar. ¿Quién debe asistir? ¿A veces está perplejo ante la mayor cantidad de datos incluidos en los grupos PID modernos y se pregunta por qué tanto? ¿Le gustaría usar películas de datos de escáner para calcular el deslizamiento de la transmisión o convertidora? ¿O que tal el encontrar pasos diagnósticos para gráficos de PIDs que son erráticos y aparentemente inexplicables? ¿Dónde puede obtener más información sobre PIDS? Para obtener respuestas a estas preguntas y más, no te pierdas este segmento.

Sunday, October 29

Strategies for Dealing with Difficult Customers

Bill Haas and Sara Fraser,
Haas Performance Consulting
9:00am-12:00pm
Description: Ever had a really great, incredible day destroyed by a customer? Yes, you know the one. These situations disrupt business, affect the work environment, and suck all the energy out of you.
It is a tough job to be helpful and provide great customer service when a guest is confrontational, unreasonable or over demanding. Let's not overlook the impact on your store's profits. Many times, these situations result in performing work for no pay, refunds or even a lost customer. And do not forget your reputation is at risk.

- Learn techniques to identify the "difficult" customer early.
- Discover creative ways to cope with guests' demands and complaints.
- Gain strategies to resolve complaints quickly — and to everyone's satisfaction.
- Repair broken relationships with guests that might have been lost forever.

Handling the tough customer becomes another one of your strengths. No longer be challenged with difficult customer interactions and enjoy work with less stress and fewer frustrations.

Amazing Women in Automotive

Tiffany Scherado, AWIA
1:00pm-3:30pm
Description: Join us as Tiffany leads a round table discussion on Women in the Auto Industry: Supporting, recruiting, and retaining them.

ATRA Technical Seminar 2023 - Part 1

Steve Garrett
9:00am-12:00pm
Description: This is an encore presentation of the annual seminar that is given around the country. If you missed it, or it was at a location too far away from you, now is your chance to attend! We cover the latest need-to-know information on GM, Ford, Stellantis, and Import transmission problems and fixes. We also cover other transmission related concerns on the 'other side of the flywheel.'

ATRA Technical Seminar 2023 - Part 2

Steve Garrett
1:00pm-4:00pm
Description: Continuation of technical seminar. See above description.

ATRA Powertrain eXPO 2023

NASHVILLE
OCTOBER 25-29

	TRADE SHOW PASS Friday-Saturday (October 27 & 28)	TECHNICAL CONFERENCE Wed - Sunday (October 25-29)	MANAGEMENT CONFERENCE Wed - Sunday (October 25-29)	COMPLETE CONFERENCE Wed - Sunday (October 25-29)
Access to Technical Seminars		●		●
Access to Management Seminars			●	●
Expo Tech Manual		●		●
Expo Tech Program Download		●		●
Expo Management Worksheets with Leather Binder			●	●
Expo Management Program Download			●	●
Coffee Breaks		●	●	●
ATRA Luncheon		●	●	●
Friday & Saturday Trade Show	●	●	●	●
Friday Cocktail Reception		●	●	●
Technical & Management Seminars Audio recordings				●
	AS LOW AS $75	AS LOW AS $595	AS LOW AS $595	AS LOW AS $645
		TECHNICAL CONFERENCE	MANAGEMENT CONFERENCE	COMPLETE CONFERENCE

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(805) 988-6761

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ATRA Expo Registration
1670 FM 1516
China Grove, TX 78263

Online at:
powertrainexpo.com

REGISTRATION FORM

OCTOBER 25-29, 2023 | GAYLORD OPRYLAND RESORT & CONVENTION CENTER, NASHVILLE, TN

Company Name		ATRA Account Number
Contact Person: (will receive all correspondence)		
Address		
City	State	Zip
Country	Email Address	
Area Code Phone No. ( )	Fax No. ( )	

TO REGISTER: Call toll free 1-800-428-8489 or FAX this completed form to 805-988-6761

Badges will be issued from this list. Use a separate sheet for additional registrations.

PLEASE PRINT CLEARLY

	CONFERENCES (Includes Lunches & Trade Show)			ADDITIONAL TICKETS		
	Complete Conference	Tech Only	Mgmt Only	Trade Show Only	Lunch & Trade Show	'23 Sem Book**
NAME _____	☐	☐	☐	☐	☐	☐
NAME _____	☐	☐	☐	☐	☐	☐
NAME _____	☐	☐	☐	☐	☐	☐
NAME _____	☐	☐	☐	☐	☐	☐
NAME _____	☐	☐	☐	☐	☐	☐

*****Not required for seminar entry***

Discount for current ATRA Members only.
Join or renew today and enjoy the member discount right away!

REGISTRATION FEES	Qty	Advanced Purchase Before July 31st		Standard Pricing August 1st - Oct 4th		ON-SITE	SUBTOTAL
		Member	Non Mem	Member	Non Mem	Member/Non	
Complete Conference Registrant*	_____	$ 645	$ 745	$ 745	$ 845	$945/1045	$_____
Technical or Management Conference*	_____	595	695	695	795	895/995	$_____
Trade Show Only	_____	75	75	75	75	75	$_____
Lunch Ticket Only	_____	100	100	100	100	100	$_____
2023 Technical Seminar	_____	100	100	100	100	100	$_____
2023 Technical Seminar Manual *(not required for seminar entry)*	_____	75	75	100	100	100	$_____

****Conference Registrants may receive Trade Show Passes for spouse and/or children by contacting ATRA Registration at 1-800-428-8489.***

TOTAL $_____

☐ *I do **not** wish to receive any advertising or promotional material from Exhibitors.*

All cancellation requests made after 10/1/2023 are subject to a $50 cancellation fee.

PAYMENT INFORMATION

* Check enclosed payable and mail to: ATRA, 1670 FM 1516, China Grove, TX 78263. Check # _____

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