



Powertrain
expo
2025



Wednesday, September 3rd - Sunday, September 7th



**MARRIOTT
SAN ANTONIO
RIVERWALK**



The Marriott Rivercenter Hotel offers Powertrain Expo attendees the perfect blend of convenience and comfort, with direct access to the Rivercenter mall and the vibrant San Antonio River Walk.

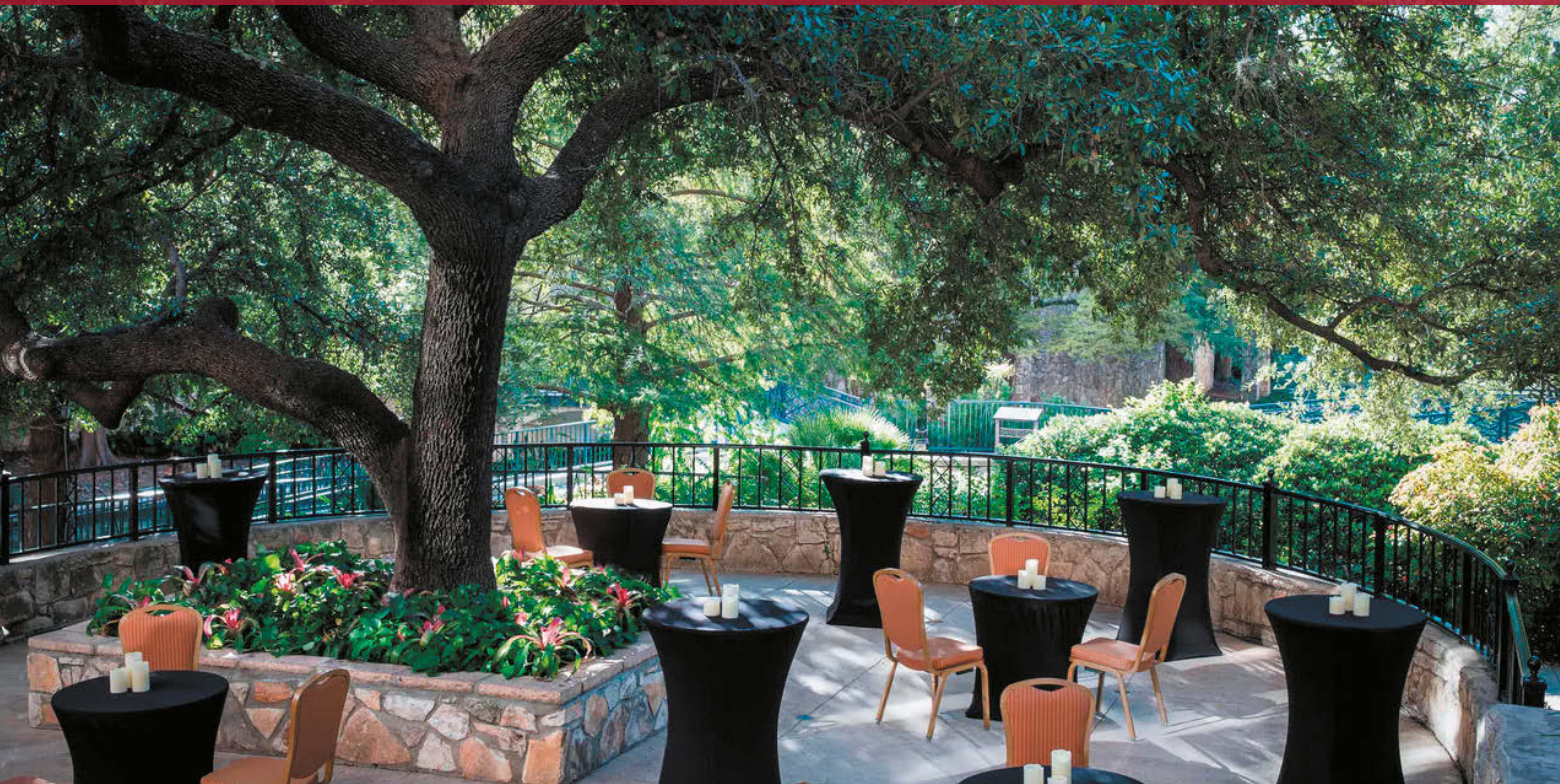
Spacious rooms, high-speed Wi-Fi, and state-of-the-art meeting spaces ensure a seamless and productive stay. After a busy day, guests can unwind with exceptional dining, a refreshing pool, and stunning city views.

San Antonio Riverwalk: A mix of cultural, historical, and recreational experiences for the entire family.

- ❖ **Take a GoRIO River Cruise:** Enjoy a guided tour that provides historical insights about San Antonio.
- ❖ **Eat at a Riverwalk Restaurant:** Experience authentic Tex-Mex cuisine with a view of the water.
- ❖ **Explore La Villita:** This historic artisan village offers shopping, dining, and a glimpse into San Antonio's past.
- ❖ **Attend Live Performances:** The Arneson River Theatre often hosts live shows and entertainment.
- ❖ **Visit the Grotto:** An art installation and artificial cave located along the Riverwalk.
- ❖ **Explore the Alamo:** The historic site is just a short walk from the Riverwalk.
- ❖ **Visit the Tower of the Americas:** This 750-foot tower offers an observation deck and revolving restaurant with a view of the city.



www.powertrainexpo.com



2025 POWERTRAIN EXPO
LUNCHEON
KEYNOTE ADDRESS

FRIDAY SEPTEMBER 5TH
12:30 PM - 2:30 PM

WHAT I WOULD TELL MY 25 YEAR-OLD SELF

Presented by Kit Lindsay, Retired Owner of Lindsay Transmissions

After more than three decades in the transmission business, Kit Lindsay has gained the kind of wisdom only time—and hard-earned experience—can teach. In this heartfelt and humorous keynote, Kit reflects on the lessons he wishes he'd known when he opened his shop at 22. From business basics and financial discipline to faith, family, and the value of community, Kit shares practical advice and honest reflections for shop owners at every stage of their journey. Whether you're just getting started or looking back on your own road traveled, this talk will inspire you to lead with purpose, integrity, and maybe even a little more balance.



Kit Lindsay



Kit Lindsay is the retired owner of Lindsay Transmissions in Warrensburg, Missouri, where he opened his shop at just 22 years old. A self-taught transmission mechanic in his early years, Kit credits organizations like ATRA and ATSG with expanding his knowledge and helping him grow professionally.

Throughout his career, Kit made it a priority to lead by example and uphold the highest standards in the industry. His commitment to integrity and hard work paid off, allowing him to retire comfortably at age 59.

Today, Kit enjoys life in the woods with his wife Amy and their beloved pets. Reflecting on his journey, he simply says, "I think I am the most blessed man I know."



Powertrain
expo
2025

WIT and ATRA
request the pleasure of your company at
the **2025 ATRA Powertrain Expo**
Opening Night Reception

Friday, September 5th
7:00 pm - 9:00 pm

Join us for an evening of celebration.
Food, drinks, music—and memories with friends that last a lifetime.



TORQUE & TRAILS

CYBER SALOON

"BUILDING THE FUTURE FRONTIER"

PRESENTED BY





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TECHNICAL SPEAKERS



Brian Bay

About Brian

Brian Bay, a technical trainer at ZF Group specializing in automotive product installation and diagnostics, draws on over 20 years of mechanical expertise gained in various automotive dealerships. Formerly a product manager at Walker Products, he managed diverse product lines for both commercial and personal vehicles. Brian, an ASE Certified and Ford Senior Master Technician, holds a BS in Finance from Saint Louis University and an AOS in Automotive Technology. Originally from St. Louis, he pursues hobbies such as collecting Star Wars memorabilia and spending quality time with his cat, Ember.



Reese Blalock

About Reese

Technical Director, AAMCO University ATRA Member for 30+ years with over three decades in the transmission repair industry, Reese Blalock brings a unique blend of hands-on experience, diagnostic insight, and a passion for technician development. A long-time ATRA member and former technical support specialist, Reese has built a career supporting shops and techs across the country — from the bench to the classroom. As Technical Director for AAMCO University, he now leads training initiatives focused on practical diagnostics, modern drivability challenges, and technician growth. Reese remains committed to sharing knowledge across the industry and honoring the craft shared by all who turn wrenches.



Sean Boyle

About Sean

Sean Boyle teaches Automotive Drivetrains, Automatic Transmissions, Vehicle Stability and NVH, Electric Vehicles, and Comprehensive Diagnostics courses at Southern Illinois University. He has taught for SIU since 1997 and enjoys the challenges of learning, researching, and teaching new vehicle technology. He is Master ASE certified with advanced certifications in L1, L2, L3, and L4. His studies are often published in automotive service trade journals, such as Gears Magazine.



Jim Dial

About Jim

Jim has been in the transmission industry for over 40 years. He is currently a technical specialist at Sonnax working on research and development, assisting with design of transmission valve kits, developing hydro-electric tests for remanufactured valve bodies and solenoids and aiding in technical support of our products for customers. Prior to his nine years at Sonnax, Jim was a shop owner, transmission builder and worked for ATSG for 20 years, writing repair manuals, hydraulic circuit manuals and speaking at seminars.



Maria Erazo

About Maria

Ingeniera Mecánica, Máster en Negocios Internacionales, emprendedora y formadora con más de 27 años de experiencia en transmisiones automáticas y 21 en gestión técnico – mecánica y empresarial. Primera Seminarista Femenina Técnica de Transmisiones Automáticas de habla hispana. Su labor en la industria por el empoderamiento femenino y espacios de igualdad en el sector automotriz, a través de su marca Talleres Caja Rosa, ha sido significativa. Ha impartido asesorías, charlas, talleres, workshops y clases académicas acerca de fallas puntuales y reparación de transmisiones automáticas multi marca a nivel nacional e internacional: Ecuador, Colombia, Chile, México, Venezuela, Argentina, Guatemala, Uruguay.



Steve Garrett

About Steve

Steve Garrett has worked in the automotive and transmission industry for 40-plus years. He is currently a technical seminar presenter for Automatic Transmission Rebuilders Association (ATRA) and a contributing writer for GEARS Magazine. As a former service engineer and instructor for General Motors (GM), Steve is well-known in the automotive industry. He has authored industry books for GM, ATRA, and college textbook companies and has been a technical writer for multiple magazines.



Aaron Golas

About Aaron

Started my automotive education at Greater Lowell Technical High School. During my time in high school, I worked in a Co-op program that had me working full days in a Dealership every other week. Like many other technicians, I have been working on anything with an engine since I could hold a ratchet. After high school, I went on to graduate from UNOH (University of Northwestern Ohio) with an associate degree in Automotive High Performance. After graduation, I worked for a performance shop building fast street & race cars. I worked for a Ford dealership, flat rate, where I honed my diagnostic skills. I then made a big change working on heavy-duty trucks and equipment.



Dan Marinucci

About Dan

Dan Marinucci has been reporting on the auto repair industry since 1976. For 31 years, Dan wrote a monthly foreign car repair column in Hearst's MOTOR MAGAZINE as well as various tech features. Since 1989, he has written a regular automotive management column in Crain's TIRE BUSINESS. Dan also contributes tech articles to ATRA's GEARS MAGAZINE. Dan has been presenting tech seminars nationwide and across Canada since 1993. These include classes on troubleshooting electrical systems, starting/charging systems and driveability problems. This year marks Dan's **30th consecutive** appearance at ATRA's Powertrain Expo.



Powertrain
expo
2025



TECHNICAL SPEAKERS



Francisco Moreno

About Francisco

Francisco holds the position of N.A. Powertrain & E-Mobility Category Manager Lead with ZF Aftermarket. His position supports the development of products for the IAM and as a trainer, supports the growth and training of technicians in the independent aftermarket. Francisco has over 15 years of experience at ZF on the remanufacturing production lines in both passenger car and commercial vehicle. Moreno is able to use his previous knowledge and experience of working on the remanufacturing production line to educate those technicians in the field. A priority of Moreno is to engage and educate technicians in the growing IAM automotive markets. ZF is proud to be able to bring our guidance and technical expertise to a larger technician population. Remanufacturing at ZF is a finely tuned process to ensure the transmissions run like-new after proper diagnosis and overhaul of the product. Francisco's background includes a heavy focus on the ZF 6, 8 and 9-speed transmissions, as well as ZF Commercial Vehicle transmissions and axles.



Drake Ohe

About Drake

Hi, my name is Drake Ohe. I am an ATRA Technical Advisor. I am a graduate of Texas State Technical College. I have 25 years of experience in the transmission industry working as an R&R technician and rebuilder. My career path includes being a Snap-On tool representative and the Southwest Regional Technical Manager for AAMCO Transmissions. I also am a former shop owner, custom car, hot rod and restomod builder. My home is Pflugerville, Texas where I enjoy my wife, two kids, and my dog. I enjoy the outdoors, grilling, smoking meats, fly fishing and wood working.



John Parmenter

About John

John Parmenter is a rebuilder and shop owner on Long Island, New York. John is an ASE certified master technician. His shop handles a large volume of dealer warranty work. He is a technical advisor for Precision International and handles technical service calls as well as answering questions on Precision International's website, www.transmissionkits.com. John's seminars are in demand worldwide as they are based on real world problems encountered in today's transmission shops.



Pepe Torres

About Pepe

Pepe Torres is a professional in Automatic Transmission Systems, he has vast hands-on experience on improving performance, software and cooling for transmission systems, he has focused and developed an interest for light diesel truck transmission systems. His techniques have caught attention and have been followed by other transmission rebuilders in the industry. He presents seminars at ATRA and Workpac expos. He continues to share his knowledge and technique with other techs in the industry. Owner and transmission rebuilder of AUS-TEX Transmission since 2005.



Jimmy Taylor

About Jimmy

Hi, my name is Jimmy Taylor. I am a technical advisor on the ATRA technical hotline. My career in the transmission industry started 44 years ago at the age 13 working in my dad's shop. From sweeping floors, R&R, rebuilding, diagnostics and customer interaction. I grew up in Alaska, having moved there as a kid, and lived there until moving to Texas after coming to work for ATRA. My hobbies are photography, fishing, travel and since moving to Texas BBQ'ing, and eating BBQ!



Bob Warnke

About Bob

Bob has been delivering presentations to the industry since 1991. He is currently a consultant at Sonnax and has worked with those colleagues over his 26 years with the company to develop many unique solutions. Prior, Bob was in volume remanufacturing, education and a shop rebuilder/owner. Bob got his start at GM in the days of THM 200 and 125. Bob is also dedicated to his non-profit 501c3 organization Haven on Rice Creek (www.havenonricecreek.org), a retreat center dedicated to the support of grieving individuals, youth mentoring programs and sabbaticals for ministry teams and leaders.



Mark Wheeler

About Mark

Mark, an ASE Master Tech, brings nearly 30 years of experience to the transmission industry with a passion for education. Mark progressed from R&R, to builder, to manager, to the Transmission & Electrical Diagnostics Instructor at the NASCAR Technical Institute. Mark then opened his own transmission shop before joining WIT as the HP Tuner & Lead Warranty Tech.



Eric Ziegler

About Eric

Eric Ziegler is the owner of EZ Diagnostic Services, an automotive mobile diagnostics business specializing in module programming, drivability diagnostics, electrical/networking issues, key cutting, automotive locksmithing, wiring harness repairs, and ADAS calibrations, serving collision centers and repair shops in Jacksonville, FL. Previously, he owned EZ Diagnostic Solutions in Central IL. With over 35 years of technical experience, Eric is also an instructor for Automotive Seminars, Inc., and has trained technicians nationwide at major events such as Vision, ATE, Automechanika, AAPEX/SEMA, and many more. He holds 17 ASE certifications, including ASE Master Tech and advanced L1, L2, and L3 diagnostics. Eric is a Subject Matter Expert for ASE exams, including the L4 Advanced ADAS certification, and contributes to Motorage and ABRN magazines. Recently, he co-founded EZ Tech Mentors with Scott Shotton to help shops improve technician skills and foster a culture of learning. Eric also trains with Turbo Training, DiagNation, and World Pac/CTI.



Powertrain
expo
2025



TECHNICAL SESSIONS

Wednesday Sessions

6:00 PM - 8:00 PM - **Diagnosing and Resolving Automotive Electrical Issues and Their Impact on Transmission Operation**
Speakers: Jimmy Taylor and Drake Ohe

Can a weak battery or a faulty spark plug cause transmission slipping or poor shifting? Find out as ATRA's Jimmy Taylor and Drake Ohe take you on a deep diagnostic journey into electrical and engine-related issues that can mimic transmission failures. This class will cover drivability concerns, engine-related fault codes, and electrical issues that can mislead your diagnosis. You'll also learn how to distinguish between true transmission problems and external factors affecting its operation. Expect lively discussions and real-world case studies that will sharpen your diagnostic skills and help you avoid costly misdiagnoses.



Thursday Sessions

8:00 AM - 10:00 AM - **The Automatic Transmission R&R Boot Camp**
Speaker: Aaron Golas

This course focuses on diagnosing and troubleshooting automatic transmission issues. It covers the entire process, from vehicle intake with a transmission problem to replacing the transmission and test driving the vehicle. Developed by Master ASE Certified Technicians, the course teaches essential skills for working with modern transmissions.

8:00 AM - 10:00 AM - **Logical Diagnostic Decisions for Drivability Dilemmas - Part 1**
Speaker: Eric Ziegler

This is a critical thinking or logical approach class to address many of the issues that face techs every day; working on systems that are new to them or that they have little or no experience diagnosing. The course is a mix of critical thinking, theory, diagnostic testing methods, tooling and real-world case studies addressing mechanical testing, fuel trim diagnostics, ignition testing and network communication issues. We will also discuss graphing scan data, archiving data and other useful diagnostic software.

There are lots of real-world case studies will be used to illustrate these processes and techniques. You will see how you can diagnose each type of problem with basic and high-tech tools. Learn how to structure your diagnostic process, see what your results should be, and where to go next. We will also examine the "Flatrater" test drive and how to gather information quickly and efficiently.

10:30 AM - 12:30 PM - **Logical Diagnostic Decisions for Drivability Dilemmas - Part 2**
Speaker: Eric Ziegler

10:30 AM - 12:30 PM - **Down to the Ground**

Speaker: Dan Marinucci

Bad grounds may fool careless or uninformed technicians. Boost your diagnostic confidence by attending Dan's class. Here, he explains time-honored voltage-drop methods that pinpoint bad grounds on everything from sensors, computers and actuators to starters and alternators. Dan includes common, known-good ground-side values he learned firsthand during diagnosis.

2:00 PM - 4:00 PM - **ZF Transmission Diagnostics**

Speakers: Francisco Moreno and Brian Bay

This training session will cover all ZF transmission diagnostics including, 6HP, 8HP, 9HP and the latest ZF Gen IV. As transmission technology continues to evolve, as it did in the case of the ZF 6HP, the diagnostic process must also evolve. During this in-depth training, diagnostic procedures will be covered that will take the guesswork out of the diagnostic and repair process, and will add valuable skills that translate well to repair facilities.

2:00 PM - 4:00 PM - **HP Tuning for GM and Ford 6,8, and 10 speeds**

Speaker: Mark Wheeler

Mark Wheeler will introduce you to methods of programming GM and Ford late model transmissions to improve shift quality and lock up control. Modifications to the shift and lock up strategies improves the drivability of these vehicles while also eliminating customer NVH (noise, vibration, and harshness) complaints.

4:30 PM - 6:30 PM - **Understanding the 6L80: Diagnostics, Data & Practical Insights**

Speaker: Reese Blalock

Join Reese for a technical walk-through of one of GM's most widely used rear-wheel drive transmissions, the 6L80. This session will explore practical diagnostic strategies, key scan tool PIDs, and real-world data interpretation techniques. Whether you're identifying internal issues or external conditions affecting performance, this class is designed to offer clarity and confidence in assessing and servicing this unit.

4:30 PM - 6:30 PM - **A Deep Dive into 8, 9, and 10-speed Hydraulics: Operation, Circuitry and Failure Prevention**

Speakers: Bob Warnke and Jim Dial

Understanding the hydraulics portion of transmission function and control is essential to finding root-cause failures. Bob Warnke and Jim Dial will take you deep inside the hydraulic operation of these late-model units to help you understand how they really work. This class will cover regulator, Limit, Latch, and select valve operation and how different hydraulic circuits are related. Included in this presentation is the new 10-speed pressure regulation hydraulic circuit operation. They will also cover failures that can occur when these circuits malfunction. Don't miss this need-to-know information!



Powertrain
expo
2025



TECHNICAL SESSIONS

Friday Sessions

8:00 AM - 10:00 AM - **Can Bus Operation and Diagnosis**
Speaker: **Steve Garrett**

The seminar will look at the construction of the Controller Area Network (CAN) communication bus, the vehicle uses to communicate between various vehicle system control modules as well as your scan tool. We will look at how the CAN system works as well as how do diagnosis the system when a communication problem occurs. In addition, we will focus on the dreaded "U" trouble codes that have become common place in our industry.

10:30 AM - 12:30 PM - **Shift Anatomy of Modern Transmissions, Part 2**
Speaker: **Sean Boyle**

Gain a new level of understanding of how these units work behind the scenes! Sean takes us inside late-model transmission shift strategy on a level that no OEM has dared. In this class, you will explore solenoid command versus actual clutch pressure response on 6, 8, and 10-speed GM applications. He will also explore torque management related to overall powertrain control to produce the best shift quality and range selection for any driving condition. As a bonus, he will also touch on how tuners affect shift quality, scan data PID monitoring for accurate diagnosing, and more. This class will give you new tools to tackle the complex problems related to these units.



Friday Spanish Sessions

8:00 AM - 10:00 AM - **El Desafío Del Diagnóstico Y La Reparación En El Mundo CVT**
Speaker: **María Erazo**

La reparación de transmisiones CVT en la actualidad se ha limitado al cambio de partes mas no a la reparación como tal. Comprender su funcionamiento hidráulico, así como las razones de sus fallas son las claves para romper con este mito de la no reconstrucción de las transmisiones CVT. Esta clase cubrirá diagnóstico utilizando herramienta básica, así como equipos, funcionamiento hidráulico, fallas comunes y las soluciones a las mismas. ¡Dejemos de reemplazarlas y logremos repararlas!

(CVTS JF011E/JF015E/JF016E/K112/VT1)

10:30 AM - 12:30 PM - **Vámonos Recio**
Speaker: **Pepe Torres**

Este curso se centra en mejorar la eficiencia en el diagnóstico, armado, montado y realización de una prueba de manejo eficaz y contra garantías. Incluye el análisis de presiones y modificaciones en la transmisión 68RFE, diagnóstico y reparación de la caja de válvulas del 8L90, así como la selección de turbinas de alto desempeño para motores de gasolina y diésel.

Saturday Sessions

8:00 AM - 10:00 AM - **Blame It On The Tuner, Part 7**

Speaker: Pepe Torres

Pepe brings you tested tips, tricks, and modifications that you need to make transmissions last in the most extreme environments. He will take you on a tour of the most recent heavy-duty units currently on the market including the 10L1000, 10R140, and 6R140. He will also cover 8L90 stock and performance tuning. Be prepared to receive a wealth of information!

10:30 AM - 12:30 PM - **Fixes From The Builder's Bench**

Speaker: John Parmenter

The latest solutions from one of the industry's most renowned transmission specialists! Take a journey into the complaint, cause and cure process for some of the latest fixes to use in your shop immediately. Be ready to take notes and ask questions!



Saturday Spanish Sessions

8:00 AM - 10:00 AM - **Entendiendo la 6L80: Diagnóstico, Datos y Perspectivas Prácticas**

Speaker: Reese Blalock

Acompaña a Reese en un recorrido técnico por una de las transmisiones más utilizadas de tracción trasera de GM: la 6L80. Esta sesión ofrece un enfoque práctico hacia estrategias de diagnóstico, lectura e interpretación de datos con escáner, y revisión de PIDs clave. Ya sea que el problema esté dentro de la transmisión o relacionado con factores externos, el objetivo es aportar claridad al proceso de evaluación y servicio.

10:30 AM - 12:30 PM - **Diagnósticos de Transmisión ZF**

Speaker: Francisco Moreno

Esta capacitación cubrirá todos los diagnósticos de transmisión ZF, incluyendo 6HP, 8HP, 9HP y el último ZF Gen IV. A medida que la tecnología de transmisión continúa evolucionando, como ocurrió en el caso del ZF 6HP, el proceso de diagnóstico también debe evolucionar. Durante esta formación en profundidad, se cubrirán procedimientos de diagnóstico que eliminarán la conjetura del proceso de diagnóstico y reparación, y añadirán habilidades valiosas que se traducen bien en las instalaciones de reparación.



Sunday Sessions

10:30 AM - 12:30 PM - **Diagnosing and Resolving Automotive Electrical Issues and Their Impact on Transmission Operation**

Speaker: Jimmy Taylor and Drake Ohe



Powertrain
expo
2025



MANAGEMENT SPEAKERS



Rodger Bland

About Rodger

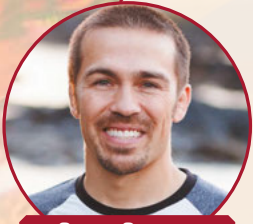
With over 40 years in the automotive industry, including more than 30 years with the Automatic Transmission Rebuilders Association (ATRA) and GEARS Magazine, Rodger Bland has dedicated his career to advancing the field of transmission repair and personal development. As Managing Editor of GEARS Magazine, the official publication of ATRA, Rodger has been instrumental in delivering insightful content that addresses both technical and managerial aspects of the industry.



Jim Cathcart

About Jim

Jim Cathcart is one of the Top 30 Global Sales Gurus, has been inducted into the Sales & Marketing Hall of Fame in London, and is designated as a Leading Consultant for 2025 by Selling Power Magazine.



Coyte Cooper

About Coyte

Dr. Coyte Cooper is a bestselling author, international speaker and executive coach who is one of the premier experts in the area of personal leadership and maximizing performance. A former NCAA Division I All-American, TEDx Speaker, college professor and the CEO of Flip the Script, Dr. Cooper has worked closely with thousands of proactive professionals the past few years to develop a unique transformational system that helps audience members radically enhance their clarity, focus, ENERGY, motivation, passion and results on a consistent daily basis.



Maryann Croce

About Maryann

Maryann Croce is a 25-year automotive transmission shop owner and founder of Small Biz Vantage (www.smallbizvantage.com). She helps auto shop owners stop working 24/7 and create businesses that are profitable, sustainable, and enjoyable.

Having personally experienced the demands of running her own transmission shop, Maryann built a team-driven operation that freed her from day-to-day responsibilities. Today, she coaches, speaks, and writes for industry publications on performance, operations, and effective delegation.



Sara Fraser

About Sara

Sara Fraser, a millennial with a passion for connecting people, helps shop owners find and keep the right talent for their business. As Vice President of Auto Ignite Management, she guides shops in hiring, leadership, and team development.

A sought-after speaker at automotive conferences, Sara covers strategic hiring, communication, leadership, and generational insights.

Outside of work, she enjoys theater, music festivals, and craft breweries with her husband, Ryan, and their three dogs in Madison, WI.



Bill Haas

About Bill

As a trusted business coach, Bill Haas helps automotive shop owners improve operations, increase profitability, and build stronger teams. A sought-after speaker, he has delivered keynote addresses and led training sessions at industry events nationwide.

With a career spanning technician, shop owner, and industry advocate, Bill has worked with all segments of the automotive industry. He has even testified before the U.S. Congress and state legislatures on key industry issues.



Dennis Madden

About Dennis

Dennis Madden's impactful career in the Transmission repair industry began in 1977 as a rebuilder. After a decade, he transitioned to technical training and research, and in 2001, he brought his expertise and leadership to the role of ATRA's CEO, a position he held for 21 years. Beyond his technical achievements, Dennis authored several books, including *Hi-Rev For Small Business - A Faster Way to Profits*, co-written with Jim Cathcart, a renowned figure in sales and training. A Black Belt in Six Sigma, Dennis's focus on data-driven processes underscores his belief that success stems from how one interprets and applies numbers. Additionally, his contributions to educational initiatives, like ATRA University, have left a lasting legacy in the transmission repair industry.



Melissa "Birdie" Patterson

About "Birdie"

Melissa "Birdie" Patterson isn't just another speaker—she's lived this industry from the ground up. From sanding bumpers and prepping cars to running the front office, she's done the work and understands the challenges shop owners face.

With nearly 30 years in the automotive industry, Birdie has worked in collision repair, managed shops, and teamed up with Maylan, transitioning into helping business owners navigate growth, marketing, and succession planning. She brings practical, real-world strategies that shops can apply immediately to build relationships, increase sales, and create long-term success.



Powertrain
expo
2025

MANAGEMENT SPEAKERS



Jon Tschetter

About Jon

Jon Tschetter is a decorated leader who has served as an Airborne Ranger, Green Beret, ODA (A-Team) Commander, and Special Forces Company Commander. He conducted more than 85 combat operations behind enemy lines during his career and spent 2 years with Black Water as a Detail Leader and Program Manager protecting U.S. Diplomats in Iraq.

Jon says, "The team leadership process is the same, but the risks and rewards are dramatically different, and in your shops, hopefully nobody is shooting at you."



Thom Tschetter

About Thom

In 1981, Thom opened The Transmission Factory in Marysville, Washington, and grew it to a statewide brand. Thom quipped, "This was an unlikely career choice because I had no mechanical knowledge or skills. I didn't know which end of a screwdriver to hold on to, but I knew how to sell and market. I just needed to learn how to speak car."

In 1992, the Automatic Transmission Rebuilders Association (ATRA) asked Thom to teach Sales, Marketing, and Management Seminars that mirrored his company's practices and to write a business column in GEARS Magazine. While still the CEO of The Transmission Factory, Thom presented seminars throughout North America and still writes his GEARS Magazine column called Up Your Business.

Today, Thom enjoys his encore career, helping thousands of repair shops achieve greater success. ATRA presented Thom with a Lifetime Achievement Award for Training in 2022.

With over 40 years of field testing and experimentation, Thom has developed and copyrighted the FIMS – Fully Integrated Marketing System (c) to address the auto repair industry's ongoing marketing challenge, "How do we market something people don't want, even when they need it?"



Aaron Stokes

About Aaron

Aaron Stokes has been in the automotive industry since 1999 and owns 9 shops (and growing) in the Middle Tennessee area.

Aaron started Shop Fix Academy after he and his repair shops faced an unexpected and extremely challenging obstacle. He almost lost everything. Soon after, other shop owners began seeking his advice. It was clear he was operating his shops with a level of expertise that matched what they needed. Eventually, Aaron created a course teaching what he had learned, and thus Shop Fix Academy was born. Little did he know at the time what it would eventually become and how many lives it would impact.

Aaron still owns his shops and is the founder and lead teacher for Shop Fix Academy. Clients of Shop Fix Academy have expressed that the courses, conferences, 1-on-1 coaching, speeches, and other content is so effective because they combine a level of depth that any shop size can deploy while also being simple to understand – no boring lectures or time-wasting coaching calls.

MANAGEMENT SESSIONS



Wednesday Sessions

6:00 PM - 7:00 PM - **Are We Having Fun Yet?**

Speakers: Rodger Bland

Reclaiming Joy, Mastering Mindset, and Elevating Success - In this thought-provoking and engaging session, we'll explore how our emotional states shape every decision we make—whether in business, relationships, or life itself. Using Dr. David Hawkins' Map of Consciousness, we'll uncover why so many of us operate in lower emotional states like fear, anger, and pride—and how shifting our mindset can unlock greater joy, fulfillment, and success. Through storytelling, practical insights, and a bit of humor, this session will challenge you to rethink the way you lead, work, and live. Get ready to tap into your full potential, because joy isn't something you find—it's something you bring.

7:00 PM - 8:00 PM - **Thinking It Through**

Speaker: Dennis Madden

Success in business starts with how you approach your processes and systems. Rather than viewing your business as a series of disconnected steps—an "if this, then that" approach—focus on building a cohesive system. Begin by identifying your shop's capacity, such as staffing levels and the number of lifts, and recognize the inherent constraints that come with it. Understanding these limitations and working to reduce their impact is critical.

Gain valuable insights into your shop's performance by tracking key metrics, including your Effective Labor Rate (ELR) and other important business indicators. These tools help improve customer service, increase profitability, and foster long-term growth.



Thursday Sessions

8:00 AM - 10:00 AM - **Culture Shock: Electrifying the Workplace**

Speakers: Bill Haas and Sara Fraser

"Culture Shock: Electrifying the Workplace" is a transformative course designed to empower participants with the knowledge and skills to create a harmonious, inclusive, and high-performing work environment. This class delves deep into critical areas such as personality dynamics, effective communication, inclusive leadership, and bridging generational gaps.

10:30 AM - 12:30 PM - **What Would Maylan Do? (WWMD)**

Speaker: Melissa "Birdie" Patterson

Join me, Melissa "Birdie" Patterson, for a fun, engaging, and insightful roundtable celebrating Maylan Newton's timeless wisdom and impact on our industry. Whether you knew him personally or are just discovering his wisdom, this session is all about sharing stories, lessons, and real strategies inspired by his no-nonsense, relationship-driven approach—infused with the twisted sense of humor we all loved. We'll dive into classic Maylan anecdotes, famous "Maylan-isms," and interactive discussions as we tackle real-world shop challenges using "The Maylan Method." Throughout the session, we'll ask, "What Would Maylan Do?" – applying his wisdom to leadership, attitude, and customer relationships. From "People don't buy from businesses, they buy from people" to breaking down your marketing with Maylan's famous, "How do you eat an elephant? One bite at a time... with lots of BBQ sauce," you'll leave with actionable strategies and tools to build trust, grow your business, and create a thriving shop culture. Let's honor Maylan the best way possible—by learning, laughing, and elevating the industry together.

2:00 PM - 4:00 PM - **Unify & Thrive: How AI Empowers Your Auto Shop Team**

Speaker: Maryann Croce

Tired of putting out daily fires in your auto shop? Want a unified team and a healthier shop culture, but not sure where to start? Join us for this engaging session designed for owners, service advisors, customer service reps., managers, and foremen. You'll discover how clearly defined roles paired with simple AI tools (some you're probably already familiar with) can streamline your shop's efficiency, boost accountability, and free you up to lead instead of managing chaos.

4:30 PM - 6:30 PM - **Mission Accomplished - Special Forces Leadership Tactics Can Boost Your Shop's Performance**

Speaker: Jon Tschetter

Jon will explain how to apply "Special Forces" leadership tactics in your shop. You'll be amazed at the similarities between running a shop and leading a military operation. He'll also lace in some astonishing stories of actual missions demonstrating the importance of teamwork centered on mission success.



Friday Sessions

8:00 AM - 10:00 AM - **FREE UP: Create a Dynamic System to Drive High Performance, Personal-wellness and Potential in Your Career and Life**

Speaker: Coyte Cooper

This dynamic keynote session will focus on outlining core rituals that allow audience members to drive High Performance, Personal-wellness and Potential (HP3) in their careers and lives. In the process, these strategies will allow attendees to overcome prominent challenges in today's society like fear, inability to focus, lack of energy, negativity and overwhelm. It has been custom designed working with hundreds of coaching clients to help them FREE UP in the areas of life that matter to them most.

10:30 AM - 12:30 PM - **MORE SALES: Relationship Selling in a Digital Marketplace**

Speaker: Jim Cathcart

The quickest way to get the ear of a shop owner is to show them how to get More Sales! This presentation by our long time ATRA and GEARS friend Jim Cathcart will show how to generate sales and build your shop's reputation. It is not just for owners. This is for everyone who has contact with your customers and would-be customers. Rooted in Jim's signature concept of "Relationship Selling", this explores how to treat relationships as Assets and grow them over time...even among people who won't need your services again.



Saturday Sessions

8:00 AM - 10:00 AM - **Ten Fatal Marketing Mistakes You're Making Right Now, and What to Do About It**

Speaker: Thom Tschetter

If you're making just one of these ten marketing mistakes, this session will more than pay back the cost of coming to EXPO, and it will continue to pay you back year after year. That might seem like a boastful claim, but with over 40 years of marketing experience, I've seen hundreds of thousands of dollars wasted on marketing and advertising that don't work.

In this session, we'll look at the ten most common marketing and advertising mistakes you're unwittingly making right now, and I'll explain exactly what you can do about it. You'll immediately begin to save money and attract more of the kinds of customers you want.

10:30 AM - 12:30 PM - **How to Sell in a Post Covid World**

Speaker: Aaron Stokes

Learn sales strategies that actually move the needle in a post covid world. Advisors are trying to sell to customers that no longer have unlimited budgets. The covid money has dried up. This class will give you strategies you can use tomorrow to make more money this week!



Sunday Sessions

8:00 AM - 10:00 AM - **Shop Talk LIVE: Navigating Today's Transmission Industry**

Speakers: Thom Tschetter

Join us for an open, interactive roundtable discussion moderated by longtime industry expert Thom Tschetter—renowned for his *Up Your Business* column in *GEARS Magazine* and recipient of ATRA's 2022 Lifetime Achievement in Training Award.

This session invites shop owners, managers, rebuilders, and technicians to bring their questions, concerns, and solutions to the table. From staffing challenges to evolving technology and customer expectations, no topic is off-limits. Your insights and experiences will shape the conversation—and possibly the future direction of our industry.

Let's talk about what's working, what's not, and how we move forward—together.



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Registration is Open!

	Members	Non-Members
Full Conference (Tech & Management)	\$625⁰⁰	\$725⁰⁰
Technical Only	\$545⁰⁰	\$645⁰⁰
Management Only	\$545⁰⁰	\$645⁰⁰
Trade Show Only	\$75⁰⁰	\$100⁰⁰



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SCHEDULE AT A GLANCE

Wednesday, September 3rd

- 6 PM - 8 PM - **Diagnosing and Resolving Automotive Electrical Issues and Their Impact on Transmission Operation** - Jimmy Taylor and Drake Ohe
- 6 PM - 7 PM - **Are We Having Fun Yet?** - Rodger Bland
- 7 PM - 8 PM - **Thinking It Through** - Dennis Madden

Thursday, September 4th

- 8 AM - 10 AM - **The Automatic Transmission R&R Boot Camp** - Aaron Golas
- 8 AM - 10 AM - **Logical Diagnostic Decisions for Drivability Dilemmas - Part 1** - Eric Ziegler
- 8 AM - 10 AM - **Culture Shock: Electrifying the Workplace** - Bill Haas and Sara Fraser
- 10:30 AM - 12:30 PM - **Logical Diagnostic Decisions for Drivability Dilemmas - Part 2** - Eric Ziegler
- 10:30 AM - 12:30 PM - **Down to the Ground** - Dan Marinucci
- 10:30 AM - 12:30 PM - **What Would Maylan Do? (WWMD)** - Melissa "Birdie" Patterson
- 12:30 PM - 2 PM - **LUNCH BREAK**
- 2 PM - 4 PM - **ZF Transmission Diagnostics** - Francisco Moreno and Brian Bay
- 2 PM - 4 PM - **HP Tuning for GM and Ford 6, 8, and 10 speeds** - Speaker: Mark Wheeler
- 2 PM - 4 PM - **Unify & Thrive: How AI Empowers Your Auto Shop Team** - Maryann Croce
- 4:30 PM - 6:30 PM - **Understanding the 6L80: Diagnostics, Data & Practical Insights** - Reese Blalock
- 4:30 PM - 6:30 PM - **A Deep Dive into 8, 9, and 10-speed Hydraulics: Operation, Circuitry and Failure Prevention** - Bob Warnke and Jim Dial
- 4:30 PM - 6:30 PM - **Mission Accomplished - Special Forces Leadership Tactics Can Boost Your Shop's Performance** - Jon Tschetter

Friday, September 5th

- 8 AM - 10 AM - **CAN Bus Operation and Diagnosis** - Steve Garrett
- 8 AM - 10 AM - **El Desafío Del Diagnóstico Y La Reparación En El Mundo CVT** - Maria Erazo
- 8 AM - 10 AM - **FREE UP: Create a Dynamic System to Drive High Performance, Personal-wellness and Potential in Your Career and Life** - Coyte Cooper
- 10:30 AM - 12:30 PM - **Shift Anatomy of Modern Transmissions, Part 2** - Sean Boyle
- 10:30 AM - 12:30 PM - **Vámonos Recio** - Pepe Torres
- 10:30 AM - 12:30 PM - **MORE SALES: Relationship Selling in a Digital Marketplace** - Jim Cathcart
- 12:30 PM - 2:30 PM - **LUNCHEON KEYNOTE ADDRESS** - Kit Lindsay, Retired Owner of Lindsay Transmissions
- 2:30 PM - 7 PM - **TRADESHOW**
- 7 PM - 9 PM - **WIT RECEPTION**

Saturday, September 6th

- 8 AM - 10 AM - **Blame It On The Tuner, Part 7** - Pepe Torres
- 8 AM - 10 AM - **Entendiendo la 6L80: Diagnóstico, Datos y Perspectivas Prácticas** - Reese Blalock
- 8 AM - 10 AM - **Ten Fatal Marketing Mistakes You're Making Right Now, and What to Do About It** - Thom Tschetter
- 10:30 AM - 12:30 PM - **Fixes From The Builder's Bench** - John Parmenter
- 10:30 AM - 12:30 PM - **Diagnósticos de Transmisión ZF** - Francisco Moreno
- 10:30 AM - 12:30 PM - **How to Sell in a Post Covid World** - Aaron Stokes
- 12 PM - 5 PM - **TRADESHOW**

Sunday, September 7th

- 8 AM - 10 AM - **Shop Talk LIVE: Navigating Today's Transmission Industry** - Thom Tschetter
- 10:30 AM - 12:30 PM - **Diagnosing and Resolving Automotive Electrical Issues and Their Impact on Transmission Operation** - Jimmy Taylor and Drake Ohe

CAREER DAY AT EXPO!

Saturday,
Sept. 6th
2:00 pm



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*Take your career
to the next level!*

Do you want to learn from industry experts and connect with like-minded professionals? Our Career Day at Expo is the ultimate destination to kick-start or boost your career.

- **Drop off your resume:** Don't miss the chance to get noticed by top employers! Bring your resume to the ATRA Booth by 4pm and increase your chances of landing your dream job. Bring plenty of resumes: The more, the merrier!
- **Students Welcome!** - All Students get FREE SHOWFLOOR ACCESS with registration.
- Network with professionals and industry leaders
- Learn about the latest trends and technologies
- Discover new career opportunities
- Gain valuable insights and advice from experts in the field
- Mark your calendars for Saturday, September 6th and join us at the ATRA Powertrain Expo! We can't wait to see you there!

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