



Powertrain
expo
2026

8.26.2026 - 8.30.2026
SAN ANTONIO, TX

TECHNICAL SPEAKERS



Reese Blalock



Maria Erazo



Francisco Moreno



Sean Boyle



Aaron Golas



John Parmenter

www.powertrainexpo.com



Jim Dial



Dan Marinucci



Pepe Torres



Bob Warnke



Mark Wheeler



Eric Ziegler



Drake Ohe



Jimmy Taylor



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MANAGEMENT SPEAKERS



Rodger Bland



Lance Wiggins



Carl Borsani



Jim Cathcart



Maryann Croce



Jay Gubrud



Amy and Kit Lindsay



Melissa "Birdie" Patterson



Lauralee Schmidt



Thom Tschetter



Jon Tschetter

MANAGEMENT SESSIONS



Wednesday, August 26th

- 4:30 PM - 6:00 PM - **The Game Plan: Creating a WINNING Culture**
Lance Wiggins and Rodger Bland
- 6:30 PM - 8:00 PM - **Being in business with the one you love**
Kit and Amy Lindsay

Thursday, August 27th

- 8:00 AM - 9:30 AM - **The Complete Customer Experience**
Stop Losing Them Before, During, and After the Sale
Carl Borsani
- 10:00 AM - 11:30 AM - **Built to Last**
Melissa "Birdie" Patterson
- 11:30 AM - 1:00 PM - **Lunch**
- 1:00 PM - 3:30 PM - **Beyond the Build: Leadership & Systems for a Stronger Transmission Shop**
Maryann Croce
- 3:00 PM - 4:30 PM - **Shifting Gears & Changing Lanes**
Jay Gubrud
- 5:00 PM - 6:30 PM - **Speed Traps, Potholes & Idiots**
Jay Gubrud

Friday, August 28th

- 8:00 AM - 9:30 AM - **Mission Accomplished**
Special Forces Leadership Tactics Can Boost Your Shop's Performance
Major Jon Tschetter (*Retired*)
- 9:45 AM - 11:15 AM - Lauralee Schmidt - **TBA**
- 11:30 AM - 1:00 PM - **Winning Culture: From the Curb and Back Again**
Thom Tschetter
- 1:00 PM - 2:30 PM - **Lunch**
- 2:30 PM - 6:30 PM - **Tradeshow**
- 7:00 PM - 9:00 PM - **Reception**

Saturday, August 29th

- 9:00 AM - 10:00 AM - **Developing and Maintaining a Winning Culture Under Pressure**
Major Jon Tschetter (*Retired*)
- 10:00 AM - 3:00 PM - **Tradeshow**
- 1:30 PM - 3:00 PM - Shop Fix Academy - **TBA**
- 3:15 PM - 4:45 PM - Michael Rosenberger - **TBA**
- 5:00 PM - 6:30 PM - **How to Build an Intelligent Culture That is Fun to be a Part of**
Jim Cathcart

Sunday, August 30th

- 9:00 AM - 11:00 AM - **The Walk Thru: It's Game Time!**
Lance Wiggins and Rodger Bland



TECHNICAL SESSIONS

Wednesday, August 26th

6:00 PM - 8:00 PM - Bob White - **Identifying Counterfeit Transmission Parts**

Thursday, August 27th

- 8:00 AM - 9:30 AM - Don Smith (Elitek) - **Programming the Powertrain: Unlocking Stellantis Transmission Success**
- 8:00 AM - 9:30 AM - Eric Ziegler - **Misfire: Efficient and Effective Diagnosis**
- 10:00 AM - 11:30 AM - Eric Ziegler - **Misfire: Efficient and Effective Diagnosis**
- 10:00 AM - 11:30 AM - Francisco Moreno/Buffy Schlak - **PC vs. CV Foundations and Technician Focused Diagnostics**
- 11:30 AM - 1:00 PM - **Lunch**
- 1:00 PM - 2:30 PM - Dan Marinucci - **Vital Primary Ignition Amps Tests You Should Know**
- 1:00 PM - 2:30 PM - Bob Warnke - **Hydraulic Controls: Following the Circuit for 8, 9 & 10 Speed TCC Control**
- 3:00 PM - 4:30 PM - Pepe Torres - **Blame it on the Tuner - Part 8**
- 3:00 PM - 4:30 PM - Adam Robertson - **Understanding and Measuring Current Part 2**
- 5:00 PM - 6:30 PM - Adam Robertson - **Understanding and Measuring Current Part 2**
- 5:00 PM - 6:30 PM - Wes Dickens - **Audi S-Tronic DL382 - Operation and Service**

Friday, August 28th

Friday is a special training day! We have four speakers breaking down the 10L80; from diagnostics and R&R, to delivery. Each session is packed with real-time need-to-know information on finding the root-cause problems and solving the issues.

Attending technicians will be divided into 4 separate groups. Each group will attend a session and move to the next session as a group until completing all four sessions. Each speaker will repeat the same material each session they present. The times are as follows:

Pearl #1	Pearl #2	Pearl #3	Pearl #4
Aaron Golas	Bill Anthony	Jim Dial	Mark Wheeler
10L80: R&R, Diagnosis Before and After	10L80 Build: Do's and Don'ts	10L80 Valve Body: What You Need to Know	10L80 Programming and Tuning
8:00 am – 9:00 am	8:00 am – 9:00 am	8:00 am – 9:00 am	8:00 am – 9:00 am
9:15 am – 10:15 am	9:15 am – 10:15 am	9:15 am – 10:15 am	9:15 am – 10:15 am
10:30 am – 11:30 am	10:30 am – 11:30 am	10:30 am – 11:30 am	10:30 am – 11:30 am
11:45 am – 12:45 pm	11:45 am – 12:45 pm	11:45 am – 12:45 pm	11:45 am – 12:45 pm

- 1:00 PM - 2:30 PM - **Lunch**
- 2:30 PM - 6:30 PM - **Tradeshaw**
- 7:00 PM - 9:00 PM - **Reception**

Saturday, August 29th

- 3:00 PM - 4:30 PM - John Parmenter - **Tips and Tricks from the Builder's Bench**
- 10:00 AM - 3:00 PM - **Tradeshaw**
- 5:00 PM - 6:30 PM - Sean Boyle - **Knowing Limitations for Successful Diagnostics**

Saturday Spanish Sessions

- 3:00 PM - 4:30 PM - Maria Erazo - **Cambios Continuos, Sin Límites: Descubriendo el Poder Secreto de la CVT**
- 5:00 PM - 6:30 PM - Pepe Torres - **Vamonos Recio 3**

Sunday, August 30th

- 9:00 AM - 3:30 PM - **2026 ATRA Seminar**
- 9:00 AM - 10:30 PM - Reese Blalock - **TBA**
- 11:00 AM - 12:30 PM - Francisco Moreno - **ZF PowerLine: Diferencias Entre la Transmisión de ZF 8HP vs ZF PowerLine**

REGISTRATION IS NOW OPEN!

SHIFT INTO GEAR



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expo
2026

AUGUST 26 - 30, 2026

**MARRIOTT RIVERCENTER ON THE RIVER WALK
SAN ANTONIO, TX**

WHY YOU MUST BE THERE:

WORLD-CLASS TRAINING: Get ahead of the curve with cutting-edge technical and management sessions. Master 8, 9, and 10-speed diagnostics and learn to use AI to streamline your shop.

MASSIVE TRADE SHOW FLOOR: Explore the largest floor in the industry! Get hands-on with new tools, meet industry-leading suppliers, and snag exclusive Expo-only deals.

GLOBAL NETWORKING: Build lasting partnerships and attend the legendary WIT Reception for a night of food, drinks, and camaraderie.

NEW SPANISH TRACK: We are expanding! Experience our Spanish Technical Track, ensuring every professional has access to the industry's best education.

Don't Get Left In The Dust—Secure Your Tickets Today!

Contact ATRA at
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Email: membership@atra.com
www.powertrainexpo.com

