



Powertrain  
**expo**  
2026

**8.26.2026 - 8.30.2026**  
**SAN ANTONIO, TX**

**TECHNICAL SPEAKERS**



**Reese Blalock**



**Maria Erazo**



**Francisco Moreno**



**Sean Boyle**

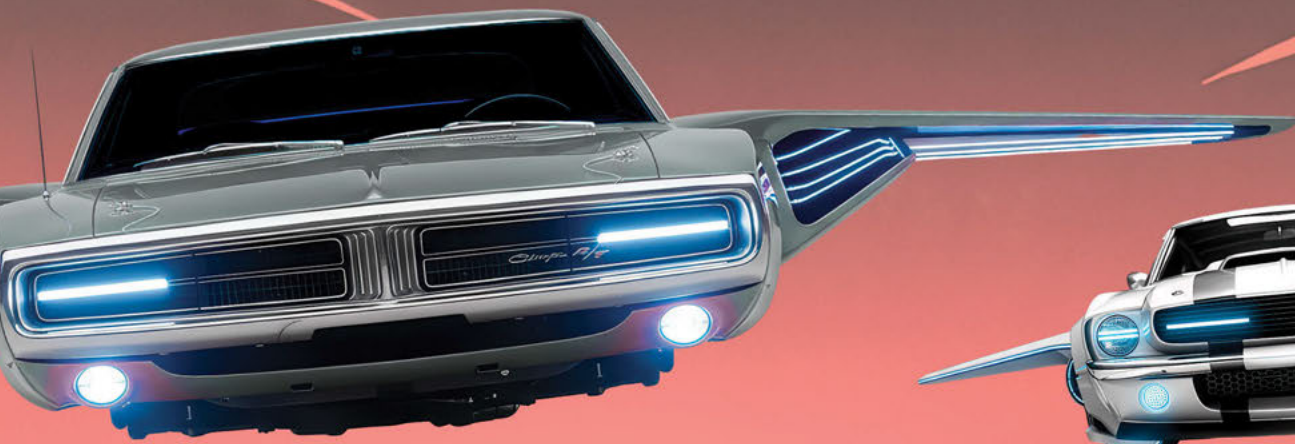


**Aaron Golas**



**John Parmenter**

[www.powertrainexpo.com](http://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 26<sup>th</sup>

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- 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 27<sup>th</sup>

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- 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 28<sup>th</sup>

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- 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 - Shop Fix Academy - **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 - **Tradeshaw**
- 7:00 PM - 9:00 PM - **Reception**

## Saturday, August 29<sup>th</sup>

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- 9:00 AM - 10:00 AM - **Developing and Maintaining a Winning Culture Under Pressure**  
Major Jon Tschetter (*Retired*)
- 10:00 AM - 3:00 PM - **Tradeshaw**
- 1:30 PM - 3:00 PM - Lauralee Schmidt - **TBA**
- 3:15 PM - 4:45 PM - Shop Fix Academy - **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 30<sup>th</sup>

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



## TECHNICAL SESSIONS

### Wednesday, August 26<sup>th</sup>

6:00 PM - 8:00 PM - ATRA Techs - **Topic TBA**

### Thursday, August 27<sup>th</sup>

- 8:00 AM - 9:30 AM - Wes Dickens - **Introducing the Audi OCK**
- 8:00 AM - 9:30 AM - Adam Roberson - **Topic TBA**
- 10:00 AM - 11:30 PM - Eric Ziegler - **Topic TBA**
- 10:00 AM - 11:30 PM - Dan Marinucci - **Vital Primary Ignition Amps Test You Should Know**
- 11:30 AM - 1:00 PM - **Lunch**
- 1:00 PM - 2:30 PM - Sonnax - **Topic TBA**
- 1:00 PM - 2:30 PM - **TBA**
- 3:00 PM - 4:30 PM - Francisco Moreno - **Introducing the ZF Powerline**
- 3:00 PM - 4:30 PM - Reese Blalock - **Diagnose, Don't Guess: Fast, Accurate Automotive Testing Strategies**
- 5:00 PM - 6:30 PM - LKQ/Elitetech - **Topic TBA**
- 5:00 PM - 6:30 PM - Bob White - **Topic TBA**

### Friday, August 28<sup>th</sup>

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
<b>Aaron Golas</b>	<b>Bill Anthony</b>	<b>Jim Dial</b>	<b>Mark Wheeler</b>
<b>10L80: R&amp;R, Diagnosis Before and After</b>	<b>10L80 Build: Do's and Don'ts</b>	<b>10L80 Valve Body: What You Need to Know</b>	<b>10L80 Programming and Tuning</b>
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 - **Tradeshow**
- 7:00 PM - 9:00 PM - **Reception**

### Saturday, August 29<sup>th</sup>

- 3:00 PM - 4:30 PM - John Parmenter - **Tips and Tricks from the Builder's Bench**
- 10:00 AM - 3:00 PM - **Tradeshow**
- 5:00 PM - 6:30 PM - Sean Boyle - **Topic TBA**

### Saturday Spanish Sessions

- 3:00 PM - 4:30 PM - Maria Erazo - **Topic TBA**
- 5:00 PM - 6:30 PM - Pepe Tores - **Topic TBA**

### Sunday, August 30<sup>th</sup>

9:00 AM - 3:30 PM - **2026 ATRA Seminar**

### Sunday Spanish Sessions

9:00 AM - 10:30 AM - Maria Erazo - **Topic TBA**