



Powertrain expo 2026

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8.26.2026 - 8.30.2026
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TECHNICAL SPEAKERS



Bill Anthony

About Bill

Bill Anthony began his career as an apprentice heavy-duty mechanic in 1972 before graduating from the Denver Automotive and Diesel College. A Master ASE-certified technician with over 54 years of experience, Bill spent 18 years as the Director of R&D for Toledo Trans-it. He holds patents for crucial transmission upgrades, including the A604 reinforcement plate and the Hercules ring for 4R100 units. In 2019, Bill joined the Whatever It Takes (WIT) family, where he serves as the Director of Reman Operations for WIT / Roadmaster Powertrain. Bill and his wife have five children, 10 grandchildren, and six great-grandchildren.



Reese Blalock

About Reese

Reese Blalock, Technical Director for AAMCO University, brings over three decades of transmission repair experience to the classroom. A proud ATRA member for more than 30 years and a former technical support specialist, Reese has built his career supporting shops and technicians from the bench to the boardroom. Today, he leads AAMCO's training initiatives, focusing on practical diagnostics, modern drivability challenges, and holistic technician growth. Reese remains deeply committed to sharing his diagnostic insights across the industry and honoring the craft shared by everyone who turns wrenches.

www.powertrainexpo.com



Sean Boyle

About Sean

Sean Boyle has been an automotive instructor at Southern Illinois University since 1997, teaching courses on Automotive Drivetrains, Automatic Transmissions, Vehicle Stability, Electric Vehicles, and Comprehensive Diagnostics. He thrives on the challenges of researching and teaching emerging vehicle technology. Sean is a Master ASE Certified technician with advanced L1, L2, L3, and L4 certifications. A respected voice in the field, he frequently publishes his technical studies and research in automotive service trade journals, including ATRA's *GEARS Magazine*.



Jim Dial

About Jim

Jim Dial brings over 40 years of experience to the transmission industry. He is currently a technical specialist at Sonnax, focusing on research and development. In this role, Jim assists in designing transmission valve kits, develops hydro-electric tests for remanufactured valve bodies and solenoids, and provides expert technical support to customers. Before his nine-year tenure at Sonnax, Jim owned a shop, worked as a transmission builder, and spent 20 years with ATSG, where he authored repair and hydraulic circuit manuals and presented training seminars.



Wes Dickens

About Wes

Wes Dickens is a seasoned automotive technical trainer, ASE Master Certified technician, and lifelong automotive enthusiast with over a decade of aftermarket experience. Starting his career in 2008, Wes has built a diverse resume—from turning wrenches as a technician to contributing insightful articles for respected automotive magazines. Grounded in real-world experience, Wes is dedicated to empowering aspiring technicians and seasoned professionals, helping them stay at the forefront of modern automotive technology. Driven by a commitment to continuous learning, he serves as a mentor who inspires others to excel in the field.



Maria Erazo

About Maria

María Fernanda Erazo Gallegos is an Ecuadorian mechanical engineer specializing in automatic transmissions and holds an MBA in International Business. Growing up in her father's shop, she developed a lifelong passion for the automotive world. With over 28 years of experience and certifications from ATRA and ATSG, she is the President of ATRA's Latin American Chapter. María Fernanda owns and directs Talleres Caja Rosa in Cuenca, Ecuador—a diagnostic, repair, and training center. Her career seamlessly combines technical expertise, entrepreneurship, and a fierce advocacy for gender equity in automotive engineering.



Powertrain
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2026



TECHNICAL SPEAKERS



Aaron Golas

About Aaron

Aaron Golas is a transmission service and drivability specialist with a hands-on background in diagnostics, R&R, and installer support. After years in dealership and repair environments, including AAMCO. He joined Moveras Remanufactured Transmissions, where he helps technicians nationwide solve complex installation and performance issues. Known for deep technical expertise in remanufactured automatic transmissions, Aaron now develops customer-facing training and curriculum through the Moveras Technical Training Academy.



Dan Marinucci

About Dan

Dan Marinucci has been a trusted voice covering the auto repair industry for trade journals since 1976. He spent 31 years writing technical features and a monthly foreign car column for MOTOR magazine, and since 1989, he has written a regular automotive management column for TIRE BUSINESS magazine. Dan is also a frequent technical contributor to ATRA's GEARS magazine. A seasoned educator, he has been presenting technical seminars nationwide, including across Canada, since 1993. This year proudly marks Dan's 31st appearance at ATRA's Powertrain Expo.



Francisco Moreno

About Francisco

Francisco Moreno is the N.A. Powertrain & E-Mobility Category Manager Lead at ZF Aftermarket, where he supports product development and trains independent technicians. With over 15 years of experience at ZF on remanufacturing production lines for passenger and commercial vehicles, Francisco uses his firsthand knowledge to educate field technicians. His expertise focuses heavily on ZF 6-, 8-, and 9-speed transmissions, as well as commercial vehicle axles. Francisco prioritizes engaging and educating technicians in the independent aftermarket, ensuring they understand the finely tuned remanufacturing processes required to keep transmissions running like new.



John Parmenter

About John

John Parmenter is an ASE Certified Master Technician, transmission rebuilder, and shop owner based on Long Island, New York, where his facility handles a large volume of dealer warranty work. He also serves as a technical advisor for Precision International, handling technical service calls and answering questions on their website, TransmissionKits.com. John's training seminars are in high demand worldwide because they are heavily rooted in the real-world diagnostic and mechanical problems encountered daily in today's transmission shops.

TECHNICAL SPEAKERS



Adam Robertson

Adam's Auto Asylum/DiagNation/CARQUEST and WorldPac Training Institute

Adam Robertson brings over 40 years of experience as an automotive technician, instructor, and shop owner. Since 1991, he has operated repair and training facilities, blending standard diagnostics with high-performance dyno tuning and racing support. Adam has been trained at CARQUEST Technical Institute since 1999, educating technicians across the U.S. with his contagious energy. A Subject Matter Expert, he has authored numerous training curricula and books. Adam stays hands-on, spending his free time diagnosing problem vehicles at West Coast shops or providing remote support via DiagNation. He also previously hosted the consumer radio program, "The Northwest Auto Show."



Buffy Schlak

About Buffy

Buffy Schlak is a National Field Trainer for ZF, specializing in braking control systems and advanced commercial vehicle technologies. Since joining ZF in 2003, she has supported customers nationwide with technical training, product expertise, and consultative solutions. Armed with over two decades of experience and a B.S. in Automotive Technology from Pittsburg State University, Buffy brings deep industry knowledge spanning both passenger cars and commercial trucks to her training sessions.



Pepe Torres

About Pepe

Pepe Torres is a transmission professional known for his innovative techniques in performance, software, and cooling systems, particularly for light diesel trucks. As the owner and rebuilder of AUS-TEX Transmission since 2005, he has earned widespread industry recognition for his methods. A frequent presenter at ATRA and WorldPac expos, Pepe holds Master ASE certifications in transmissions, engine repair, and electrical systems, as well as advanced L1 and L2 diesel engine diagnostics. He is extensively trained in Powerstroke, Duramax, and Cummins systems. In his spare time, Pepe enjoys saltwater fishing, working on performance pickups, and tending cattle in Mexico.



Don Smith

About Don

Don Smith is a Senior Director at Elitek Vehicle Services (part of LKQ Corporation), leading advanced diagnostics and remote programming solutions. As the former owner of Elite Electronics, Don brings extensive hands-on experience in vehicle diagnostics, module programming, and complex system integration. He specializes in OEM-level programming, including Stellantis platforms, and developed scalable remote programming workflows used nationwide. Passionate about bridging the gap between traditional mechanical repair and software-driven vehicles, Don will share practical strategies for successful OEM transmission programming with a focus on efficiency, accuracy, and profitability.



Powertrain
expo
2026



TECHNICAL SPEAKERS



Bob Warnke

About Bob

Bob Warnke has been delivering highly regarded presentations to the automotive industry since 1991. Getting his start at GM during the days of the THM 200 and 125, Bob built a diverse career spanning volume remanufacturing, education, and shop ownership. He is currently a consultant at Sonnax, where he has spent 26 years working with colleagues to develop unique, industry-leading solutions. Outside the transmission industry, Bob is dedicated to his nonprofit, Haven on Rice Creek, a retreat center that supports grieving individuals, youth mentoring, and ministry teams.



Mark Wheeler

About Mark

An ASE Master Tech, Mark Wheeler brings nearly 30 years of transmission industry experience and a deep passion for education to his training. Throughout his career, Mark progressed from R&R and building to management. He served as the Transmission & Electrical Diagnostics Instructor at the NASCAR Technical Institute before opening his own transmission shop. Mark ultimately brought his extensive hands-on and instructional expertise to Whatever It Takes (WIT), where he now serves as the HP Tuner & Lead Warranty Tech.



Bob White

About Bob

Bob White brings over four decades of experience in engineering, sales, and entrepreneurship. A patented inventor with 27 years as an R&D specialist and tech hotline expert, Bob has served as Global Sales Manager at Superior Transmission Parts, Inc. for 18 years. His expertise extends to trademarking and branding, having worked with companies like Fairbanks and TransLab Engineering. Before joining the Superior team in 2008, he successfully owned and operated an auto shop in Southern California for 21 years. A dedicated family man, Bob's career is defined by innovation, profound technical expertise, and a steadfast dedication to helping others succeed.



Eric Ziegler

About Eric

Eric Ziegler, owner of EZ Diagnostic Services in Jacksonville, FL, specializes in module programming, drivability diagnostics, networking issues, and ADAS calibrations. With over 35 years of technical experience, Eric holds 17 ASE certifications, including Master Tech, A9, MD Truck, and L1/L2/L3 Advanced Diagnostics. He serves as an ASE Subject Matter Expert and contributes to Motorage and ABRN magazines. An acclaimed instructor, Eric trains technicians nationwide for Automotive Seminars, Inc., The Driveability Guys, and major industry events like AAPEX/SEMA. He also co-founded EZ Tech Mentors to help shops cultivate a culture of learning and improve diagnostic skills.

MANAGEMENT SPEAKERS



Rodger Bland

About Rodger (Coach)

With over 40 years in the automotive industry and 30+ years with ATRA and *GEARS Magazine*, Rodger Bland is dedicated to advancing transmission repair and personal development. As Managing Editor of *GEARS*, he delivers vital technical and managerial content. In 2006, he co-founded ATRA's "What's

Working" management program, providing actionable business strategies based on industry trends. Having engaged with thousands of shop owners, Rodger's upcoming talk will explore the profound influence of emotional states on decision-making, performance, and success. Additionally, Rodger's 30-year tenure as the voice of Atascadero Greyhound football perfectly integrates his team-building knowledge with his professional game plan.

About Lance (Coach)

Lance Wiggins, CEO of the Automatic Transmission Rebuilders Association (ATRA), brings decades of experience as a technician, Technical Director, and lifelong coach. Having shared his time between ATRA and the athletic field for 25 years, Lance learned exactly what it takes to build cohesive units and execute

strategies under pressure from top NCAA and NFL coaches. Today, his goal remains putting the team in the best position to win. Since 1954, ATRA has supported over 2,000 members with research, standards, and community. Lance champions the ATRA Powertrain Expo as the industry's ultimate training camp and championship game, urging anyone serious about their shop's future to get off the sidelines and into the action.



Lance Wiggins



Thomas Andrews

About Thomas (Owner/Coach)

Thomas Andrews began his career in IT and cybersecurity, honing skills in problem-solving and systems thinking. However, his lifelong passion for trucks and cars—sparked by running a diesel truck club—eventually became his calling. Partnering with his best friend, Thomas launched CDT Automotive. It quickly became more than a technical space; he discovered a deeper purpose in serving people and building relationships. In 2021, Thomas joined Shop Fix Academy, a move that transformed his business and mindset. Mentorship helped him unlock his potential, scale with clarity, and lead with heart. Inspired by his journey, Thomas became a Shop Fix coach to empower other shop owners with the tools, systems, and support needed to grow their businesses and themselves as leaders.



Carl Borsani

About Carl (Marketing)

Carl Borsani is a seasoned marketing professional with 37 years of experience helping automotive and technical service businesses improve customer conversion. He founded Graphic Home, LLC in 1998, helping hundreds of businesses modernize their digital strategies. For over 15 years, Carl has partnered closely with ATRA members, providing targeted marketing, website development, and digital advertising specifically tailored to auto repair shops. A featured speaker at past ATRA Powertrain Expos, Carl specializes in aligning digital strategy with customer decision-making. His expertise spans SEO, Google Ads, brand positioning, and end-to-end customer experience optimization, helping shop owners build trust and prevent



Powertrain
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2026



MANAGEMENT SPEAKERS



Jim Cathcart

About Jim (Coach)

Jim Cathcart, CSP, CPAE, is the author of 28 books on business and personal success and a beloved part of the ATRA family for nearly 20 years. Jim's professional pedigree is incredible: he was hired by the U.S. White House to train speakers, has spoken at the United Nations, completed a 5-year lecture tour in China, and delivered a TEDx talk with nearly 3 million views. Beyond training the world's leading success gurus, Jim plays guitar. He sings in nightclubs, rides his Triumph Bonneville 1200 motorcycle across the country, and conducts classes for MBA schools and the University of Texas.



Maryann Croce

About Maryann (Owner/Coach)

Maryann Croce is a 25-year automotive transmission shop owner and the founder of Small Biz Vantage. She helps auto shop owners stop working 24/7 and create businesses that are profitable, sustainable, and enjoyable. Having experienced firsthand the intense demands of running her own transmission shop, Maryann built a team-driven operation that ultimately freed her from day-to-day responsibilities. Today, she coaches, speaks, and writes for industry publications on business performance, operations, and effective delegation. Her mission is simple yet powerful: helping shop owners build thriving businesses and lives that they truly enjoy—making it a win for their customers, their teams, and their families.



Jay Gubrud

About Jay (Coach)

Jay Gubrud is a high-octane catalyst for performance, leadership, and joy-driven success. As a dynamic keynote speaker, seasoned trainer, author, and consultant, Jay has spent over two decades helping individuals and organizations break through barriers. His presentations ignite real transformation, encouraging people to lead with authenticity. Jay believes that when people follow their joy, performance takes care of itself. His work inspires audiences to use that energy to fuel collaboration, innovation, and results.



Amy and Kit Lindsay

About Amy and Kit (Owner/Coach)

Kit Lindsey is a lifelong veteran of the automotive industry. He opened his Portland transmission shop in 1984 at age 22 and successfully ran it for 37 years before retiring and selling the business in 2021. An AP/IA, Kit now spends his days at his hangar, tinkering with airplanes and rebuilding antique transmissions.

Amy Lindsey is a lifelong veteran of the professional ballroom dancing industry. She has owned and operated two independent ballroom studios, plus an event center with her husband, Kit. Amy is also the co-founder of Act for Missouri, a political watchdog organization dedicated to exposing corruption in state politics.

MANAGEMENT SPEAKERS



Melissa "Birdie" Patterson

About Melissa (Coach)

Melissa "Birdie" Patterson has spent nearly 30 years working inside independent auto repair shops. Growing from hands-on shop work into management, she helps owners navigate growth, pressure, and transition. A former shop manager and I-CAR-certified collision estimator, Birdie teaches in classroom settings, turning real-world shop experience into practical tools that leaders can use immediately. Through her company, Bird's iSocial, she works year-round with leadership teams to strengthen workplace culture, clarify their core message, and align marketing with actual shop operations. She is a trusted voice in automotive training classrooms nationwide and serves on the board of Amazing Women in Automotive (AWiA).



Lauralee Schmidt

About Lauralee (Owner/Coach)

Lauralee "Lola" Schmidt burst onto the Auto Care scene in 2016. Joining her husband at Schmidt Auto Care, she was terrified to leave Corporate America but quickly found her sweet spot in branding and process development. Her years in corporate cosmetics led her to recognize the true beauty and opportunities within auto shops. Known as the "Policy Princess" in Auto Care, Lola is much more: a homeschool mom, a pop-up greenhouse operator, a writer/musician, and a fierce advocate for local women business leaders. Growth, development, and forward movement are where Lola lives, and she wants nothing more than to drive the auto care industry in that same positive direction.



Thom Tschetter

About Thom (Coach)

Thom Tschetter is a seasoned business leader, writer, and speaker known for making complex topics simple to implement. He retired as CEO of an award-winning, multi-unit transmission business in Washington State, which ranked in the top 10 nationally in 1996. Thom champions a "top-down, front-to-back Winning Culture," emphasizing that the shop only wins when the customer wins. He has traveled across North America as a motivational speaker and management trainer with ATRA. Since 1992, he has published hundreds of business management articles and writes the monthly "Up Your Business" column for *GEARS Magazine*. ATRA presented Thom with a Lifetime Achievement Award for Training in 2022.



Major Jon Tschetter (Retired)

About Jon (Leader of Men)

Jon Tschetter is a decorated leader who served as an Airborne Ranger, Green Beret, ODA (A-Team) Commander, and Special Forces Company Commander operating primarily in the Middle East. During his career, he conducted more than 85 combat operations behind enemy lines and spent two years with Blackwater as a Detail Leader protecting U.S. Diplomats in Iraq. Operational Detachment Alpha (ODA) teams are extremely agile, highly-trained, cross-trained, and fiercely committed to one another. Jon believes the ultimate secret to an ODA's success—and the success of any high-performing team under pressure—is mutual trust, clarity of purpose, and a shared mission.

MANAGEMENT SESSIONS

Wednesday, August 26th

- 4:30 PM - 6:00 PM - **The Game Plan: Creating a WINNING Culture** - *Lance Wiggins and Rodger Bland*
Success in the transmission industry requires a deliberate strategy. Whether you're a new shop owner or a seasoned veteran, this interactive session provides the ultimate playbook for running a high-performing shop. Industry experts Lance Wiggins and Rodger Bland will break down the 5 Key Elements needed to win every day.
You will learn to cultivate a culture of trust, bridge the gap between the front office and back shop for total alignment, and leverage KPIs for data-driven decisions. Additionally, the session covers implementing continuous training and staying agile to adjust to new technologies and economic shifts. Ditch the theory and focus on actionable, real-world strategies to finalize your game plan!
- 6:30 PM - 8:00 PM - **Being In Business With The One You Love** - *Kit and Amy Lindsay*
Join Kit and Amy Lindsey as they share their unique journey of navigating the business world, first individually, and then together as a couple. In this candid session, they will share their laughter, tears, and hard-earned wisdom. Attendees will receive practical tips, suggestions, and real-world insight into what it truly takes to build a solid, successful entrepreneurial partnership—without sacrificing your personal relationship.

Thursday, August 27th

- 8:00 AM - 9:30 AM - **The Complete Customer Experience**
Stop Losing Them Before, During, and After the Sale - *Carl Borsani*
Today's automotive customers decide who they trust long before calling your shop. This presentation shows owners and managers exactly where customers are being lost—from outdated websites and poor online visibility to missed opportunities on the phone or in the waiting area. You will learn how modern website design, Google Ads, clear communication, and a professional shop environment work together seamlessly. By mastering these elements, you can build trust, generate better leads, and turn first-time customers into long-term advocates.
- 10:00 AM - 11:30 AM - **Built to Last** - *Melissa "Birdie" Patterson*
Winning looks different when you've been in the business a while. Drawing on 30 years of shop floor and leadership experience, Melissa "Birdie" Patterson focuses on what actually works. Explore how a winning culture is built through consistency, clarity, and follow-through. Learn why strong shops rely on clear standards and repeatable systems instead of constant hustle or heroics. This session introduces practical tools that align your team, reduce dependency on one person, and stabilize operations. If you want your shop to run without you chasing every loose end, this class is for you.
- 11:30 AM - 1:00 PM - **Lunch (Enjoy The San Antonio Food Culture on The Riverwalk)**
- 1:00 PM - 3:30 PM - **Beyond the Build: Leadership & Systems for a Stronger Transmission Shop** - *Maryann Croce*
Technical excellence is essential, but it's not enough to build a resilient shop. This session reveals how leadership clarity, role alignment, and simple business systems directly impact cycle times, comebacks, customer trust, and profitability. You will learn actionable strategies to reduce operational bottlenecks, improve decision flow, and create shop-wide consistency. This session is ideal for shop owners, general managers, service advisors, lead technicians, and any leader responsible for workflow and team performance.
- 3:00 PM - 4:30 PM - **Shifting Gears & Changing Lanes** - *Jay Gubrud*
Focus: Mastering the art of change before it masters you.
Change doesn't ease in with a signal; it demands you keep up. This high-energy session equips participants with the clarity, courage, and practical tools to navigate change confidently. Participants will learn to set bold expectations amid uncertainty, turn resistance into results, and build adaptable mindsets. Jay will help you pinpoint common action blockers, overcome paralyzing fears, and break free from limiting routines. Gain proven strategies to stop dreading change and start driving it.
- 5:00 PM - 6:30 PM - **Speed Traps, Potholes & Idiots** - *Jay Gubrud*
Focus: Eliminating everyday roadblocks to accelerate success.
The road to success is cluttered with detours, delays, and distractions. This fast-paced session helps participants spot and steer around daily roadblocks that stall growth. Whether dealing with mindset issues, conflict, fear, or difficult personalities, this program equips your team to power forward with resilience. You will master techniques for productive conflict, handling tough personalities without losing your cool, and creating meaningful connections. Leave with the skills to deliver and receive feedback that inspires real action.

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)*

In this session, Major Jon Tschetter explains how to apply Special Forces leadership tactics directly to your shop. Featuring real-world combat stories, Jon highlights the critical importance of teamwork centered on mission success. Treating self-directed work teams as your ODA teams, he will cover defining your company's "HOOAH!", establishing measurable targets, and taking strategies from creation to execution. Learn to conduct brutally honest SWOT analyses and plan missions with the team you have, rather than the one you wish you had.

9:45 AM - 11:15 AM - **Culture Connection** - *Lauralee Schmidt*

You hear the word "culture" all the time, but what does it really mean? Let's dig deep and have honest conversations about improving team dynamics and daily experiences in your shop. This session covers actionable ways to empower your team and elevate your shop's standards, leading to less turnover and faster growth. Key takeaways include holding firm to shop standards, engaging and empowering your people, implementing effective community strategies, and ensuring you have the right people in place for the right reasons.

11:30 AM - 1:00 PM - **Winning Culture: From the Curb and Back Again** - *Thom Tschetter*

A winning culture begins when a customer pulls up and continues through the front office and shop floor. Coach Thom Tschetter explores an overlooked aspect of culture: understanding profitability. This presentation breaks down where paychecks come from, how profit is created, and how every role impacts the bottom line. We will examine the psychology of winning and the true cost of a comeback. Attendees will receive a downloadable slide deck, "Where Does My Paycheck Come From?", to use for their own team meetings to empower employees to think like business owners.

1:00 PM - 2:30 PM - **Lunch** - *(Provided by ATRA - Third Floor Ballroom)*

2:30 PM - 6:30 PM - **Tradeshow**

7:00 PM - 9:00 PM - **Reception** - *Sponsored by WIT*

Saturday, August 29th

9:00 AM - 10:00 AM - **KEYNOTE: Developing and Maintaining a Winning Culture Under Pressure** - *Major Jon Tschetter (Retired)*

How do trust, clarity, and accountability build teams that win every time? In this keynote address, Major Jon Tschetter will teach you how to forge an unbreakable culture capable of thriving under the most intense operational pressure, drawing on elite military leadership principles translated specifically for the automotive repair industry.

10:00 AM - 3:00 PM - **Tradeshow**

1:30 PM - 3:00 PM - **Culture is King** - *Thomas Andrews - Shop Fix Academy*

You can copy pricing, marketing, and systems, but you cannot copy culture. In this high-energy session, you will learn how to build leaders at every level so your team can lead from every seat. Discover how to replace exhausting micromanagement with real, effective coaching. You will learn to create healthy accountability and the right kind of pressure that naturally drives performance. Walk away with a proven blueprint to drastically reduce turnover, increase overall performance, and ultimately build a shop that runs smoothly without you.

3:15 PM - 4:45 PM - **Team Development** - *Thomas Andrews - Shop Fix Academy*

Running a shop isn't a solo sport—it's a team game. Learn how to build a team that wins without you carrying the load. You will discover how to hire, onboard, and train team members correctly from Day 1. The session covers setting clear expectations, KPIs, and accountability standards that actually stick. Walk away with a proven, repeatable system to develop your people, improve operational metrics, and create a highly effective team that drives tangible results. Stop managing employees and start developing a winning team.

5:00 PM - 6:30 PM - **How to Build an Intelligent Culture That is Fun to be a Part of** - *Jim Cathcart*

Every shop has a culture, but very few are intentional—most just happen by accident. Learn how to actively grow a Winning Culture based on the PEACE framework: Professionalism, Engagement, Awareness, Caring, and Excellence. You will discover how to design policies that produce the outcomes you need and implement practices that keep everyone informed. Learn to follow workflows that guarantee consistent excellence and build strong relationships that prove you genuinely care.

Sunday, August 30th

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

Join Lance and Rodger for this final, high-impact session designed to consolidate all the strategies, insights, and action plans you've gathered throughout the Expo. Prepare to head back to your shop on Monday morning ready to execute your ultimate winning playbook!



Powertrain
expo
2026



TECHNICAL SESSIONS

Wednesday, August 26th

- 6:00 PM - 8:00 PM - **Identifying Counterfeit Transmission Parts - Bob White**
Finding the right transmission parts is getting harder. While online options are everywhere, the source and quality are often suspect—or even illegal. Using counterfeit parts leads to misdiagnosis, wasted labor, and failed repairs. Industry expert Bob White shares his experiences spotting “fly-by-night” online sellers peddling fakes. Learn how to quickly identify substandard components and implement policies to protect your shop’s reputation and bottom line.

Thursday, August 27th

- 8:00 AM - 9:30 AM - **Programming the Powertrain: Unlocking Stellantis Transmission Success - Don Smith (Elitek)**
As modern transmissions become increasingly software-driven, proper OEM programming is critical to a successful repair. This session focuses on Stellantis transmission programming using OEM tools, covering the complete process from setup to execution. We will explore the full range of programming options available—including in-house programming, mobile providers, remote solutions, and dealership support—helping you determine the best approach for your operation. Gain practical insights to avoid common pitfalls, ensure accurate programming, and deliver reliable results.
- 8:00 AM - 9:30 AM and 10:00 AM - 11:30 AM - **Misfire: Efficient and Effective Diagnosis - Eric Ziegler**
Misfires typically result from problems with ignition, fuel, or mechanical systems, and are often confused with transmission or driveline issues. This course teaches diagnostic methods to quickly identify the responsible factor. The focus is on applying logical procedures and making effective use of testing tools. We will particularly highlight the use of scan tools and lab scopes, though other diagnostic equipment will also be demonstrated.
- 10:00 AM - 11:30 AM - **ZF PowerLine: PC vs. CV Foundations - Francisco Moreno/Buffy Schlak**
This session introduces the ZF PowerLine transmission by comparing passenger car (PC) and commercial vehicle (CV) transmission designs, highlighting differences in torque capacity, shift strategy, and control logic. The class then transitions into PowerLine specific operation, common service issues, failure patterns, and practical diagnostic approaches for real-world fleet environments.
- 11:30 AM - 1:00 PM - **Lunch (Enjoy The San Antonio Food Culture on The Riverwalk)**
- 1:00 PM - 2:30 PM - **Vital Primary Ignition Amps Tests You Should Know - Dan Marinucci**
This seminar shows attendees how to pinpoint common primary ignition failures (like coils and modules) using a relatively inexpensive lab scope and an inductive current clamp. While technicians can simply swap coil-on-plug assemblies between cylinders, this quick current check is highly accurate and finds problems that swapping methods often miss. Furthermore, it enables techs to print the before-and-after results—a physical record that is invaluable for impressing customers and documenting the diagnostic tests. Test instead of guess!
- 1:00 PM - 2:30 PM - **Hydraulic Controls: Following the Circuit for 8, 9 & 10 Speed TCC Control - Bob Warnke**
Understanding the fundamental hydraulic architecture of today’s 8-, 9-, and 10-speed units is mandatory for determining root-cause lock-up issues. Bob Warnke will take you in-depth into the Torque Converter Clutch (TCC) hydraulic controls of these modern units. Covering everything from reading hydraulic diagrams to identifying specific problems, Bob’s extensive experience will provide you with a confident diagnostic path for any TCC problem you encounter.
- 3:00 PM - 4:30 PM - **Blame it on the Tuner - Part 8 - Pepe Torres**
Pepe gives us a concise look at recurring gearbox headaches and fixes. Topics include 10R140 overheating causes, repeat failures on the 10L1000 and how to stop comebacks, and 10L80 software tunes paired with valve-body kits. He will dive into AISIN valve body wear diagnostics, repair options, and the intricacies of setting hydraulic pressure versus applying electronic tuning. Pepe will also cover diagnosing diesel torque-converter stall and common drivability issues following overhauls.

3:00 PM - 4:30 PM and 5:00 PM - 6:30 PM - **Understanding and Measuring Current Part 2 - Adam Robertson**

The measurement of current tells an incredible story about the integrity of circuits and components. If done correctly, it is a simple, non-intrusive "quick test." To win the electrical diagnostic game, you must properly measure and understand current flow using probes and lab scopes.

Topics include: Current behavior in inductor circuits (motors, injectors, solenoids, coils) and the "current ramp." The "filling and dumping" of stored magnetic fields. Differences in current behavior in resistor and capacitive circuits (e.g., Piezo electric injectors). Using current as a first step in diagnosing systems before disassembly. (Recommended for technicians of advanced skill levels.)

5:00 PM - 6:30 PM - **Audi S-Tronic DL382 - Operation and Service - Wes Dickens**

We will dive into the Audi DL382, a sophisticated 7-speed transmission combining the efficiency of a manual gearbox with the lightning-fast gear changes of an automatic. We will break down its operation (from its dual-clutch design to its electronic control systems), review common error codes, and walk through its complex oil change procedure.

Technicians will be able to: Identify sections of the DL382 transmission. Detect signs of transmission vulnerability during an oil change. Explain the special functions of the ATF and MTF pumps. Explain the operation of shift solenoids and valves. Execute the proper steps to change the transmission oil.

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

10L80: R&R, Diagnosis Before and After - Aaron Golas

When a vehicle equipped with a 10L80 transmission enters the shop, there are critical things you need to know before laying a wrench on it. Aaron will provide a practical pathway to bring a car from initial diagnosis to final delivery, emphasizing the must-do tasks that ensure a proper repair. All important steps—including vehicle intake, diagnosis, and R&R—will be explored to make the job easier and far more predictable.

10L80 Build: Do's and Don'ts - Bill Anthony

As the 10-speed unit ages, these transmissions are increasingly entering aftermarket shops in need of a rebuild. While the unit may seem easy, hidden pitfalls can cost you time and money. Bill will guide you through the specific issues and fixes necessary to confidently return this unit to working condition for the long haul. He will cover component inspection, known failure points, and proven solutions to help you build it right the first time.

10L80 Valve Body: What You Need to Know - Jim Dial


Jim will cover the three generations of the 10L80 Non-ETRS and ETRS valve bodies and the key differences between them. He will introduce the hydraulic changes between the Gen 1 latch valves and the Gen 2 boost ball type, explaining how they work in conjunction with the Clutch Control Valves. The session also covers the Gen 3 valve body and the specific hydraulic changes GM made to eliminate wheel lockup.

10L80 Programming and Tuning - Mark Wheeler

Today's transmissions require precise programming to ensure the unit operates correctly after repairs are completed. Mark will provide essential, must-do information specific to the 10L80 transmission. He will also cover exclusive tuning tips designed to significantly increase the durability and performance of this unit. Gain the confidence to program and tune with purpose, guided by an industry leader.

1:00 PM - 2:30 PM - **Lunch - (Provided by ATRA - Third Floor Ballroom)**

2:30 PM - 6:30 PM - **Tradeshaw**

7:00 PM - 9:00 PM - **Reception - Sponsored by **



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TECHNICAL SESSIONS

Saturday, August 29th

10:00 AM - 3:00 PM - **Tradeshow**

3:00 PM - 4:30 PM - **Tips and Tricks from the Builder's Bench - John Parmenter**

Discover the latest solutions from one of the industry's most renowned transmission specialists! Take a journey into the complaint, cause, and cure process, exploring some of the latest, most effective fixes that you can use in your shop immediately. Be ready to take extensive notes and bring your best questions for this highly practical session!

Spanish Class

3:00 PM - 4:30 PM - **Cambios Continuos, Sin Límites: Descubriendo el Poder Secreto de la CVT - Maria Erazo**

En este curso técnico, exploraremos los nuevos desafíos de la CVT8, incluyendo su diagnóstico y reparación. Además, María Fernanda presentará una introducción a la CVT25 (o CFT25) utilizada en vehículos GM y chinos, cubriendo diagnósticos y fallas comunes. Finalmente, daremos un vistazo a la CVT de Honda, el nuevo rompecabezas para los reconstructores de transmisiones automáticas. ¡Es hora de ponernos a prueba, podemos hacerlo!

Spanish Class

5:00 PM - 6:30 PM - **Vamonos Recio 3 - Pepe Torres**

En esta sesión técnica, Pepe Torres demuestra el aprendizaje de adaptes en cajas de 6, 8 y 10 cambios, junto con el diagnóstico preciso de solenoides con códigos de circuito. Además, explicará paso a paso cómo seleccionar la mejor configuración para unidades de alto desempeño y compartirá soluciones efectivas para combatir el molesto shudder (vibración) del convertidor en transmisiones modernas. Finalmente, Pepe abordará los problemas más comunes de fugas hidráulicas y fallas de enfriamiento en los modelos Toyota AB60, A760 y A750.

5:00 PM - 6:30 PM - **Knowing Limitations for Successful Diagnostics - Sean Boyle**

A properly functioning transmission now relies on a sound engine, reliable communication networks, fine-tuned hydraulics, tight tolerances, and consistent electro-mechanical operation. In this seminar, Sean explores common diagnostic issues—whether it's misinterpreting DMM, Scope, or scan data, battling stubborn hydraulic controls, or struggling to confirm electronic operation. Learn which diagnostic methods to trust, which to confirm, and which to avoid entirely. Sean will share a bulletproof process to guide you logically through symptoms and develop efficient, timely repairs.

Sunday, August 30th

9:00 AM - 3:30 PM - **2026 ATRA Seminar - Stay Ahead with the Right Knowledge and Tools**

If you're a transmission technician, diagnostician, rebuilder, or shop owner, you know how rapidly this industry evolves. Staying ahead means equipping yourself with up-to-date technical knowledge, cutting-edge tools, and practical skills. Our Transmission Technical Seminars and Live Classroom Training sessions are tailored to help professionals take their craft to the next level. Unmatched in the industry, these sessions offer hands-on demonstrations and cutting-edge guidance for advanced transmission repair techniques.

Spanish Class

9:00 AM - 10:30 PM - **Scanner + Rebuild = No Comebacks, Diagnóstico Correcto = Reconstrucción Correcta - Reese Blalock**

Esta sesión se enfoca en mejorar la efectividad del diagnóstico mediante una mejor interpretación de los datos del escáner y estrategias estructuradas de prueba de manejo. Los asistentes aprenderán a identificar patrones clave en los datos, reconocer cuándo la información es incompleta o engañosa, y conectar el desempeño del motor y otros sistemas con el comportamiento de la transmisión. El objetivo es ayudar a los técnicos a pasar de adivinar a tomar decisiones estructuradas, reduciendo regresos y mejorando la precisión de las reparaciones.

Spanish Class

11:00 AM - 12:30 PM - **ZF PowerLine: Diferencias Entre la Transmisión de ZF 8HP vs ZF PowerLine - Francisco Moreno**

Esta sesión introduce la transmisión ZF PowerLine comparando los diseños de la ZF 8HP (vehículos de pasajeros) y transmisiones de vehículos comerciales. Destaca las principales diferencias en capacidad de par, estrategia de cambio, durabilidad y lógica de control. Posteriormente, la sesión pasa a la operación específica de PowerLine, problemas comunes de servicio, patrones de fallo y diagnósticos prácticos.

Al final de esta sesión, los participantes podrán entender las diferencias clave entre transmisiones PC y CV y su influencia en el diseño PowerLine. Identificar características mecánicas y electrónicas de la ZF PowerLine. Reconocer patrones comunes de fallos. Aplicar enfoques diagnósticos para vehículos comerciales. Utilizar las mejores prácticas de servicio para apoyar el rendimiento.



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Amazing Women In Automotive

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Berkeley Standard

Bird's iSocial

Bushing Fix/Ascension Engineering

Capitol Core

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EMC - Equipment Manufacturing Company, Inc

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Federal New Power (Qingdao) Co., Ltd.

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Guangzhou Transpeed Auto Technology Co.Ltd

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Shop Fix Academy

Small Biz Vantage

Sonnax Transmission Company

STK Transmission Parts Co., LTD

Suncoast Performance

Superior Transmission Parts, Inc.

Sussex Auto Parts

Teckpak Fitzall/Trans-A-Matic

Transfly Powertrain Co.

Transgo

Transmission Exchange Center

Transtar Aftermarket Solutions

TransTec a brand of Freudenberg-NOK

Whatever It Takes

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