



Powertrain  
**expo**  
2026

# Something for

**GO RIO CRUISES**  
An unforgettable way to discover the heart of San Antonio.



**THE ALAMO**



Just steps from the River Walk's lively scene, get to know the legendary story of the Alamo. This iconic landmark, once a Spanish mission, was the site of a pivotal battle during the Texas Revolution.

**SEA LIFE**



Come face to face with rescued sea turtles, and

**MISSION KAYAK**  
The most beautiful and scenic kayaking trips on the San Antonio Riverwalk.



**MISSION KAYAK**



The San Antonio Riverwalk is a world-renowned urban waterway that winds through the heart of downtown and beyond. Mission Kayak invites you to experience it by kayak, where the views are quieter, greener, and uniquely your own.

**THE GROTTO**



The three-story, dream-like sculpted structure spans the river between the Camden and Newell Street roadway and river way. The grotto features beautiful street-level stairway leading into the jaws of a

# Unveil the many adventures on the Riverwalk!

# Make it a Family Vacation. or Everyone!

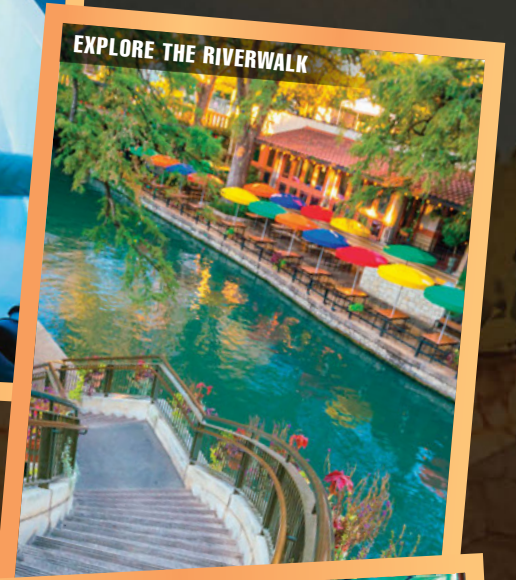


sharks,  
more!



## LEGOLAND DISCOVERY CENTER

Buckle up and go for a ride on  
The Great LEGO® Race Virtual Reality Experience!



## EXPLORE THE RIVERWALK



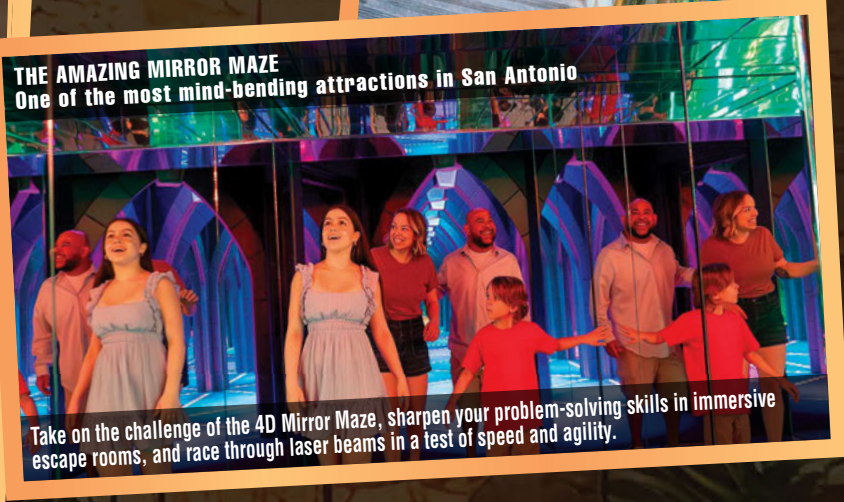
is located in a bend of  
stone bridges, adorning both  
banks, a picnic area and a  
giant jaguar head.



## HOLEY MOLEY

Mini golf like you've never seen it.

Located at the Shops at Rivercenter, this is your  
go-to spot for unforgettable rounds, good drinks,  
and plenty of photo ops.



## THE AMAZING MIRROR MAZE

One of the most mind-bending attractions in San Antonio

Take on the challenge of the 4D Mirror Maze, sharpen your problem-solving skills in immersive  
escape rooms, and race through laser beams in a test of speed and agility.



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[WWW.POWERTRAINEXPO.COM](http://WWW.POWERTRAINEXPO.COM)

August 26<sup>th</sup> - August 30<sup>th</sup>

MARRIOT RIVERCENTER ON THE RIVERWALK

San Antonio, TX

**REGISTRATION IS NOW OPEN!**

# SHIFT INTO GEAR



Powertrain  
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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  
**1-800-428-8489 • 805-604-2000**  
Email: [membership@atra.com](mailto:membership@atra.com)  
[www.powertrainexpo.com](http://www.powertrainexpo.com)





# Powertrain expo 2026

June 1 – August 11	Members	Non-Members
Standard Full Conference	\$700	\$800
Standard Technical/Management Conference	\$600	\$700
August 12 – End of Show		
At The Door Full Conference	\$800	\$900
At The Door Technical/Management Conference	\$700	\$800
<b>Home Court Advantage</b> – TX Businesses (register by phone only) <b>(805) 604-2000</b>		
Full Conference	\$550	
Technical/Management Conference	\$450	

**Register Today To Save!**  
Prices go up August 12.

**VISIT [POWERTRAINEXPO.COM](http://POWERTRAINEXPO.COM) TO REGISTER.**

**Reserve Your Rooms Now!**



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SAN ANTONIO

**(210) 223-1000**  
**(800) 648-4462**

Nightly Rates  
Starting at  
**\$229**  
+ Fees and Taxes



Powertrain  
**expo**  
2026

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



**MANAGEMENT SPEAKERS**



**Thomas Andrews**



**Rodger Bland**



**Carl Borsani**



**Jim Cathcart**



**Maryann Croce**



**Jay Gubrud**



**Amy and Kit Lindsay**



**Melissa "Birdie" Patterson**



**Lauralee Schmidt**



**Thom Tschetter**



**Major Jon Tschetter (Retired)**



**Lance Wiggins**

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# TECHNICAL SPEAKERS



**Bill Anthony**



**Reese Blalock**



**Sean Boyle**



**Jim Dial**



**Wes Dickens**



**Maria Erazo**



**Aaron Golas**



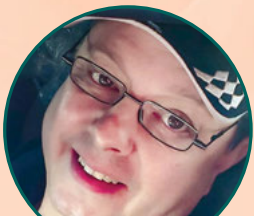
**Dan Marinucci**



**Francisco Moreno**



**John Parmenter**



**Adam Robertson**



**Buffy Schlak**



**Don Smith**



**Pepe Torres**



**Bob Warnke**



**Mark Wheeler**



**Bob White**



**Eric Ziegler**



# Powertrain expo 2026



## PROGRAM SCHEDULE

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

- Management** 4:30 PM - 6:00 PM - **The Game Plan: Creating a WINNING Culture** - Lance Wiggins and Rodger Bland
- Tech** 6:00 PM - 8:00 PM - **Identifying Counterfeit Transmission Parts** - Bob White
- Management** 6:30 PM - 8:00 PM - **Being In Business With The One You Love** - Kit and Amy Lindsay

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

- Management** 8:00 AM - 9:30 AM - **The Complete Customer Experience Stop Losing Them Before, During, and After the Sale** - Carl Borsani
- Tech** 8:00 AM - 9:30 AM - **Programming the Powertrain: Unlocking Stellantis Transmission Success** - Don Smith (Elitek)
- Tech** 8:00 AM - 9:30 AM and 10:00 AM - 11:30 AM - **Misfire: Efficient and Effective Diagnosis** - Eric Ziegler
- Management** 10:00 AM - 11:30 AM - **Built to Last** - Melissa "Birdie" Patterson
- Tech** 10:00 AM - 11:30 AM - **Why the PowerLine Is Different: PC vs. CV Foundations and Technician Focused Diagnostics** - Francisco Moreno/Buffy Schlak
- 11:30 AM - 1:00 PM - **Lunch (Enjoy The San Antonio Food Culture on The Riverwalk)**
- Management** 1:00 PM - 3:30 PM - **Beyond the Build: Leadership & Systems for a Stronger Transmission Shop** - Maryann Croce
- Tech** 1:00 PM - 2:30 PM - **Vital Primary Ignition Amps Tests You Should Know** - Dan Marinucci
- Tech** 1:00 PM - 2:30 PM - **Hydraulic Controls: Following the Circuit for 8, 9 & 10 Speed TCC Control** - Bob Warnke
- Management** 3:00 PM - 4:30 PM - **Shifting Gears & Changing Lanes** - Jay Gubrud
- Tech** 3:00 PM - 4:30 PM - **Blame it on the Tuner - Part 8** - Pepe Torres
- Tech** 3:00 PM - 4:30 PM and 5:00 PM - 6:30 PM - **Understanding and Measuring Current Part 2** - Adam Robertson
- Management** 5:00 PM - 6:30 PM - **Speed Traps, Potholes & Idiots** - Jay Gubrud
- Tech** 5:00 PM - 6:30 PM - **Audi S-Tronic DL382 - Operation and Service** - Wes Dickens
- 6:30 PM - 8:00 PM - **Members Meeting** - Sponsored by **ALLDATA**  
AUTOMOTIVE INTELLIGENCE

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

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

# PROGRAM SCHEDULE



## 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:

Tech	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 - (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 29<sup>th</sup>

<b>Management</b>	9:00 AM - 10:00 AM	- <b>KEYNOTE: Developing and Maintaining a Winning Culture Under Pressure</b> - Major Jon Tschetter (Retired)
	10:00 AM - 3:00 PM	- <b>Tradeshow</b>
	1:30 PM - 3:00 PM	- <b>Culture is King</b> - Thomas Andrews - Shop Fix Academy
<b>Tech</b>	3:00 PM - 4:30 PM	- <b>Tips and Tricks from the Builder's Bench</b> - John Parmenter
<b>Tech-Spanish</b>	3:00 PM - 4:30 PM	- <b>Cambios Continuos, Sin Límites: Descubriendo el Poder Secreto de la CVT</b> - Maria Erazo
<b>Management</b>	3:15 PM - 4:45 PM	- <b>Team Development</b> - Thomas Andrews - Shop Fix Academy
<b>Management</b>	5:00 PM - 6:30 PM	- <b>How to Build an Intelligent Culture That is Fun to be a Part of</b> - Jim Cathcart
<b>Tech-Spanish</b>	5:00 PM - 6:30 PM	- <b>Vamonos Recio 3</b> - Pepe Torres
<b>Tech</b>	5:00 PM - 6:30 PM	- <b>Knowing Limitations for Successful Diagnostics</b> - Sean Boyle

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

<b>Management</b>	9:00 AM - 11:00 AM	- <b>The Walk Thru: It's Game Time!</b> - Lance Wiggins and Rodger Bland
<b>Tech</b>	9:00 AM - 3:30 PM	- <b>2026 ATRA Seminar - Stay Ahead with the Right Knowledge and Tools</b>
<b>Tech-Spanish</b>	9:00 AM - 10:30 PM	- <b>Scanner + Rebuild = No Comebacks, Diagnóstico Correcto = Reconstrucción Correcta</b> - Reese Blalock
<b>Tech-Spanish</b>	11:00 AM - 12:30 PM	- <b>ZF PowerLine: Diferencias Entre la Transmisión de ZF 8HP vs ZF PowerLine</b> - Francisco Moreno

Program subject to change. Visit [www.powertrainexpo.com](http://www.powertrainexpo.com) for up-to-date information.