



# Weekend Schedule

**Friday, July 12th 9:00 am to 10:00 am** *Attendee Registration for AM Classes*

**Friday, July 12th 10:00 am to 1:00 pm**

David Nix	Tech	Technician Workflow Efficiency
Adam Robertson	Tech	Introduction to Gas Direct Injection (GDI)
Jimmy Lea	Service Advisor	Mastering the Art of Successful Communication
Cecil Bullard	Management	Finding, Interviewing and Hiring the Right People
Brett Gilliland	Management	Exhausted & Uncertain to Energized & Unstoppable

**Friday, July 12th 12:00 pm to 4:30 pm** *Sponsor Partners Registration & Booth Set Up in Ballroom*

**Friday, July 12th 12:30 pm to 2:00 pm** *Lunch On Your Own & Attendee Registration Check-In for PM Classes*

**Friday, July 12th 2:00 pm - 5:15 pm**

Adam Robertson	Tech	Conquering Network Diagnostics
Haakan Light	Tech	German Cars - The Secrets to Success on Diagnosis and Service
Sara Fraser	SA & Mgmt	Understanding, Connecting, and Engaging with Gen Z
Jimmy Alauria	Management	Simple Understanding of Effective Labor Rate, Gross Profit & Labor Rate To Manage Performance

**Friday, July 12th 5:30 pm - 7:30 pm** *EXPO: Meet Sponsor Partners, Food, Drinks & Networking*

**Saturday, July 13th 7:45 am - 9:00 am** *Attendee Registration Check-In & Breakfast*

**Saturday, July 13th 8:00 am - 10:00 am**

Jimmy Alauria	Service Advisor	GET THEM INTO THE SHOP! An Advisor's MODERN guide to PRICE SHOPPERS!
Larry Oxenham	Management	Don't Kill your Golden Goose- Protect & Perpetuate your Business

**Saturday, July 13th 8:00 am - 12:15 pm**

Cecil Bullard	Management	Increasing Productivity and Labor Profit
---------------	------------	--

**Saturday, July 13th 9:00 am - 12:15 pm**

Adam Robertson	Tech	Advanced Gasoline Direct Injection: Practical Diagnostic Techniques
Gary Weaver	Tech	Proper Electrical Testing
Kevin McCarthy	Tech	The Rapidly Changing World of Fuels, Fluids & Lubrication
Andrew Fischer	Tech	Scan Tool Analysis, Tips, Tricks, and Modes

**Saturday, July 13th 10:15 am - 12:15 pm**

Sara Fraser	Service Advisor	Strategies for Dealing with Difficult Customers
Jimmy Lea	Marketing	Is Your Digital Footprint Recession Ready
Aaron Woods	Management	Unlocking Inspiring Accountability

**Saturday, July 13th 12:15 pm - 1:45 pm** *Lunch & Panel Discussion w/ Lucas Underwood (Changing the Industry Podcast)*

**Saturday, July 13th 1:30 pm to 3:30 pm**

Mark Seawell	Service Advisor	The Ultimate MAP Class (Mastering Advisor Presentations)
Aaron Woods	Management	Mastering the 10 Steps to Your Profitability Engine

**Saturday, July 13th 2:00 pm - 5:30 pm**

Gary Weaver	Tech	Timing Chain Advanced Diagnostics Using Scopes, Transducers & Scan Tools
Andrew Fischer	Tech	Diagnostic Playbook - Overcoming Diagnostic Roadblocks
Haakan Light	Tech	Automotive Module Programming - Foundations for the Technician
David Nix	Tech	References and Resources for Technicians, Service Advisors, Management

**Saturday, July 13th 3:45 pm to 5:45 pm**

Mark Seawell	Service Advisor	Overcoming Objections in a Shifting Economy
Cecil Bullard	Management	How to Become an Inspiring Leader

**Saturday, July 13th 5:30 pm - 7:30 pm** *EXPO: Sponsors, Food, Drinks, Silent Auction, & Networking*

**Sunday, July 14th 7:45 am - 9:15 am** *Breakfast*

**Sunday, July 14th 9:00 am - 12:00 pm**

TBA	Management	Owner's Roundtable Discussion
Sara Fraser	Service Advisor	Service Advisor Roundtable Discussion
Lucas Underwood	Technician	Technician Round Table