



July 12-14, 2024
 Wild Horse Pass Resort & Casino
TrainingExpoAZ.com

Sunrise Automotive Training & Expo 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

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| David Nix | Tech | Technician Workflow Efficiency |
| Will Rassmussen | 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

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| Adam Robertson | Tech | Conquering Network Diagnostics |
| 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

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| 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

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| Cecil Bullard | Management | Increasing Productivity and Labor Profit |
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Saturday, July 13th 9:00 am - 12:15 pm

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| 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

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| 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

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| 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

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| Gary Weaver | Tech | Timing Chain Advanced Diagnostics Using Scopes, Transducers & Scan Tools |
| Andrew Fischer | Tech | Exhausted! Oxygen and Air Fuel Sensor Diagnostics |
| 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

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|---------------|-----------------|---|
| 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

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