



ASA Summit Classes *

Saturday, January 22, 2022

Time	Class Name	Description	Instructor
Technician Classes			
8:00 a.m. and 1:30 p.m.	Diagnosing With Your Snap-On Scope: Hands-On	<p>If your Snap On scope leads are pristine and still in the bag, you are not alone. If you're relying on the component test function on your Snap On scope because you struggle with set up, you're not alone.</p> <p>Today's scan tools are powerful but there are times when a scan tool is not enough. Not for us, we are professionals and demand to be confident that our recommendation will repair the vehicle.</p> <p>In this class, you will learn to how to acquire the captures needed to confidently diagnose the vehicles in your bay using your Snap-On scope.</p> <p>Attendees are required to bring their Snap-On Scopes, leads, accessories and a good battery.</p>	Brin Kline/ Richard Falco
8:00 a.m. and 1:30 p.m.	Hybrid and EV- Batteries and Charging (Recommended for All Levels of Technicians)	<p>Every car and light truck manufacturer in North America today builds at least one model with a hybrid-electric or all-electric powertrain, and the popularity of these models is growing.</p> <p>This training course covers the proper procedures involved in the measuring and operational testing of HV components carrying a voltage.</p> <ul style="list-style-type: none"> • Hybrid and electric vehicle design • In-bay safety and personal protective equipment (PPE) • Low-voltage battery systems • High-voltage shutdown procedures • High-voltage battery systems • Hybrid, PHEV, and EV charging • HV battery heating and cooling systems 	Guy Vesco/NAPA
8:00 a.m. and 1:30 p.m.	Digital Inspections – Get Your Questions Answered	<p>Get your questions about digital inspections answered during this session while using a real digital inspection. This class is the best way to determine that it is time for your shop and customers to benefit through the transparency given by the inspections. Take a fully operational inspection back to your shop to use in your day-to-day operations so you can see the benefits in real us</p>	John Burkhauser/Bolt On

1:30 p.m.	Diagnostic Things to Always Check	This class will help attendees learn how to better identify pre-existing conditions, reduce liabilities and comebacks to the shop, and increase revenue opportunities with the client.	Jim Bennett - ATI
8:00 a.m. and 1:30 p.m.	New In Diesel Training - What You Need to Know NOW		Instructor Invited
8:00 a.m. and 1:30 p.m.	Embracing the Transition to Electric Vehicles (90 min) (For all attendees)	Automobile manufactures have begun the transition from internal combustion engine vehicles to electric vehicles (EVs). As the sales of EVs increase, so are the service needs and the opportunities. This class will start with an overview of market conditions, options for navigating the change to EVs, and how to communicate with your EV-curious customers today. We will dive deeper into new opportunities for service and maintenance, highlighting equipment needed to service these vehicles safely, and providing guidance on where to find service information. The information discussed also includes an outline of important non-technical aspects to consider when building personalized timelines for transitioning to EVs.	Nathan Bryant, EV.THRIVE
Management Classes			
8:00 a.m.	Superior Service Advising- The Art of Trust-Based Selling	Greg Bunch shares valuable secrets that are used by the top 1% of shop owners, managers, and service advisors to create a loyal customer base who will buy needed services and repairs, while referring their friends and family. If you want your shop to have a true competitive edge and increase your sales year over year, you will not want to miss this valuable course. It is jam packed with practical and relevant strategies you can apply to your shop immediately. What others have to say about this course: "So much informative information to be used in business and everyday life Great reminders." "I love how realistic Greg is! I have 6 pages of notes!" "So much great information I enjoyed the viewpoint and keeping things personal. I like the idea of gaining trust in sales"	Greg Bunch- Transformers
10:30 a.m. and 1:30 p.m.	Financial Success in Your Shop		Instructor Invited
1:30 p.m.	How to Find and Keep Staff (60 min)	Hear ideas from local experts share their ideas about how to find and keep staff in this difficult staffing time	Expert Panel
8:00 a.m.	Colorado Shop's Future Looks Bright: Three PIVOTS to Ensure Success (Marketing, Production and Leadership)	Know where you are with your current data base and where you should spend your marketing dollars and efforts. Find out how to get your team focused on your labor hour potential Take a look at out how Maslow's Hierarchy of Needs works for you and your team.	Judi Haglin - Haglin Automotive
1:30 p.m.	How To Be a Great "Number Two"	Successful "second in command" at successful Colorado shops share their secrets and practices to help attendees interested in moving up in their shop.	Instructors Invited
10:30 a.m. and 1:30 p.m.	Keeping Your Data Safe (Ransomware) (90 min)		Vince Tinnirello - Anchor Network Solutions
8:00 a.m.	Everything You Need to Know to Set Your Best Strategy	Economic & industry forecasts are mission-critical tools that can help you make informed business decisions and aid in developing winning data-driven strategies.	Mike Bennett - ATI

		Using one of the most historically accurate & industry-specific forecast tools available, we will look forward to discussing near-term and long-term industry economic forecasted trends as well as your best-practice management-objective tools. Additionally, we will discuss economic and industry specific factors that may impact the health and very nature of the Aftermarket Automotive Maintenance & Repair Industry you depend on.	
10:30 a.m. & 1:30 p.m.	How to Drive Personal Recommendations Using Social Media	82% of people look at online recommendations before making a decision to inquire about a business' services. We'll teach you which social media platform reviews and recommendations are most important, how you can get more recommendations, and how to respond to any review!	Doug Robinson - Optimizing Social Media
8:00 a.m. - 12:00	How To Survive, No, THRIVE In Times Of Crisis	Recent events have made it very difficult for most businesses. But in these times of crisis, why did some businesses grow 20% and others fail? If we do not change and stay stuck in survival mode so that we only have enough energy to think about paying our bills or employees next month, our future will remain uncertain. Join us as we discuss why some businesses survived and even thrive while many just disappeared. Experts agree that occurrences such as these will happen again. Whether it's another pandemic, natural disaster, or illness, this has been just a glimpse, just the beginning if we don't change how we run our businesses. Create change: Building a more sustainable future makes more sense.	Maylan Newton, ESI
1:30 p.m.- 5:00 p.m.	Hiring 101 (Hiring in these Difficult Times)	We all have done it, hired the wrong employee. Learn the basics of hiring the "right" employee. What should you ask, what should you know to get the right person for the job. Why testing is an important tool to hiring correctly. Failure to use these techniques could cost you BIG MONEY!	Maylan Newton, ESI

*Please note - Some instructors or times may change for final program where instructor is invited