



## Technician Classes

Course Title	Begins	Ends	Instructor
Thermal Imaging Diagnostics	8:00 AM	12:00 PM	Todd Doty, brought to you by CTI
Basic Electrical Training - Voltage Drop Testing	8:00 AM	12:00 PM	Steve Hatch, Lincoln Tech
Advanced Electrical Training	8:00 AM	12:00 PM	Tom Smith, brought to you by CTI
Intro to Lab Scope (in bays) [bring your own scope, limited space]	8:00 AM	12:00 PM	Jorge Banuelos, BG Automotive
Diesel Diagnostics	8:00 AM	12:00 PM	Tony Salas, Powertrain
High Voltage Technology "What a Technician Has to Know"	8:00 AM	12:00 PM	Dirk Fuchs, I-CAR
New Engine Technology and The Fluids That Go With Them (1.5 Hours)	10:30 AM	12:00 PM	Corey Spicer, Kenz & Leslie BG Products
EVs Service and Maintenance Opportunities (1.5 Hours)	10:30 AM	12:00 PM	Nathan Bryant, EV.THRIVE
How to Be a Lean Tech (1.5 Hours)	10:30 AM	12:00 PM	Jarod Alexander, BG Auto
New Engine Technology and The Fluids That Go With Them (1.5 Hours)	1:30 PM	3:00 PM	Corey Spicer, Kenz & Leslie BG Products
Thermal Imaging Diagnostics	1:30 PM	5:00 PM	Todd Doty, brought to you by CTI
Advanced Electrical Training	1:30 PM	5:00 PM	Tom Smith, brought to you by CTI
Advanced Lab Scope (in bays) [bring your own scope, limited space]	1:30 PM	5:00 PM	Jorge Banuelos, BG Automotive
Diesel Aftertreatment System Operation and Diagnostics	1:30 PM	5:00 PM	Tony Salas, Powertrain
High Voltage Technology "What a Technician Has to Know"	1:30 PM	5:00 PM	Dirk Fuchs, I-CAR
How to Be a Lean Tech (1.5 Hours)	3:30 PM	5:00 PM	Jarod Alexander, BG Auto

\*\*\* PLEASE NOTE – CLASSES AND INSTRUCTORS SUBJECT TO CHANGE



## Management / Service Advisor Classes

Course Title	Begins	Ends	Instructor
Customer Service Secrets: Win Every Customer (1.5 Hours)	8:00 AM	9:30 AM	Judi Haglin, Haglin Automotive
Tires; Don't Fall Flat - How Tire Sales Can Add to Your Bottom Line (1.5 Hours)	8:00 AM	9:30 AM	Jeff Audi and John Jarvis, US AutoForce
Profits with Purpose- A Sales Model that Employees Can Embrace & Thrive With	8:00 AM	12:00 PM	Mike Bennett, ATI
Are You Too Reliant on One Employee? How to Build a Team Without Unicorns	8:00 AM	12:00 PM	Jimmy Alauria, Victory Teambuilding
It's Not Our Fault! Building Value	8:00 AM	12:00 PM	Maylan Newton, ESI
Motivating and Encouraging Employees	8:00 AM	12:00 PM	Dana Nkana, Scott's Auto
Hire the BEST and Forget the Rest	8:00 AM	12:00 PM	Bill Haas, Haas Performance Consulting
Developing Future Leaders (1.5 Hours)	10:30 AM	12:00 PM	Phil Carpenter, UrbanAutocare; Phil Christensen, BG Auto
Customer Service Secrets: Win Every Customer (1.5 Hours)	1:30 PM	3:00 PM	Judi Haglin, Haglin Automotive
Tires; Don't Fall Flat - How Tire Sales Can Add to Your Bottom Line (1.5 Hours)	1:30 PM	3:00 PM	Jeff Audi and John Jarvis, US AutoForce
Profits with Purpose- A Sales Model that Employees Can Embrace & Thrive With	1:30 PM	5:00 PM	Mike Bennett, ATI
The Problem Solver – How to Build a Team Culture Where Problems Stay Solved	1:30 PM	5:00 PM	Jimmy Alauria, Victory Teambuilding
Success or Struggle, You Decide!	1:30 PM	5:00 PM	Maylan Newton, ESI
Emotional Intelligence	1:30 PM	5:00 PM	Dana Nkana, Scott's Auto
7 Habits of Highly Successful Service Advisors	1:30 PM	5:00 PM	Bill Haas, Haas Performance Consulting
Becoming the Best #2 You Can Be (1.5 Hours)	3:30 PM	5:00 PM	Phil Christensen, BG Auto

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## Technician Class Descriptions and Instructors

### Thermal Imaging Diagnostics

Todd Doty, brought to you by CTI 8:00 AM – 12:00 PM | (Repeated) 1:30 PM – 5:00 PM

### Basic Electrical Training - Voltage Drop Testing

Steve Hatch

8:00 AM – 12:00 PM

**Class Description:** This session will begin with some foundational electrical concepts, then will probe deeply into the topic of using voltage drop as a diagnostic tool with an emphasis on computer power and ground circuits. This topic is highly misunderstood by many technicians in our industry. The class will then wrap up with an alternative method of diagnosing excessive parasitic draw using voltage drop as a test method.

**Instructor:** Steve began his teaching career doing contract classes for Sun Electric while he was still working in the dealership in September 1989. He hired on with Denver Automotive and Diesel College (now Lincoln College of Technology) in August 1991 and has now completed over 31 years with the college. He teaches entry level students, but also taught professional A-level and B-level technicians through the Bridgestone training program and through Lincoln from 2002 through 2019. This program involved teaching to professional-level Firestone and Tires Plus technicians from across the United States, with a goal of helping these technicians to increase their diagnostic effectiveness (and a side benefit of helping them to pass the ASE L1 test). Steve is also an author of an automotive textbook, "Computerized Engine Controls", published by Delmar/ Cengage Learning in New York, used by approximately 38 colleges across the U.S.

#### Grand Prize Raffle Drawing

Enter to win this beautiful Platinum S12 with Oscilloscope/ Multi Meter combo VCI. Raffle tickets will be on sale all day at the **ASA Booth**. The drawing will be at the end of the day. You must be present to win.

**Tickets are 5 for \$20**, cash or credit cards accepted.

Retail value of \$3,999! Don't miss your opportunity for this incredible prize drawing. Proceeds of this raffle go to the ASA Colorado Scholarship fund.

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#### ALL NEW PLATINUM S12



#### Platinum S12

with Oscilloscope/ Multi Meter combo VCI

- Industry first 12" LCD touch screen
- Android 10
- OE Level diagnostic capabilities
- Smart Scan Topolgy Mapping
- Built in 2-Channel Oscilloscope
- Multi-Meter equipped
- Cloud-based Pogramming
- FCA Secure Gateway Access
- 35 Maintenance Services
- Remote troubleshooting
- Built-in online browser

## Technician Class Descriptions and Instructors

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### Advanced Electrical Training

**Tom Smith, brought to you by CTI**      **8:00 AM – 12:00 PM | (Repeated) 1:30 PM – 5:00 PM**

#### **Class Description:**

- Gain a deeper understanding of basic electricity, electrical measurements and the relationships between them
- Find and apply creative diagnostic solutions in real diagnostic case studies
- Discuss commonly used testing techniques to increase productivity
- Use wiring schematics and support information to pre-diagnose a problem
- Identify voltage and current characteristics of common circuit fault types
- Employ power flow techniques and explain why the circuit has to work the way it was designed at a more complex level
- Demonstrate proper and safe methods for conducting wiring harness and connector inspection and testing

**Instructor:** Tom Smith started in the automotive industry in 1984 at a local independent shop. In 1986, he made the switch to dealership life. He worked for Saleen Autosport and Shelby Automobiles before settling down at Chevrolet. Along the way, he owned his own shop, which is where the idea of teaching came to me. After closing my shop, he began teaching High School and college classes, while continuing to work at the dealer. He has since spent years traveling all over providing professional level training to shops and technicians across the nation. He stopped traveling to run the G.M. Training Center in Colorado, but realized that he missed the road. So he is back on the road providing advanced training to shops around the country, and very happy to be back and to be part of your professional advancement.

### Intro to the Lab Scope

**Jorge Banuelos, BG Automotive**      **8:00 AM – 12:00 PM**



**Instructor:** My name is Jorge. I was born and raised in northern Colorado. My home town is Ault. My girlfriend and I now live in Fort Collins.

The reason I chose automotive was because I wanted to know how vehicles functioned. Growing up on the family farm, I helped my family do some repairs, but I wanted more. I now love seeing how I can help someone get their vehicle back on the road and how much my work impacts them on a positive level.

After high school, I enrolled in school at WYO Tech. After WYO Tech, I jumped into the work force and tested for all my ASE certifications. I am a Master Technician, and with the help of my BG Automotive family, I have received additional training in Ford Diesel, BMW, and GM.

Outside of work, I love to stay healthy. Hitting the gym every morning before work helps me stay fit to stay focused all day long. I also enjoy spending time with my family and our old English sheep dog Francine. The thing I love most about BG Automotive is that everyone has the same team attitude; everyone is here to help our team and your family team.



## Technician Class Descriptions and Instructors

### Diesel Diagnostics

**Tony Salas, Powertrain Training**

**8:00 AM – 12:00 PM**

**Class Description:** PowertrainTraining is presenting a seminar on light duty diesel. Focus will be on the Ford Powerstroke, GM Duramax and the RAM Cummins applications. Tony Salas, instructor, will be discussing the overview of the engines and discuss subsystems in them. As a working technician, he will cover the essentials in understanding today's turbocharged common rail injected engines. He will first review diesel issues focusing heavily on aftertreatment. Diesel Particulate Filter (DPF) and SCR systems will be explained. Particulate filters have issues such as premature clogging, ash accumulation and related issues Salas will address. He will also review the operation with the Diesel Oxidation Catalyst (DOC) and the SCR system which uses DEF Fluid to reduce NOX emissions.

The training will also cover the LM2 Duramax found on GM Light duty trucks and SUVs. Common rail fuel systems have been used since 2001 model year and have changed and upgraded through the years. The major manufacturers of common rail have been Bosch, Denso and Siemens. Discussion will include understanding the systems, making note of proper diagnostic procedures and tests recommended. There will also be instruction on the Bosch CP4 Failures and how to address those issues found on the Duramax LML, LGH and the Ford Powerstroke 6.7L.

Salas will instruct on the Cummins 6.7L issues and common practices to follow when repairing and diagnosing these systems found on the Dodge/RAM truck applications. He will also discuss the various versions of the Duramax 6.6L from LB7 to L5P. Powerstroke 6.0L to 6.7L will be outlined and instructed.

### Closing Night Party at TopGolf

Join us as we close out the Summit at TopGolf in Thornton. Be sure to get your team into competitive mode and have a blast at an awesome event.

**TopGolf**

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## Technician Class Descriptions and Instructors

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### **Diesel Diagnostics Continued**

On all Light Duty applications, Salas will teach on:

- Engine design and common issues
- Turbochargers, variable design applications used
- Emission systems, EGR to Aftertreatment
- Fuel systems, low, high and return pressure
- Discuss case studies of actual vehicles in shop

CAN networks will be shown. A brief overview of routines to follow when there are issues with programming and no communication. We will cover service manual and scan tool usage. Common data and tests will be viewed.



**Instructor:** Antonio “Tony” Salas is an automotive and diesel instructor with more than 25 years of teaching experience. He has provided contract training for General Motors Fleet and Commercial as well as AC Delco. His training experience includes light and medium duty diesel from Powerstroke, Duramax and Dodge Cummins; in addition, he teaches VW TDI and International Navistar classes. Mr. Salas also instructs various other topics such as electrical/electronics, automatic transmissions, and body control features.

His experience includes instruction in the post-secondary level where he developed curriculum and taught for the community college in Las Vegas. He has provided entry level training in various subjects.

Mr. Salas holds an associate degree in automotive and diesel technology. He is an ASE Master technician and holds a teaching credential from Cal State Long Beach. Mr. Salas currently operates Powertrain Performance LLC where he holds classes and runs an automotive and diesel repair facility.

### **High Voltage Technology “What a Technician Has to Know”**

**Dirk Fuchs, I-CAR**

**8:00 AM – 12:00 PM | (Repeated) 1:30 PM – 5:00 PM**

**Class Description:** In this class the participants will get an High Voltage System overview and will learn about the function of each HV component for different HV Vehicles. The attendees will learn how to safely disconnect the High Voltage system and participants have the chance to perform this task on an HV Training model. New measurement tools to measure Isolation and the component equalization will be introduced and this equipment will be used in a practical demonstration in the class. The attendee will learn of expected measurement results what helps to determine a diagnostic strategy. For example Insulation faults will be introduced and common failures will be discussed.

**Instructor:** Dirk Fuchs, I-CAR, Director, Technical Programs & Services - With nearly 20 years of automotive experience, Dirk is recognized industry subject-matter-expert in EV and ADAS technology. As Director of Technical Programs & Services at I-CAR (Inter-industry Conference on Auto Collision Repair,) Dirk has been a featured speaker and panelist at automotive industry

## **Technician Class Descriptions and Instructors**

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### **High Voltage Technology “What a Technician Has to Know” Continued**

events, and has been active in supporting automotive-related associations surrounding national and state legislative activities. His passion for the automotive industry began in 2002 as a Technical Training specialist/instructor for Volkswagen Germany. Recruited by ZF Services, Germany, a global technology and supplies system provider offering comprehensive automated driving and electric mobility solutions for manufacturers and newly emerging transport and mobility service providers, Dirk's responsibilities over the next 13 years included international technical service and sales training management. While serving as North American Training Manager, ZF Services, Dirk was hired by I-CAR in late 2020 to serve as Director, Technical Programs & Services. In his spare time, he is spending time with his family and especially his 2-year-old Twins keeping him busy. Dirk is an outdoor person and likes Biking, hiking, camping as well as skiing. Driving with his Audi Q7 quattro in the Rocky mountains and exploring is where he is recharging his batteries.

### **New Engine Technology and The Fluids That Go With Them**

**Corey Spicer, Kenz & Leslie BG Products**

**10:30 AM – 12:00 PM | (Repeated) 1:30 PM – 3:00 PM**

**Class Description:** This class will review the GDI (Gasoline Direct Inject) engine, the issues and challenges they present and the new specifications for fluids that go in them. Low Viscosity is the current hot topic and will be covered from engine, transmission, driveline down to the brake system. Market updates & projections from the manufacturers on electrification, diesel & transmission designs will be given.

**Instructor:** Corey has worked as technician, service advisor & service manager in the independent & OEM dealership markets. He has been a BG Product representative for over 20 years serving the mid-west, mountains of Colorado and now the front range. He is the Independent Market manager and trainer for Kenz and Leslie Distributing BG.

### **EVs Service and Maintenance Opportunities**

**Nathan Bryant, EV.THRIVE**

**10:30 AM – 12:00 PM**

**Class Description:** The opportunities to service and to maintain electric vehicles (EVs) are becoming more tangible every year, as the sales of EVs continue to increase. This class will provide up to-date information on market conditions and a description of the Colorado EV landscape, including details on vehicles registered, infrastructure, and the State of Colorado's goals and vision. The instructor will discuss options for navigating the change to EVs, and for communicating with EV-curious customers and prospective adopters. The attendees will be introduced to a practical approach to opportunities for service and maintenance of EVs, equipment needed to service these vehicles safely, and options for finding service information. A unique section of the course tackles important non technical aspects for independent repair shop owners to consider when building personalized timelines for transitioning to EVs.



# SAVE THE DATE

## January 19 – 20, 2024

Plan to join us next year at the ASA Colorado Summit.  
The premier venue for training, resources, and networking.

### **EVs Service and Maintenance Opportunities Continued**



**Instructor:** Nathan Bryant is a technology-driven independent shop owner with extensive technical background and passion for innovation. During his 27-years of experience in automotive industry (repairs and shop management) he has excelled embracing numerous technology changes. Nathan holds an AAS degree in Automotive Technology from Delta College (Bay City, Michigan) and a BSM in Business Management from University of Phoenix and is an ASE Certified Master Technician with additional ASE certification in hybrid/EV repair. Since 2016, he is the owner of AUTOVISIONS, an independent repair shop in Englewood, Colorado. In 2021, he co founded EV.THRIVE (Lakewood, CO) with the goal of helping the automotive repair industry succeed through the transition to electric vehicles. His strong drive to achieve excellence in customer service and to support technical education and formation of the next generation of skilled technicians are strengthened by passion for collaborations and open communication.

### **How to Be a Lean Tech**

**Jarrold Alexander, BG Automotive**

**10:30 AM – 12:00 PM | (Repeated) 3:30 – 5:00 PM**

**Class Description:** Learn how to work efficiently by managing your time. How to communicate effectively with your sales team to get the customer taken care of. What does the process look like when parts or tooling are not correct, and overcoming this hurdle. Work smarter to achieve optimum bay production, 2 bays are not always needed.



**Instructor:** My name is Jarrold. I have been with BG Automotive since 2015. I am from Flagstaff, a similar town to Fort Collins in Arizona.

I chose the automotive field because I love to be challenged mentally and physically. When I was younger I loved to figure out how things went together-- from a simple puzzle to a washing machine-- I was all about it.

After High school I attended Universal Technical Institute. After graduating I continued on to receive my ASE master L1, Ford, and GM Certifications. The great part about being on the BG Automotive team is that they continue to send me to different classes to provide training in our ever-changing field. Outside of work, I continue the automotive



## **Technician Class Descriptions and Instructors**

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### **How to Be a Lean Tech Continued**

theme. I'm restoring a 1967 Barracuda. When I'm not thinking with my automotive brain, it's all about the family. My wife and two girls love hiking, and I just started to teach my girls about bass fishing. That has been a blast seeing the smile it brings them.

What I love about BG Automotive the most is the way everyone cares about everyone. When we need a simple push of a vehicle into the shop, the entire team comes running to help. IT'S GREAT!!!!

### **Advanced Lab Scope**

**Jorge Banuelos, BG Automotive**

**1:30 PM – 5:00 PM**

### **Diesel Aftertreatment System Operation and Diagnostics**

**Tony Salas, Powertrain Training**

**1:30 – 5:00 PM**

**Class Description:** In 2007 light, medium and heavy-duty diesel vehicles were installed with aftertreatment in the exhaust systems. The typical Diesel Oxidation Catalyst (DOC) also known as a catalytic converter, is used for oxidizing the exhaust. It is also used to work with diesel fuel to create an exothermic reaction to burn the soot in the Diesel Particulate Filter (DPF). The DPF plays a critical role in trapping the particulates or soot. These components were not only used but hardware was installed to monitor them per emission laws.

This course will instruct on the description and operation of the aftertreatment system. It will also cover the sensors used and strategies the ECM uses to determine when regeneration is needed and reasons for common issues and failures. The second portion of the training will discuss the Selective Catalyst Reduction (SCR) and reason why Diesel Exhaust Fluid (DEF) is used. Emission reduction in diesel engines will be taught. Strategies the on-board computer performs will be viewed. This will involve the causes for the vehicle to derate power or run at idle only. Reset procedures will be discussed on how manufactures programming works.

Diagnostic information will be role played and case studies will be shown. NOx sensors, differential pressure sensors and exhaust temperature sensor role and operation will be instructed. Use of scan tool and service information will be used to demonstrate common diagnostic practices.

### **Get Your Passport**

Every registrant will receive an Exhibit Hall Passport. Take your passport to each vendor booth in the Summit Exhibit Hall. Have a brief conversation with the vendor, and they will stamp your passport!

Submit your completed passport to receive 5 (five) Grand Prize Raffle Tickets! The drawing will be held at the end of the day and you must be present to win.



## **Management/Service Advisor Class Descriptions and Instructors**

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### **Customer Service Secrets: Win Every Customer**

**Judi Haglin, Haglin Automotive**

**8:00 AM – 9:30 AM | (Repeated) 1:30 PM – 3:00 PM**



**Instructor:** Judi has an elementary education degree from CU and has been involved with the business since 1981. She loves her golden retrievers and volunteering wherever she is needed. One of Judi's favorite activities is to make Christmas magic every year! She has been involved in several industry boards and groups to help make the automotive industry better for everyone.

### **Tires; Don't Fall Flat - How Tire Sales Can Add to Your Bottom Line**

**Jeff Audi and John Jarvis, US AutoForce**

**8:00 AM – 9:30 AM | (Repeated) 1:30 PM – 3:00 PM**

**Class Description:** How tires can be profitable and retain customers. Find out how tires are moving to the lead-in for the business like oil changes used to. What can tire programs do to make selling tires more profitable? Customer retention is a key part of any business today, it is not good business to send tire business away.

#### **Instructors:**



**Jeff Audi:** Territory Sales Manager for 7 Years with US AutoForce. Cover western Denver Metro and the Rocky Mountains. Started in retail 30 years ago, went to wholesale, and had my own construction company for 14 years. Outside of work I enjoy golfing, remodeling projects around the home, and spending time with friends and family.

**John Jarvis:** Territory Sales Manager for 7 Years with US AutoForce. I cover the Denver Metro area. I started in retail over 20 years ago after a nearly 13 year career in the Navy. I've worked my way up on the automotive retail repair side of the business from tire technician, automotive technician, service manager, store manager, and ending my retail career managing multiple locations in 2 states. Outside of work I enjoy camping, any auto racing events, and spending time with friends, family, and grandchildren.

### **Putting Apprenticeships into Practice**

**Doc, ACC and NAPA**

**8:00 AM – 12:00 PM**

### Profits with Purpose - A Sales Model that Employees Can Embrace & Thrive With

**Mike Bennett, ATI**

**8:00 AM – 12:00 PM | (Repeated) 1:30 PM – 5:00 PM**

**Class Description:** In this session we will discuss the impact of revenue driven expectations and the “trickle down economic” impact of a top-down sales model. This presentation will focus on WIN goal modeling and driving team member-stakeholders with a strong purpose-driven WHY message.



**Instructor:** Mike Bennett has more than 3 decades in the Independent Auto Repair industry. Mike has been an ASE Master Technician and is the owner of Mike's KARS Inc. in Gettysburg, PA. Fully immersed in the industry for his entire professional career as a master technician, shop foreman, general manager and automotive shop owner, Mike has a unique & broad perspective on the shop owner experience. Mike communicates with real-world experience and a “been there and done that” perspective. As an Alumni shop owner with

Automotive Training Institute, he continues to operate his shop with his wife Shelle. Mike is a nationally certified Executive trainer and he has spent the last 10 years as a full-time business coach & executive coach with ATI as well as leading 2 of ATI's premier shop owner 20 groups.

### Are You Too Reliant on One Employee? How to Build a Team Without Unicorns

**Jimmy Alauria, Victory Teambuilding**

**8:00 AM – 12:00 PM**

**Class Description:** This seminar teaches the exact reason why the auto repair industry is burning out its best talent (Unicorns) meanwhile still not maximizing the potential revenue of each location. In this course you will learn what Jimmy found out and how you can fix what is the biggest organizational mistake auto repair shops are making that is costing them to lose great people and millions in lost revenue.

**Instructor:** Jimmy Alauria is the CEO of Victory Teambuilding Group and 3A Automotive & Diesel Repair in Phoenix, AZ. He is a 23-year veteran of the auto repair industry. After finishing his hockey career, Jimmy learned quickly that building a winning team in his family auto repair shop was based on the same principles he experienced being on winning hockey teams. In 2016, Jimmy bought his family business and has grown the sales to nearly \$3 million per year in their single location operation. Over the past 16 years, Jimmy has shared his experience in the shop as a speaker, trainer and coach and in 2021 launched his own consulting company, Victory Teambuilding Group, to help auto repair shops build winning teams. Jimmy has been happily married for 20 years to his wife and business partner, Nadine. In his free time he enjoys ice hockey, snow skiing and mountain biking.

### **It's not our fault! Building Value**

**Maylan Newton, ESI**

**8:00 AM – 12:00 PM**

**Class Description:** With today's sophisticated automobiles and complex control systems, getting paid for your diagnosis, inspection, and research to repair the systems is more important than ever. We have a sophisticated car driven by someone who doesn't understand that. We didn't build it, buy it or break it. We are just trying to keep you on the road! How do we build value and justify the investment in time, equipment, and knowledge to the customer? Join us as we guide service advisors on building value for the cost of inspection and testing of these computers on wheels.



**Instructor:** With over 40 years of automotive industry experience, Maylan Newton has literally been there and done that. From shop owner, technician, and service advisor to one of the most renowned industry trainers and speakers in the country. Maylan combines his real-world experience with profit-building takeaways in a humorous and engaging manner that only Maylan can deliver. As the president and CEO of ESI seminars, Maylan travels the country, sharing the keys to being successful in the automotive repair industry in his sold-out

classes. Maylan is also the author of *The Joy of Hiring*, available now on Amazon.com.

### **Motivating and Encouraging Employees**

**Dana Nkana, Scott's Automotive**

**8:00 AM – 12:00 PM**

**Class Description:** How To Encourage and Motivate Employees: 5 Essential Strategies

- Recognize Good Work
- Embrace Your Remote Team Members
- Break Down Big Goals into Actionable Steps
- Provide Your Team Autonomy
- Listen To Feedback

4 Ways You Can Make Employees Feel Valued

1. Have Intentional Conversations
2. Treat People with Dignity
3. Recognize Individuals
4. Ask for Feedback and Input



Join us for Trivia Bowl. This fast paced game will take place in the food area of the Exhibit Hall from **12:30 - 1:00 pm**

**Enjoy Fun and Prizes!**

## **Management/Service Advisor Class Descriptions and Instructors**

### **Motivating and Encouraging Employees Continued**



**Instructor:** Scott's Automotive and Service Center, Inc. is the Chief Learning Officer at Scott's Automotive, with four locations in Colorado and one in Phoenix, Arizona. Dana is passionate about training and holds a doctorate degree in Management and Leadership. Dana worked for a Fortune 500 organization for over 14 years leading various teams to find their purpose. Dana is also a Business Law Professor at Colorado Mesa University. Dana is passionate about helping others and providing opportunities for those that have the potential to excel but have limited opportunities. In his free time Dana enjoys traveling with his family, soccer, golfing, volleyball, tennis, table

tennis, and giving back to the community in Africa! Dana believes that if something is possible, he will do it and if something is not possible, he will absolutely try it! Dana is happily married for 28 years. He has two children, a daughter and a son.

### **Hire the BEST and Forget the Rest**

**Bill Haas**

**8:00 AM – 12:00 PM**

**Class Description:** Ever feel like you have a revolving door for employees? Do you fear hiring new employees because at least with your current staff, you know what you have? Not sure how to attract the right applicants? Or wonder why the quality people did not stay?

Probably one of the most important and least understood aspects of business is talent acquisition. Learn to be more successful in attracting qualified applicants when you improve your employment ads, job applications, candidate assessments, and interviews.

Good talent management extends the life cycle of an employee by creating an environment and culture that breeds success. Create expectations with job descriptions based on job activities, and implement a two way review process for employee and employer.

### **Developing Future Leaders**

**Phil Carpenter, Urban Autocare and Phil Christensen, BG Automotive**

**10:30 AM – 12:00 AM**



**Instructors: Phil Carpenter:** Phil has been in the automotive industry since 2002. He has spent time as an Audi Certified Technician, Service Advisor, Parts Specialist, Service Manager, and General Manager. Currently, he is the Director of Operations at Urban Autocare and Avalon Motorsports in Denver, CO (five total locations). His credentials include an ASE Master Certification and an Associate's Degree in Automotive Technology. Phil has led his team to win many industry awards as an independent shop

manager including Motor Age Top 10, BBB Torch Award, and other community awards. He enjoys spending time with his wife and 5 children, playing soccer, hiking, and camping. As the President of the Mechanical Division for ASA Colorado he wants to hear from you about how we can support our fellow independent repair shops in Colorado.



## **Management/Service Advisor Class Descriptions and Instructors**

### **Developing Future Leaders Continued**



**Phil Christensen:** I purchased a 1974 Jeep and learned fast that I had to work on it more than drive it. But with that I knew automotive is where I wanted to be. During high school I picked up some automotive classes at Front Range Community College and continued to grow my knowledge.

While learning more about vehicles, I found that the real reason I enjoyed the field so much was that I was making new friends and was able to interact with so many people. That became a helpful piece of knowledge and I shifted

gears. Instead of continuing the path of working on vehicles as a profession, I still get to do it every once in a while.

### **The Problem Solver - How to Build a Team Culture Where Problems Stay Solved**

**Jimmy Alauria, Victory**

**1:30 PM – 5:00 PM**

**Class Description:** Being an executive in the modern auto repair shop requires a lot of skills in how to motivate and inspire employees to buy into a culture of solving problems both organizationally and on the vehicle problems we are paid to fix. This seminar teaches owners and managers the three types of employees they need to know in order to build a team that solves problems and keeps them solved.

### **Success or Struggle You Decided!**

**Maylan Newton, ESI**

**1:30 PM – 5:00 PM**

**Class Description:** Ever wonder why some businesses are always packed and making money while others seem to struggle? This class will outline the four major differences in owner/manager thought processes or stages in business and how they affect the business! THIS IS NOT JUST FOR SHOP OWNERS; this class applies to everyone in leadership roles!!

### **Emotional Intelligence**

**Dana Nkana, Scott's Automotive**

**1:30 – 5:00 PM**

**Class Description:** What is Emotional Intelligence or EQ?

Emotional intelligence (otherwise known as emotional quotient or EQ) is the ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict. Emotional intelligence helps you build stronger relationships, succeed at school and work, and achieve your career and personal goals. It can also help you to connect with your feelings, turn intention into action, and make informed decisions about what matters most to you.

Four attributes commonly used in defining Emotional Intelligence:

- Self-management
- Self-awareness
- Relationship Awareness
- Relationship Management

## **Management/Service Advisor Class Descriptions and Instructors**

### **7 Habits of Highly Successful Service Advisors**

**Bill Haas**

**1:30 – 5:00 PM**

**Class Description:** There are no secrets to what makes a person successful in their career. A career as a service advisor does not have to be frustrating or unrewarding. Learn the seven habits identified by Stephen Covey. Implement the seven habits and you are assured a rewarding career to be celebrated.

The seven habits will help you:

- Define your top priorities and achieve the results you want
- Be more productive
- Eliminate behavior that distracts and defeats you
- Develop strong relationships based on mutual trust
- Prepare to deal with difficult situations

### **Becoming the Best #2 You Can Be**

**Phil Christensen, BG Automotive**

**3:30 PM – 5:00 PM**

**Class Description:** Successful “second in command” at successful Colorado shops share their secrets and practices to help attendees interested in moving up in their shop.



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