



**REGISTER  
ONLINE**

**Kalahari  
Resort  
Poconos**

**October  
20-22  
2023**

**hosted by  
AASP**



**aasp-pa.org/TOOLS**

**TECHNICIANS & OWNERS OBTAINING LESSONS IN SUCCESS**

**TOOLS**



**AASP**  
Alliance of Automotive Service Providers  
of Pennsylvania  
PO Box 5  
Williamsport, PA 17703

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PAID  
HARRISBURG PA  
PERMIT NO. 174

*Action-packed  
weekend full of  
training & a vendor  
show all at an indoor  
waterpark resort!  
Bring Your Family!!!*

**Registration Due  
October 13**

**Lodging Deadline  
September 26**

# Schedule at a Glance

*(please note this is a preliminary schedule and may change)*

## Friday

Conference Registration	10:00 AM - 7:00 PM
Seminars	1:00 PM - 5:00 PM
Trade Show Opens	5:00 PM - 8:00 PM
Welcome Reception	5:00 PM - 8:00 PM
Hospitality Suite Opens	8:00 PM – 11:00 PM

## Saturday

Conference Registration	7:00 AM - 8:45 AM
Breakfast & Keynote	7:30 AM - 8:30 AM
Morning Seminars	8:45 AM - 11:45 AM
Trade Show & Lunch	11:45 AM – 2:30 PM
Afternoon Seminars	2:30 PM - 5:30 PM
Town Hall Panel	6:00 PM – 7:00 PM
Hospitality Suite Opens	8:00 PM – 11:00 PM

## Sunday

Breakfast & Keynote	7:30 AM - 8:30 AM
Morning Seminars	8:45 AM - 11:45 AM

*It's our favorite time of the year again for AASP-PA; our annual conference is upon us! And this year is going to be bigger and better than ever.*

*Every year those in the automotive industry come together for professional development, to learn the latest trends, practices and technology, and to reconnect with others in the industry. This year we have a great line-up of nationally recognized speakers for mechanical, collision, diesel, service advisor to business management. Watching your staff come away with something they didn't know before, watching owners learn about how to improve their bottom line and interacting with everyone during the vendor show, make the entire planning process more than worth it.*

*The T.O.O.L.S. committee and the entire AASP-PA Board hope to see you there!*

### TOP REASONS TO ATTEND T.O.O.L.S. 2023

- Build your skills with seminars delivered by industry EXPERTS
- Find Solutions to work smarter, not harder at our TRADE SHOW
- Dedicated networking and social time to help build the connections you need to SUCCEED!

## WHAT PAST ATTENDEES HAVE TO SAY ABOUT T.O.O.L.S.

*"Need more of this kind of training"*

*"Very nice class. Great presentation and wealth of knowledge from the instructor."*

*"The numbers and know how I needed."*

*"Can't wait to put the ideas into action!"*

*"Class was as entertaining as it was informative."*

*"Great resources-so beneficial!"*



# T.O.O.L.S HIGHLIGHTS

## TRADE SHOW

FRIDAY 5PM-8PM

SATURDAY 11:30AM-2:30PM

Visit the vendors for the parts and services you currently use, build relationships with those you aren't working with, network with others in the automotive industry and possibly win some prizes!

## WELCOME RECEPTION

FRIDAY 5PM-8PM

Kick-off your weekend by joining us Friday evening immediately after the Friday seminars. Plus, mingle with the vendors during the trade show. Hors D'oeuvres and cash bar will be available.

## TOWN HALL PANEL

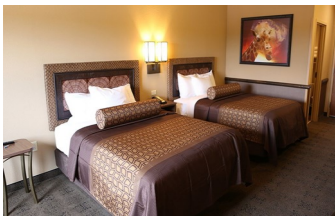
SATURDAY 6:00PM-7:00PM

Enjoy a discussion panel with industry experts hosted by Lucas Underwood from the Changing The Industry Podcast



CHANGING *The* INDUSTRY  
PODCAST  
by Lucas Underwood & David Roman

*They will also be recording during the event!*



## HOTEL INFORMATION

### WELCOME TO THE KALAHARI!

Make the drive and join us for the ultimate family vacation, while receiving top-notch training! From toddlers to teens and moms to dads, everyone finds their oasis at Kalahari Resorts & Convention Center in the Pocono Mountains, Pennsylvania. The getaway boasts hair-raising waterslides, world-class spas, kids' play areas, and diverse dining options.

Go ahead, make everyone's day.

Reservations must be made on or before **September 26, 2023**. After that date, reservations will be taken on a space-available basis at the best available rate at that time. Reserve early, as the room block may fill-up.

Room rates start at **\$225 a night** (includes up to 4 waterpark passes).



## FUN FOR THE WHOLE FAMILY!

We recognize that as shop owners and techs, you are away from your family enough. That's why we've crafted a family-friendly weekend for T.O.O.L.S. We encourage you to bring your family to the conference and enjoy the many activities Kalahari Resort and the Poconos have to offer. This event will be a one-of-a-kind, memory-filled, family-fun weekend!

There is plenty to do in the Pocono Mountains. Tour a living history museum, unwind at a brew pub and roll the dice at a casino. Browse countless antique shops and boutique shoppes or search for a bargain in outlet stores. We encourage you to bring your family to the conference and we have allowed ample time for you spend with them too. For more information on what to do in the Poconos, please visit these tourism sites: [Poconomountains.com](http://Poconomountains.com) & [Visitpoconos.com](http://Visitpoconos.com)



Optional accommodations can be found at Comfort Inn & Suites Poconos (570-972-2130) or Best Western Plus Poconos (570-629-4100)

**Cancellations** - All cancellations require written notice to AASP-PA at [dbausinger@aasp-pa.org](mailto:dbausinger@aasp-pa.org)

**Refunds** - Refunds on paid registrations will be issued for written cancellation requests received by October 1, 2023 in the full amount, minus a \$50.00 processing fee. Any cancellations received after October 1, 2023 will not receive a refund.

**Returned Checks** - An administrative fee of \$35.00 will be charged for all checks returned to AASP-PA for insufficient funds.

**No Shows** - If you do not cancel in writing to AASP-PA by October 1, 2023 and do not attend, you are still responsible for payment.

# FRIDAY SEMINARS

1:00PM - 5:00PM

**REGISTER  
ONLINE**



## **A1 - Ford 6.7L Power Stroke Diagnostics: Part 1**

**Tom Rayk (AVI)**

This live classroom training course is full of information on Ford Power Stroke diagnostics covering extensive repair information. This course will demo actual testing and practical service demonstrations along with helpful tips and tricks.

Topics include: fuel testing, pressure testing, volume testing, scan tool diagnostics, SCR & DPF systems and much more. This will be a 3-part series and handouts will be provided. If you service Power Stroke Diesels, this is a must attend!

**This is a 3-part class!**

## **A3 - 609 Certification & Test**

**MACS**

The purpose of this class is to provide comprehensive training and certification for technicians, enabling them to work on vehicles utilizing R-12, R-134a, and R-1234yf refrigerants.

The class is designed to guide participants through the essential training material required by the Environmental Protection Agency (EPA) for Section 609 certification. By the end of the presentation, technicians will have gained the knowledge and skills necessary to successfully pass the test and become Section 609 certified.

This certification is mandatory for technicians who wish to purchase refrigerant in quantities of 2 pounds or more or service vehicle air conditioning systems for compensation.

## **A6 - Profit Structuring & Business Analysis**

**Maylan Newton (ESI)**

This seminar comes from years of experience and the understanding that without a good foundation, most business owners/managers spend too much time trying to hold up the walls themselves instead of making money. This seminar will be covering these topics: Reading & Understanding your Profit & Loss Statements, How to determine your True Cost of being open, We'll show you how to determine you're Per Hour Charge or Labor Rate, Determine what you are actually Charging Per Hour, Production and how it affects profit, How to mark your parts up and Understanding Gross Profit! If you're an owner or manager - this is a class for you.

**BRING 3 MONTHS OF YOUR PROFIT & LOSS STATEMENTS**

## **A2 - Modern Engine Condition Testing**

**Brandon Steckler (CTI)**

Evaluating engine mechanical condition in today's vehicles requires much more than a compression gauge. Learn how to test more than just the engine's ability to seal. The ability to move more air, control camshaft position, disable and enable cylinders, and provide equal cylinder contribution is an essential part of every modern engine design. This class will present efficient and accurate ways to analyze modern engine condition. Learn how to save time by using oscilloscope, scan data, pressure transducers, and specialized software to determine the mechanical health of an engine quickly and easily.

## **A4 - Automotive Welding Theory Overview?**

**Josh Avello (Fuzarc Corporation)**

In this course we will be covering the use of automotive MIG / MAG wire welding from startup to troubleshooting. Machine setup and maintenance. Welding joints preparation, setup, and techniques covered.

## **A5 - Customer Says "No", Now What?**

**Rick White (180Biz)**

In this class, we'll guide you through the twists and turns of customer interactions, all while speaking plain, down-to-earth English. Say goodbye to the fear of overselling - we'll help you eliminate it forever. We'll equip you with the essential tools that will multiply your successes in the repair shop arena. We'll also unravel the mysteries of complaints, stalls, and objections, and teach you how to conquer each one with finesse. With our expert tips and tricks, you'll be securing future sales even if you don't close the deal today.

## **A7- Marketing Your Shop with Special Events**

**Loretta Pielmeier & Kendre Verbeck (Shop Marketing Pros)**

Connecting with the community on a personal level was one of the strategies Shop Marketing Pros owners Brian and Kim implemented into their marketing strategy. One of the most effective tactics was hosting events at their shops. In this class, you will learn some must-do events for your shop, how to plan, execute, and succeed at events for your shop. Each of these events are designed to offer something of value to your community while also discreetly and compassionately promoting your shop. Why hosting events can be valuable, different types of events to host, how to promote the event and so much more.

# SATURDAY MORNING SEMINARS

8:30AM - 11:30AM

**REGISTER  
ONLINE**



## **B1 - Ford 6.7L Power Stroke Diagnostics: Part 2**

**Tom Rayk (AVI)**

This live classroom training course is full of information on Ford Power Stroke diagnostics covering extensive repair information. This course will demo actual testing and practical service demonstrations along with helpful tips and tricks.

Topics include: fuel testing, pressure testing, volume testing, scan tool diagnostics, SCR & DPF systems and much more. This will be a 3-part series and handouts will be provided. If you service Power Stroke Diesels, this is a must attend!

## **B2 - GDI Operations & Diagnostics**

**John Barclay (Napa Autotech)**

This course provides students with the background to diagnose faults in direct injection fuel systems using service information and a variety of test equipment.

We will cover operation and purpose, low pressure side, high pressure side, fuel injectors and sensors, engine misfires and valve deposit faults. Recommended for all levels of technicians.

## **B3 - Effective Electrical Trouble Shooting: Domestic Charging Systems & Power Distribution**

**John Gillespie (CTI)**

The connected development of next-generation electrical and electronic architectures (EEA's) has led to a whole new level of balance between modern batteries and the charging systems that support the vehicles electrical needs. The modern charging system is designed to maximize the effectiveness of the generator, manage loads, improve battery state of health and life, send diagnostic messages to alert the driver, and minimize the systems impact on fuel economy. This course will cover: •Electrical power management designs •Regulated voltage control for ignition off and on demand •Battery state of charge, health and function •Alternator pulley diagnosis overrunning alternator pulley (OAP) and decoupler (OAD) •Charge indicator message interpretation •Modes of charging system operation.

## **B4 - Mobile A/C Best Practices**

**MACS**

This course describes "Best Practices" service and repair methods pertaining to mobile A/C systems. When adhered to the procedures outlined in this program should help assure more accurate diagnoses, high-quality long-lasting repairs, reduction of comebacks and increased customer satisfaction. Its "Boot Camp" style approach delivers "everything you need/nothing you don't" in a fast-paced, highly informative manner. We will cover subjects of A/C Systems, components operation, refrigerant oils, best service practices and precautions and mobile A/C system temperature testing.

## **B5 - Estimating More Refinish Hours**

**Benjamin Stephens (Matthews)**

We take a deep dive into CCC's procedure pages on refinishing time and branch into relevant topics to understand the estimating system at its core level.

## **B6 - Managing Your Business to Success (part 1)**

**Cecil Bullard (Institute)**

This class is a comprehensive class for those that want to improve their management skills and make running their business easier, more enjoyable and more productive. Attendees will learn the skills necessary to improve performance and get more from their staff while improving their relationships. This class is a workshop that will help owners and managers learn the skills, take them home, and use them successfully to create a positive work environment and a culture of success in their business.

We will cover: Imagining and creating the business you want, How goals and structure can be used to motivate and manage, Building a culture of success, Skills to improve your communication, Bringing the team together, How to create more creative employees and more...

## **B7 - "Don't Grind....Grow!"**

**PJ Leslie (Tekmetric)**

This class will cover what today's consumer is asking for, what makes the customer trust a shop, what makes them say yes to recommended service more often, how much the customer spends when they get what they want and what a shop owner can do to expand their business when they get these processes down. We will also discuss some insights from a study done in 2022.



# SATURDAY AFTERNOON SEMINARS

2:30PM - 5:30PM

**REGISTER  
ONLINE**



## C1 - Ford 6.7L Power Stroke Diagnostics: Part 3

**Tom Rayk (AVI)**

This live classroom training course is full of information on Ford Power Stroke diagnostics covering extensive repair information. This course will demo actual testing and practical service demonstrations along with helpful tips and tricks.

Topics include: fuel testing, pressure testing, volume testing, scan tool diagnostics, SCR & DPF systems and much more. This will be a 3-part series and handouts will be provided. If you service Power Stroke Diesels, this is a must attend!

## C2 - Hybrid/EV Batteries & Charging

**John Barclay (Napa Autotech)**

This training course covers the proper procedures involved in the measuring and operational testing of HV components carrying voltage. We will cover hybrid and electric vehicle design, in-bay safety and PPE, low-voltage battery systems, high voltage shutdown procedures, high-voltage battery systems, Hybrid, PHEV and EV charging and HV battery heating and cooling systems.

Recommended for all levels of technicians.

## C3 - Drivetrain: All Wheel Drive Technologies

**John Gillespie (CTI)**

Today's SUVs, sedans and sports coupes are embracing all-wheel drive to improve vehicle handling and, in some cases, make better use of high torque/high horsepower powerplants. Don't confuse all-wheel drive with four wheel drive. Although some components are shared between the technologies, all-wheel drive utilizes advanced software and controls to precisely control torque vectoring and aid in the stability of the vehicle. Repairing these vehicles requires not only an understanding of the hardware, but also electronics and control strategies. Topics in the course include: Differences between AWD design vs. 4WD The role of software's role in AWD operation Common AWD components and how they operate Proper diagnostic testing procedures Analysis of vibration issues

## C4 - Advanced Steering & Suspension

**Pam Oakes, ASE/EET (Autozone)**

This course is designed to provide a high-level overview of advanced power steering systems and adaptive suspension systems as it exists today and some insight into where it is going in the future. We cover diagnostic and repair challenges for variable effort power steering, electric power steering, MR fluid dampers/magna-ride, solenoid based adaptive ride controls, electronic chassis and steering system sensors and resets and ADAS effects on steering and suspension.

## C6 - Managing Your Business to Success (part 2)

**Cecil Bullard (Institute)**

This class is a comprehensive class for those that want to improve their management skills and make running their business easier, more enjoyable and more productive. Attendees will learn the skills necessary to improve performance and get more from their staff while improving their relationships. This class is a workshop that will help owners and managers learn the skills, take them home, and use them successfully to create a positive work environment and a culture of success in their business.

We will cover: Imagining and creating the business you want, How goals and structure can be used to motivate and manage, Building a culture of success, Skills to improve your communication, Bringing the team together, How to create more creative employees and more...

## C5 - Auto Repair Contracts, State Laws, Insurance Policies

**Matthew Zielenbach & Benjamin Stephens (Matthews)**

We take a look at PA Code 301.5, PA Code 146, PA Code 62, and the PA Appraiser's act to gain knowledge of a shop's obligations to a consumer, an insurance company's obligation to a consumer, and a licensed PA appraiser's obligations to a consumer

## C7 - Trust Is Your Real Currency

**Rick White (180Biz)**

This class will help you see first hand what happens when there's low trust-and how much it costs your company when there is. You'll also learn the ingredients necessary to foster high trust within your culture and how to turn those strategies into a more engaged team that builds loyalties with customers and turns them into raving fans who keep coming back for more!

After you implement these strategies, your business and life will be easier than ever as you draw people to you in an open and authentic way and while watching high trust GROW your bottom line!

# SUNDAY MORNING SEMINARS

8:30AM - 11:30AM

**REGISTER  
ONLINE**



## D1 - Digital Storage Oscilloscope Application & Testing

**Brandon Steckler (CTI)**

This course presents practical application of digital storage oscilloscope (DSO) techniques. Appropriate testing methods of major automotive systems including: fuel, ignition, charging/starting and engine mechanical will be presented. Each system will be approached with the following questions: What am I working on/how does it work? What questions do I need answers to for effective analysis? What DSO technique can I use to obtain those answers? What results should I expect?

## D3 - Plastic and Composite Repairs

**Josh Avello (Fuzarc Corporation)**

This class you will Discover the many options and levels of repairs for plastics and composites. Such topics as: Types of applicable plastic welding repairs, Adhesive repair options, Identification of materials, Plastic OEM procedures Equipment and tool use, Finishing the body repair up to the point of material refinishing

## D5 - ADAS

**Dave Heacock (Autel)**

This class will cover the basics of What is ADAS, how it works, what is a calibration, what is needed to perform calibrations, what the market opportunity is, reasonable solutions and a demonstration of ADAS. If you're looking to venture into ADAS, this is a must attend.

## D7-Roadmap to Succession

**Rick White (180Biz)**

This fast-paced nature of the auto repair industry keeps shop owners on their toes. But have you spent as much time planning your business's future as you have tending to its present? This course will delve into the inner workings of succession planning specific to auto repair shops. It's designed with you, the auto repair shop owner, in mind, focusing on preparation and exit strategies tailored to your unique business environment. We will give you the tools needed to help with a seamless transition and the stability your business needs to safeguard the jobs and community your business supports.

## D9 - Using Payment Options to Increase Your Revenue

**Elise Stec & Marco Garmendia (EasyPay)**

Description to come....

## D2 - Emerging Technologies

**Pam Oakes, ASE/EET (Autozone)**

This course brings shop owners and technicians up to date with technologies such as radar cruise and collision avoidance systems used in many vehicles today. We will discuss telematics, brake by wire, hybrid and EV systems, the training and tools needed, automated driver assistance systems, and the effect technology has on service.

## D4 - Repair Planning for Collision Repair

**Benjamin Stephens (Matthews)**

We discuss best practices for collision damage analysis with a focus on creating efficiency and profitability through process and research. Looking up OEM repair information and documenting a safe and proper repair to return a vehicle to its pre-damaged condition.

## D6 - Advanced Selling

**Cecil Bullard (Institute)**

In this class we train Service Advisors the basic financials for the business and how the business earns a profit. We do this to help them understand their part in either making the profit or not. Students learn to have confidence in the product and pricing. We discuss the processes that make the business profitable and run smoothly. The inspection, the estimate and dispatch. We spend time learning our unique selling proposition which is the answer to every question that a client can ask and builds value for the client. We train on redirecting and soft selling (helping the client come to the right decision regarding the repair and maintenance of their vehicle). We teach students how to use their USP to answer phone shoppers and get them into the shop.

## D8 - HIRING!

**Maylan Newton (ESI)**

Learn the basics of hiring the "right" employee. What should you ask? What should you know to get the right person for the job? Learn how to hire the right people, every time! Make it a reality by learning the testing techniques required to get the right people, and then to learn how to hold on to those people. This class will look at everything from the basics of what to look for in an employee, in a resume, to hiring the right employees.

# REGISTRATION FORM

YOU CAN ALSO REGISTER AND PAY ONLINE AT [AASP-PA.ORG/TOOLS](http://AASP-PA.ORG/TOOLS)

## ATTENDEE INFORMATION

Please fill out top section for **EACH Attendee**. Payment information section can be shared if there are multiple attendees from same shop.

Name \_\_\_\_\_

Spouse/Guest Name \_\_\_\_\_

Shop Name \_\_\_\_\_

Email Address \_\_\_\_\_

Address \_\_\_\_\_

Job Title \_\_\_\_\_

City, State, Zip \_\_\_\_\_

T-shirt Size \_\_\_\_\_

Phone \_\_\_\_\_

## SEMINAR SELECTION (Please choose the seminars you would like to attend for every session)

Friday Afternoon Sessions (1:00 pm - 5:00 pm) A1 \_\_\_\_\_ A2 \_\_\_\_\_ A3 \_\_\_\_\_ A4 \_\_\_\_\_ A5 \_\_\_\_\_ A6 \_\_\_\_\_ A7 \_\_\_\_\_

Saturday Morning Sessions (8:45 am - 11:45 am) B1 \_\_\_\_\_ B2 \_\_\_\_\_ B3 \_\_\_\_\_ B4 \_\_\_\_\_ B5 \_\_\_\_\_ B6 \_\_\_\_\_ B7 \_\_\_\_\_

Saturday Afternoon Sessions (2:30 pm - 5:30 pm) C1 \_\_\_\_\_ C2 \_\_\_\_\_ C3 \_\_\_\_\_ C4 \_\_\_\_\_ C5 \_\_\_\_\_ C6 \_\_\_\_\_ C7 \_\_\_\_\_

Sunday Morning Sessions (8:45 am - 11:45 am) D1 \_\_\_\_\_ D2 \_\_\_\_\_ D3 \_\_\_\_\_ D4 \_\_\_\_\_ D5 \_\_\_\_\_ D6 \_\_\_\_\_ D7 \_\_\_\_\_ D8 \_\_\_\_\_ D9 \_\_\_\_\_

## REGISTRATION FEES

QTY	Description	Member Price	Non-Member Price
_____	<b>Single Attendee</b> <small>(all meals &amp; trade show included)</small>	<b>\$295</b>	<b>\$395</b>
_____	<b>3-Attendee Package</b> <small>(all meals &amp; trade show included)</small>	<b>\$785</b> <small>(\$100 savings)</small>	<b>\$1085</b> <small>(\$100 savings)</small>
_____	<b>*3-Attendee Additional</b> <small>(all meals &amp; trade show included)</small>	<b>\$250</b>	<b>\$350</b>
_____	<b>Meal Only Package</b> <small>(all meals &amp; trade show included)</small>	<b>\$100</b>	<b>\$125</b>
_____	<b>Children's Meal Package</b> <small>(ages 3 &amp; under)</small>	<b>FREE</b>	<b>FREE</b>
_____	<b>Children's Meal Package</b> <small>(ages 4 &amp; over)</small>	<b>\$50 each</b>	<b>\$50 each</b>
_____	<b>Extra T-shirt(s) &amp; Size(s)</b>	<b>\$20.00 each</b>	<b>\$20.00 each</b>
	<b>Total Due</b>	<b>\$</b>	

## PAYMENT INFORMATION

### Payment Method

Visa     MasterCard     Discover     Amex     Check (please make check payable to: AASP-PA)

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_\_

Print Name (as shown on card) \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature Authorizing Charge \_\_\_\_\_

Please fill form out completely and return, with payment information, to AASP-PA.

Address: PO Box 5, Williamsport, PA 17703

Email: [dbausinger@aasp-pa.org](mailto:dbausinger@aasp-pa.org)