



As low as
\$250
Register Today!

www.PowertrainExpo.com

Sessions At A Glance

Sessions pre-recorded unless designated with: **LIVE** All times listed in Eastern Standard Time.

WEDNESDAY
November 11

Technical

8am: Morning Check-In with ATRA CEO Dennis Madden - Grab Your Coffee! **LIVE**
Presenting the Toyota AC60E - *Keith Clark*
Tips on Load Testing a Suspect Wire - *Dan Marinucci*
ZF 9HP48 - *Sean Boyle*
Valve Body & Torque Converter: Control & Wear - *Bob Warnke*
3pm: Live Q&A with Dan Marinucci **LIVE**
4pm: Live Q&A with Bob Warnke **LIVE**
5:30pm - 7pm: Operation, Diagnosis & Overhaul of the Porsche PDK Transmission - Niel Speetjens **LIVE**

Mgmt

Importance of Relationships in Selling - *Maylan Newton*
12pm - 2pm: Your Grand Re-Opening Strategy - Jim Cathcart **LIVE**
3pm - 5pm: Flip the Script: Secrets to Thrive in Uncertain Times - Dr. Coyte Cooper **LIVE**

THURSDAY
November 12

Technical

8am: Morning Check-In with ATRA CEO Dennis Madden - Grab Your Coffee! **LIVE**
FCA 2020-21 Automatic Transmission Update - *Alan McAvoy*
Blame It on the Tuner Part 3 - *Pepe Torres*
Understanding Your Programming - *Pepe Torres*
How to Win EVERYDAY - *Joe Rivera & Mike Cargill*
Introducing the Allison 10L1000 - *Steve Garrett*
Jatco CVT Diagnostics, Updates & Rebuild - Part 1 - *Robert Bateman*
2pm: Live Q&A with Pepe Torres **LIVE**
3pm: Live Q&A with Keith Clark **LIVE**
4pm: Live Q&A with Steve Garrett **LIVE**

Mgmt

How to Increase Customer Calls Based on Your Website - *Carl Borsani*
Leadership in a Changing Time - *Don Hutson*
Organized Chaos - *Dave Riccio*
12pm - 1:30pm: Change is the New Normal - Randy Moore **LIVE**
5pm - 6:30pm: Rise Up and Survive to Thrive - Maryann Croce **LIVE**

FRIDAY
November 13

Technical

8am: Morning Check-In with ATRA CEO Dennis Madden - Grab Your Coffee! **LIVE**
Jatco CVT Diagnostics, Updates & Rebuild - Part 2 - *Robert Bateman*
9am - 10:30am: Diagnosing Low Power Problems with Scan Data - Scott Shotton **LIVE**
11am: Live Q&A with Pepe Torres **LIVE**
12pm: Live Q&A with Sean Boyle **LIVE**
1pm - 2:30pm: Tips & Tricks from the Builders Bench 2020 - John Parmenter **LIVE**

Mgmt

Confident Selling - *Maylan Newton*

SATURDAY
November 14

Tech

8am: Morning Check-In with ATRA CEO Dennis Madden - Grab Your Coffee! **LIVE**
9am - 10:30am: Fuel Trim Diagnostics - Eric Ziegler **LIVE**
11am: Live Q&A with Robert Bateman **LIVE**

Mgmt

12pm - 2pm: Management Roundtable - hosted by Rodger Bland **LIVE**

Times Subject to Change

Management **Importance of Relationships in Selling**
Maylan Newton



Improve customer satisfaction while increasing sales by moving from a transactional -based business model to relationship-based business model. People buy from people they like. There is a significant body of social science research that supports this concept. When you have a strong relationship with a customer, you tend to have more influence with that customer.

Management **12pm - 2pm LIVE**
Your Grand Re-Opening Strategy
Jim Cathcart



As the economy opens up in fits and starts it is difficult to sustain a coherent marketing effort. Jim Cathcart, our long time ATRA friend and GEARS writer, is a specialist in Mentoring Success Seekers and Start Ups/Entrepreneurs. He has agreed to share with us his master strategies for crafting a Grand ReOpening for your business. He will lead you through the creation of your plan for every level of your business and relationships. High Achievers from around the world pay Jim to do this over an 8 week period and he has designed a crash course to give you the full value in two hours! This is a big opportunity for you to rethink what you want, how you do things and what you need in order to Rock the marketplace. Learn to ReZoom The Boom with our Marketing Hall of Fame friend (and part time songwriter) Jim Cathcart.

Management **3pm - 5pm LIVE**
Flip the Script: Secrets To Thrive In Uncertain Times
Dr. Coyte Cooper



This powerful keynote session is designed to teach proactive professionals powerful habits they can implement to thrive in uncertain times. It outlines unique secrets designed to “flip the script” on common barriers that are present in difficult circumstances so audience members can excel and close the gap on their desired results. The session is custom designed to help members cultivate uncommon confidence, ENERGY, focus, motivation and results during times where most professionals are drawing back and settling in their businesses.

Technical **Presenting the Toyota AC60E**
Keith Clark



A comprehensive introductory look at Toyota’s new AC60E transmission. We will explore the mechanical, hydraulic and electrical components that make this unit work. Also covered are areas of concern as well as diagnostic procedures and fixes!

Technical **Tips on Load Testing a Suspect Wire**
Dan Marinucci



This class focuses on one aspect of performing a valid voltage drop test on a suspect wire: Applying an adequate electrical load. The traditional method is turning on the circuit. But there are other ways to load or stress a length of wire that you suspect may be frayed or damaged. Dan shows you simple but safe and effective ways to “load test” a wire and includes examples of real-world test results.

Technical **ZF 9HP48**
Sean Boyle



Since 2014, the ZF 9HP48 (or 948TE as FCA calls it) is a transaxle found in a range of common vehicles, such as the Jeep Cherokee, Honda Pilot, Acura MDX, and Honda Passport, as well as some Land Rover vehicles. This transmission has had its growing pains and this seminar is going to dive head-first in to the electronic, hydraulic and mechanical operation. Come to this seminar and work with these units hands-on, as there will be transmissions on-site and available for disassembly and inspection.

Technical **Valve Body & Torque Converter: Control & Wear**
Bob Warnke



Diagnosing torque converter issues are difficult enough without adding other problems to the process. Knowing which direction to go will help you illuminate the guess work out of diagnosing. Bob will explain in an in depth look, how to test the Converter control systems.

Technical **5:30pm - 7pm LIVE**
Operation, Diagnosis & Overhaul of the Porsche PDK Transmission
Niel Speetjens



ZF is developing and producing the double clutch Transmission PDK for Porsche. In this class you will learn how to diagnose these units and explain how the double clutch operates. The participants will learn how to read and interpret the different values with a diagnostic tool, quickly diagnose common errors and understand how the transmission shifts. Participants will receive step by step instruction on how to effectively take apart, and then rebuild the transmission. Specific transmission parts and their functions will be discussed at great length.

If you miss any of the Live sessions, you can always watch them later!

LIVE

Live Q&A Times

LIVE

After you’ve watched the pre-recorded session, join us for a Question & Answer session with the speaker!

3pm: Tips on Load Testing a Suspect Wire with *Dan Marinucci*
4pm: Valve Body & Torque Converter: Control & Wear with *Bob Warnke*

Management **How to Increase Customer Calls Based on Your Website**
Carl Borsani



Learn vital information related to your transmission rebuilder website. Presented by Carl Borsani from Graphic Home, an ATRA marketing partner company. You'll learn the most important aspects of developing a website that will attract today's tech savvy customers. You'll also learn about marketing terms such as "Mobile Friendly" and "SEO" plus many more. Carl has been in the Marketing and Communications industry for 32 years and has helped many ATRA members improve their online presence while developing strategies to attract more customers.

Management **Organized Chaos**
Dave Riccio



I like telling people that my shop is a well-oiled money machine. Unfortunately, I can't say that with a straight face. In reality, it's organized chaos. As shop owners and managers, we wear many many hats. From the boss, to the shop therapist, to the money tree to the employees and vendors. Last I checked, I am not the boss as that's my wife, my customers and my employees. I am simply the organizer and in many cases the fall guy. This won't be a cry in your beer session, but let's talk strategy for making sure we find fulfillment, balance, and sanity in our business.

Management **5pm - 6:30pm LIVE**
Rise Up and Survive to Thrive
Maryann Croce



We will all face business and personal challenges that will test our leadership. Gain the clarity, control, and confidence needed to develop your leadership. I will share lessons learned along with my Survive To Thrive three-step system for business owners and leaders. Realize the business and personal opportunities that are in front of you because a business only grows if its owners and leaders grow.

Management **Leadership in a Changing Time**
Don Hutson



A changing world requires a change in the leadership focus. Don covers the New Beliefs, Behaviors, and Results present in today's changing market. With a few simple ideas, you can pivot your team toward a new approach toward customer satisfaction. Times have changed, but customers are still looking for value with every business they touch. Find that value for a competitive edge.

Management **12pm - 1:30pm LIVE**
Change is the New Normal
Randy Moore



After a 42 year career at the helm of Canada's largest transmission chain, Randy shares his insight into what makes a transmission business successful in an ever changing market. Recently retired as President and CEO, Randy's experience and hands on approach to problem solving provide the backdrop for a presentation that is both engaging and inspiring. Randy's focus will be on helping you achieve your objectives while providing an uncommon sense approach to accepting change as the new normal.

Technical **How to win EVERYDAY**
Joe Rivera & Mike Cargill



The old adage stands trueWin on Sunday sell On Monday. Even when the economy struggles people upgrade their rides. And it might be time for you to upgrade your business plan to accommodate your existing customers. We're in the golden age of hot rodding and there is no business better suited to work on these cars than the transmission industry. Industry experts share their tips and tricks on how to make these hot rods perform. This is part 2 of the presentation that we presented last year and will include some more of the How's than the Why's.

Technical **Understanding Your Programming**
Pepe Torres



We'll look into diesel transmission shifting, lock up scheduling problems and concerns. We will also be dissecting the factory programming of the 6L80, 6L90 and 4L60E with HP tuners.

Technical **FCA 2020-21 Automatic Transmission Update**
Alan McAvoy



Keep up-to-date on the latest on the Chrysler HP series transmissions. Chrysler training brought to you by the factory. Alan McAvoy will bring you the latest in the HP evolution as it relates to Chrysler produces
8 Speed Updates
8HP50 / 850RE, 8HP70, 8HP75, 8HP90, 8HP95
9 Speed Updates
948TE / 9HP48 - Most FWD and AWD FCA vehicles
68RFE Updates - 6.7L Cummins Diesel Ram Trucks

Technical **Introducing the Allison 10L1000**
Steve Garrett



The 10 speed replacement for the tried and true LCT 1000 is here. Introduced in the 2020 applications the 10L1000 is significantly different from the LCT 1000. In this session we will explore the operation, service and diagnostic strategies used with this new unit. In addition, we will highlight the critical service differences that you must be aware of to properly service this application.

Technical **Blame It on the Tuner Part 3**
Pepe Torres



We'll be covering diesel transmission rebuilding tips and understanding how to match your hard parts and hydraulics to the vehicles tune. Covering 47RE, 48RE, 68RFE, AS68RC, AS69RC, 5R110W, and 6R140.

Technical **5pm - 6:30pm LIVE**
Jatco CVT Diagnostics, Updates & Rebuild, Part 1
Robert Bateman



An in-depth look at today's CVT technology from proven fixes to parts availability. Robert will also discuss building procedures, issues he has run into on the bench, and after installation.

LIVE
Live Q&A Times

After you've watched the pre-recorded session, join us for a Question & Answer session with the speaker!

- 2pm: Blame it on the Tuner Part 3 with *Pepe Torres*
- 3pm: Presenting the Toyota AC60E with *Keith Clark*
- 4pm: Introducing the Allison 10L1000 with *Steve Garrett*

Friday, November 13

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Management **Confident Selling** *Maylan Newton*



What's the difference between a Service Writer selling 50% and one that sells 90% of their attempted sales? In short, Confidence! Confidence Selling is the key to most GREAT sales individuals. Join Maylan for a class in Confidence Selling, the Techniques, the Attitude and the Results you should expect.

Technical **Jatco CVT Diagnostics, Updates & Rebuild, Part 2** *Robert Bateman*



An in-depth look at today's CVT technology from proven fixes to parts availability. Robert will also discuss building procedures, issues he has run into on the bench, and after installation.

Technical **1pm - 2:30pm LIVE** **Tips and Tricks from the Builders Bench 2020** *John Parmenter*



John brings real world issues to the presentation. He always delivers the latest information you're seeing in the shops today. His shop is located in Centereach, NY, and this year John will be covering current repairs, the causes for repair and how to diagnose the job. John will also be sharing scan tool usage, diagnostic aids and their relationship to the fix. This is a must attend show!

Technical **9am - 10:30am LIVE** **Diagnosing Low Power Problems with Scan Data** *Scott Shotton*



This class will cover using scan data to quickly narrow down the potential causes of low power complaints. Areas covered will include: MAF sensors, restricted exhaust, low fuel volume and more! Volumetric efficiency, or VE, will be used to access the engine's ability to breathe. The goal is to increase diagnostic efficiency and accuracy as well as eliminating the need for time consuming intrusive tests.

Access your Powertrain Expo Virtual Training for 6 months!

LIVE

Live Q&A Times

LIVE

After you've watched the pre-recorded session, join us for a Question & Answer session with the speaker!

11am: Blame it on the Tuner Part 3 with *Pepe Torres*
12pm: ZF 9HP48 with *Sean Boyle*

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Saturday, November 14

Sessions pre-recorded unless designated with: **LIVE** All times listed in Eastern Standard Time.

Management **12pm - 2pm LIVE** **Management Roundtable** *Hosted by Rodger Bland*



Join our management trainers for an interactive session where they'll weigh in on a wide-ranging set of topics. From work-life balance to running your businesses in these uncertain times. Our management round table will bring years of industry experience together for an engaging two hour live session. And as with most expo classes, some of the best learning will come from the attendees, so be sure to bring your questions!

Technical **9am - 10:30am LIVE** **Fuel Trim Diagnostics** *Eric Ziegler*



Fuel trims have been around since the introduction of computers in vehicles. These numbers can be extremely valuable in diagnosing a myriad of driveability issues. Vacuum leaks, MAF sensor issues and more will be covered. The goal is to start with a scan tool, gather data and analyze the results to identify the most likely culprit.

Networking & Virtual Meet-Ups

- Interact with speakers and ask questions
- Engage with fellow attendees in themed discussion rooms
- Or, create chat rooms of your own!

Chance to Win \$3000 each Trade Show Day!*



Visit every booth on the show floor and you're automatically entered into the drawing to win!

**Visit powertrainexpo.com for details & restrictions*

LIVE

Live Q&A Times

LIVE

After you've watched the pre-recorded session, join us for a Question & Answer session with the speaker!

11am: Jatco CVT Diagnostics, Updates & Rebuild with *Robert Bateman*

Times Subject to Change

Exhibitors

Virtual Trade Show

Adapt-A-Case
Ascension Engineering
ATK and Parts, LLC
ATRA BookStore
ATSG
Autoshop Solutions
Capitol Core, Inc.
Central Valve Bodies
Chosen Payments
Circuit Board Medics - APRA
Dura-Bond
Endural, LLC
ETE Reman
EVT Parts
Federal New Power
Florida Torque Converter
Ford Motor Company
GearSpeed
G-TEC by Flo-Dynamics
Hot Flush Inc.
Hydra-Test/Cottingham Engineering
Idemitsu Lubricants America Corp.
KB Cores
KUHLE, Inc.
Level Seven

Lintex Auto Parts Co., LTD
Lubegard, a Stellar Automotive Group Co.
Miami Powertrain, LLC
Mopar- FCA US LLC
Nawoo Tech
NATPRO
Podium
Power Pusher-Div. of Nu-Star, Inc.
Precision International
Precision of New Hampton, Inc.
R.O.Writer Shop Management Software
Ream Man Valve Bodies
Revmax Performance
Seal Aftermarket Products
Slauson Transmission Parts
Sonnax Transmission Company
STK Transmission Parts Co. Ltd
SunCoast Converter, Inc.
Superior Transmission Parts, Inc.
Sussex Auto Parts, LTD
TCS Performance Transmission Products
Transgo
Transtar Industries, Inc.
West Coast Standards
Whatever It Takes Transmission Parts, Inc.



Visit Exhibitors'
Virtual Booths



View New
Products in the
Marketplace



Video Chat with
Exhibitors



Schedule
Meetings with
Exhibitors



Watch Live
Exhibitor Demos
LIVE



Win Prizes &
Giveaways

Show Times

Friday, November 13: 2pm - 7pm (EST)
Saturday, November 14: 12pm - 5pm (EST)

Be entered to win \$3000
a day simply by visiting
Exhibitor Pages!

Sneak Peek:

What Is Virtual Expo?

The Expo Dashboard

The Expo Dashboard features a navigation bar with tabs: Home, Seminars, Exhibitor List, Attendees, Speakers, Trade Show Floor, Exhibitor Marketplace, and Chat Rooms. The main content area includes:

- 1** ATR Admin ATRA: A profile card for the user.
- 2** Seminars: A button to view seminar sessions.
- 3** Exhibitor List: A button to view the list of exhibitors.
- 2** Attendees: A button to view and connect with attendees.
- 2** Speakers: A button to view speaker profiles.
- 3** Trade Show Floor: A button to view the virtual trade show floor.
- 4** Exhibitor Marketplace: A button to view exhibitor products and services.
- 3** Chat Rooms: A button to access chat rooms.
- My Event**: A prominent red button for event management.

1 Build your profile, connect only with those attendees & exhibitors that you wish to!

Seminar Sessions

The Seminar Sessions page includes a calendar view for the month of October. Below the calendar is a search bar and filter options (TRACK). A list of sessions is displayed, including:

- 2** Introducing the Allison 10LR000: A technical session about a new transmission.
- 2** The Zone: The Secret to Achieving Super-Productivity: A management session.
- 2** Tips and Tricks from the Builders Bench 2020: A technical session.
- 2** How to Increase Customer Calls Based on Your Website: A marketing session.
- 2** Valve Body & Torque Converter: Control & Wear: A technical session.

**Does not reflect actual show dates & times - please refer to the Expo Brochure or website for the accurate schedule.*

2 View the Seminar Sessions by Day, search by Speaker or filter by track!

A video player for a seminar titled "Presenting the Toyota AC60E". The video shows a presenter, Keith Clark, in a blue shirt. The interface includes a play button, progress bar, and a "FULL SCREEN" button.

2

Trade Show

The Trade Show interface for an Amazon booth includes:

- a** A video player for a live demo.
- b** A "Book a meeting" section with a calendar for Thursday, July 26.
- c** A "Products" section featuring the Huawei P30.
- d** A "Chat with Amazon" section with a video conference window.

d Chat or video conference

a Watch live demos

b Book meetings with exhibitors

c View New Products & Services

3 Visit Exhibitors' Virtual Booths!

The Exhibitor Product Marketplace displays a "Recommended for you" section with various smartphone models like iPhone X, iPhone XS, iPhone XR, Huawei P30, and Samsung Galaxy S9. It includes search filters and a "Click @ to bookmark and plan your visit" prompt.

4 One-stop shop in the Exhibitor Product Marketplace!

And so much more!

Registration



TRADE SHOW PASS

Friday-Saturday
(November 13-14)

COMPLETE ACCESS

Wednesday-Saturday
(November 11-14)

Access to Technical Seminars - Both Live & Prerecorded		●
Access to Management Seminars - Both Live & Prerecorded		●
Management & Technical Live Q&A Sessions		●
Speaker/Attendee Chat Capabilities		●
Virtual Meet-Ups and Discussion Rooms with fellow Attendees		●
Expo Tech Manual		●
Expo Tech Program Download		●
Expo Management Workbook		●
Expo Management Program Download		●
Seminar Session Giveaways & Raffles		●
Friday & Saturday Trade Show	●	●
Access to New Products & Services in the Exhibitor Marketplace	●	●
Exhibitor Chat, Meetings & Video Call Capabilities	●	●
Trade Show Giveaways & Raffles	●	●
	FREE	AS LOW AS *\$250

*Represents
Member Price

Your 2020 Complete Access Expo Kit will include:

- Sponsor Bag
- Name Badge & Lanyard
- Technical Manual
- Management Workbook
- Event T-Shirt
- Plus gifts & surprises!

How To Register



Call Toll Free:
(800) 428-8489



Fax Reg Form to:
(805) 988-6761



Mail Reg Form to:
ATRA Expo Registration
2400 Latigo Ave
Oxnard, CA 93030



Online at:
powertrainexpo.com



NOVEMBER 11-14

VIRTUAL

Registration Form

Company Name _____		ATRA Account Number _____	
Contact Person: (will receive all correspondence) _____			
Address _____			
City _____	State _____	Zip _____	
Country _____	Email Address _____		
Area Code Phone No. _____	Fax No. _____		
() _____	() _____		

TO REGISTER: Call toll free 1-800-428-8489 or FAX this completed form to 805-988-6761

<p><i>Badges will be issued from this list. Use a separate sheet for additional registrations.*</i></p> <p>PLEASE PRINT CLEARLY</p> <p>NAME _____</p> <p>NAME _____</p> <p>NAME _____</p> <p>NAME _____</p> <p>NAME _____</p>	<p>EMAIL ADDRESS <i>(Required)</i></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>TICKETS</p> <p>Complete Access Trade Show Only</p>	
		<input type="checkbox"/>	<input type="checkbox"/>
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Discount for current ATRA Members only. Join or renew today and enjoy the member discount right away!

REGISTRATION FEES	QTY	MEMBER	NON-MEM	SUBTOTAL
Complete Access	_____	\$250	\$325	\$ _____
Trade Show Only	_____	\$0	\$0	\$ _____
TOTAL				\$ _____

All cancellation requests made after 10/16/2020 are subject to a \$50 cancellation fee.

PAYMENT INFORMATION

Check enclosed payable and mail to: ATRA, 2400 Latigo Avenue, Oxnard, CA 93030

Charge to: MasterCard Visa AMEX Discover

Card Number _____ Expiration Date _____ Security Code _____

Print Name on Card _____ Signature _____

Billing Address _____ City/State/Zip _____

Check # _____