

# Register Now for WMVA/CAR Training Day 2017

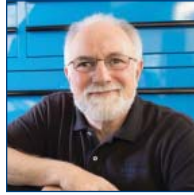
## Sponsored by PPC Lubricants/Castrol

Training for owners, managers & technicians in Baltimore, MD from the industry's leading experts.

Featuring



**Ron Ipach**  
Marketing & Management  
Expert with Repair  
Shop Coach



**Dan Marinucci**  
Electrical Testing Specialist  
and Industry Journalist

For one low registration fee, owners, managers & technicians can enjoy a hot lunch and spend the day networking, gaining valuable business knowledge, and learning new skills.

**Saturday, March 4, 2017 • 9:00 a.m.-4:00 p.m.**

**Community College of Baltimore County - Catonsville**  
**800 South Rolling Road • Baltimore, Maryland**

### MORNING SESSIONS – 9:00 a.m. – Noon

#### 1 Next-Gen Car Count Strategies to Keep Your Bays Full

##### *For Owners & Managers*

For the past 20 years, **Ron Ipach**, a **Marketing Expert with Repair Shop Coach**, has worked with over 6,237 shop owners to attract and then keep all the best customers that their shops can handle. During his 3-hour presentation, he will detail his proven five-touch customer retention system that will keep your customers coming back to your shop for longer and more often, and then he'll reveal his brand new Car Count 2.0 strategies that utilize the latest in technology to attract high-quality new customers to your shop. Whether you're new to shop ownership, or a grizzled veteran, you're sure to walk away with a full gameplan to maximize your car count.

#### 2 Create Your Shop's WIN Numbers

##### *For Owners & Managers*

Breaking even every month or just paying the bills should not be the conclusion in business. Every shop has certain key performance indicators that will lead that shop to success. Very few shop owners take the time to create the goals or metrics to WIN and then teach them to their people. These metrics need to be revisited annually and the shops employees need to know how their goals tie into the shops goals. Join **Jim Groves of Automotive Training Institute** for his 3-hour presentation on how to define your WIN numbers and learn how to teach them to your staff so they buy in.

#### 3 Are you Ready for Programming Using J2534?

##### *For Owners, Managers & Techs*

In-car software is becoming one of the leading needs for service and updating that software may be the only way to fix some of these issues. Problems like drivability, fuel efficiency, power loss, fault codes and the durability of mechanical parts can be solved with the proper software updates. Studies indicate that 7 out of 10 vehicles on the road require a calibration update, and a J2534 tool will allow you to fix cars, grow profits by offering services previously sent to the dealership, and offer the services needed to retain customers. This 3-hour intro to hands-on flashing will teach you how to prepare for new challenges and opportunities by leveraging a J2534 tool into a profit center.

### AFTERNOON SESSIONS – 1:00 p.m. – 4:00 p.m.

#### 4 Team Building Excellence

##### *For Owners, Managers & Techs*

Improve your shop's performance by learning how to set expectations for your team. Owners should bring their managers and techs to this teambuilding event. During the course of this 3-hour session, **Geoff Berman from Automotive Training Institute** will help owners, managers and techs define exactly what is expected of them each day and create agreed upon goals. He will then walk teams through a process to measure performance against those goals in order to produce incredible results.

Training Day 2017 Signature Sponsor



**NEW THIS YEAR:  
HOT LUNCH!**

Hot Lunch Sponsored By

*Benjamin F. Brown  
Insurance Agency*

**AFTERNOON SESSIONS continued – 1:00 p.m. – 4:00 p.m.**

**5 The Art of the Courtesy Check**

**For Owners, Managers & Techs**

The courtesy check represents the front line for every automotive service and maintenance business. When they are done properly, the customer is made aware of any potential safety issues while the business can increase sales and profits. This 3-hour session will focus on two approaches to the courtesy check: hard copy and electronic. **Veteran shop owners Stephen Powell and Gary Uhlman** will demonstrate how a comprehensive paper and pencil courtesy check system translates into more profits and autotext.me will present a live demonstration on how shops can instantly communicate with customers with the click of a mouse or tap of a button to update customers during all phases of the vehicle repair process.

**6 Advance TPMS Diagnostics**

**For Techs**

Tire pressure monitoring systems (TPMS) have changed the way that tires and wheels are serviced. Since every vehicle manufacturer takes a different approach, technicians must understand how the systems work in order to determine the problem when the TPMS telltale is illuminated. This 3-hour session presented by **Kevin Rohlwing of the Tire Industry Association** will give a brief overview of the TPMS technology utilized by the most popular manufacturers and provide specific examples of different vehicles that are known for having TPMS issues.

**ALL-DAY SESSIONS – 9:00 a.m. – Noon & 1:00 p.m. – 4:00 p.m.**

**7 Essential Oscilloscope Know-How**

**For Techs**

Digital oscilloscopes sometimes overwhelm technicians. This 6-hour session presented by **Dan Marinucci, an Electrical Testing Specialist and Industry Journalist**, takes the fear out of using these valuable

diagnostic tools. Dan's simplified approach provides practical tips that techs can apply to **any** digital 'scope – including how to distinguish between good and bad 'scope patterns. Come get yourself a shot of 'scope confidence! Technicians will learn how to:

- 'Scope test with confidence;
- Choose the correct time base setting;
- Choose the correct volts, amps scales;
- Use trigger settings sensibly;
- Set up your 'scope for common tests;
- 'Scope test sensors, actuators.

**8 Maryland State Inspection**

**For Techs**

Most used vehicles are required by Maryland law to undergo a safety inspection prior to sale or transfer. Generally, the seller or transferor of the vehicle is required to obtain the inspection certificate from an authorized safety inspection station. In addition, when a Safety Equipment Repair Order (SERO) is issued by a law enforcement official, the repairs must signed off by an authorized inspection station, which requires a registered inspection mechanic. This 6-hour class will focus on the Code of Maryland Regulations for vehicle inspections and is the best preparation for the registered inspection mechanic's written examination.

**9 Basic Electrical**

**For Techs**

The first step in being able to effectively diagnose electrical problems is to have a good understanding of basic electrical principles. This 6-hour session will review the basic concepts of voltage, amperage and resistance as well as the components of a basic automotive electrical circuit. Students will learn the basic wiring diagram symbols and review the characteristics of voltage, amperage and resistance in series and parallel circuits to show how they are used to diagnose electrical problems. Today's automobiles are more reliant than ever on electrical systems and this seminar creates a solid foundation for servicing these vehicles.

	MORNING	AFTERNOON	ALL-DAY
Please check course(s) of interest.			
Attendee #1 _____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>
Attendee #2 _____	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Attendee #3 _____	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>
Business _____	Contact _____		
Address _____	City/State/Zip _____		
Phone _____	Fax _____	Email _____	

**REGISTRATION FEES**

<b>Member Rate</b> 1st Registration	\$139.00
Each additional Registration	\$129.00/ea.
<b>Non-Member Rate</b> 1st Registration	\$169.00
Each additional Registration	\$159.00/ea.

Continental Breakfast & Hot Lunch included in each Registration Fee.

**Amount Due for Registration** \$ \_\_\_\_\_

Course #7 Workbook(s) \_\_\_\_\_ at \$60/ea. \$ \_\_\_\_\_

**Total Amount Due** \$ \_\_\_\_\_

**PAYMENT OPTIONS**

**Check enclosed (payable to WMDA) and mail to:**  
 WMDA, 1532 Pointer Ridge Place, Suite G, Bowie, MD 20716

Charge my:  Visa  MasterCard  American Express

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Billing Zip Code \_\_\_\_\_ CVV Code \_\_\_\_\_  
(on back of card)

Signature \_\_\_\_\_

Checking this box represents my electronic signature.