

# REGISTER NOW FOR WMDA/CAR TRAINING DAY 2019

Saturday, March 9, 2019 • 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 **Success In Social Media Marketing**  
Greg Buckley, CCBC
- #2 **Introduction to Hybrid and Electric Vehicles: Theory of Operation, Hybrid and EV Basic Scan Data and Diagnosis**  
Gary Smith, AutoMaster Training
- #3 **Controlling the Chaos**  
Automotive Training Institute
- #4 **Maryland State Inspection Update Class**  
Sargent Pickett, Maryland State Police

## AFTERNOON SESSIONS

1:00 p.m. – 4:00 p.m.

- #5 **Success In Social Media Marketing**  
Greg Buckley, CCBC
- #6 **Selling Maintenance & Diagnostics: A Seminar for ALL Shop Positions!**  
Gary Smith, AutoMaster Training
- #7 **The Future of Our Industry – Next Generation**  
Scott Steinbach, 3<sup>rd</sup> Generation Owner of Caton Auto Clinic
- #8 **How to Accomplish This Year's Goals**  
Automotive Training Institute

## ALL-DAY SESSIONS

9:00 a.m. – Noon & 1:00 p.m. – 4:00 p.m.

- #9 **Course #216 OBD-II Scan Tool Operation & Diagnostics**  
EAST Training Enhanced Automotive Systems Technology, Inc.
- #10 **Basic Electrical**  
Harold Babb, CCBC
- #11 **Maryland State Inspection**  
William Hemling, CCBC

[See full class descriptions on next page.](#)

	Please check course(s) of interest.											
	MORNING				AFTERNOON				ALL-DAY			
	1	2	3	4	5	6	7	8	9	10	11	
Attendee #1 _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Attendee #2 _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Attendee #3 _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Business _____	Contact _____											
Address _____	City/State/Zip _____											
Phone _____	Fax _____				Email _____							

## REGISTRATION FEES

Member Registration(s) \_\_\_\_\_ @ \$159.00/ea.  
 Non-Member Registration(s) \_\_\_\_\_ @ \$189.00/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 # \_\_\_\_\_  
 Expiration Date \_\_\_\_\_  
 CVW Code (on back of card) \_\_\_\_\_  
 Billing Zip Code \_\_\_\_\_  
 Signature \_\_\_\_\_

For Credit Card Payments Fax Registration to 301-390-3161 or Email to [dwebster@wmda.net](mailto:dwebster@wmda.net)

# WMDA/CAR TRAINING DAY 2019 CLASS DESCRIPTIONS

Saturday, March 9, 2019 • 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 – Success In Social Media Marketing

**Presenter: Greg Buckley, CCBC**

Must Have Video: A Powerful Way to Market, Educate, Explain & Profit

In this 3-hour class, Greg explains his techniques and provides examples of how using video in your shop is easier than you might think and more profitable too! Discover how his strategies have Buckley's Auto Care acquire approvals while marketing to the next clients in minutes instead of hours – all from the palm of his hand! It's not magic, but it might seem like it is. Get ready for a fun and interactive three hours, while learning to make video a part of your sales and marketing process.

### #2 – Introduction to Hybrid and Electric Vehicles: Theory of Operation, Hybrid and EV Basic Scan Data and Diagnosis

**Presenter: Gary Smith, AutoMaster Training**

- Learn the theory of Hybrid and EV operation and various component functions.
- Look at how Hybrid batteries work and how to use scan data and other methods to diagnose the cells.
- Learn how the power gets to the wheels, through the planetary gear sets and motor-generators in the Hybrid transmission.
- Identify and understand mild Hybrids, full Hybrids, PHEVs and other configurations.
- Look at basic diagnostics for inverters, motor/generators, and Hybrid controls.
- Identify maintenance and service opportunities that may not exist in non-electric vehicles.

### #3 – Controlling the Chaos

**Presenter: ATI**

Build around improving shop processes to minimize the amount of unexpected events that can occur throughout the day in a shop. By building the right systems and having them in place at the shop and measuring those processes, a shop owner can reduce their stress level and create a more harmonious shop.

### #4 – Maryland State Inspection Update Class

**Presenter: Sargent Pickett, Maryland State Police**

Maryland State police will help explain updates to "COMR" for technicians who are currently inspectors and have some questions on changes and gray areas in COMR. This class will be presented by Sargent Pickett. Sargent Pickett is the lead trainer for Maryland State Troopers. Your questions will be answered. This is a great class to ask questions about vehicles over 10,000 lbs., trailers over twenty-foot-long, as well as other questions you may have. Could save you a bunch of problems in the future.

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

### #5 – Success In Social Media Marketing

**Presenter: Greg Buckley, CCBC**

Must Have Video: A Powerful Way to Market, Educate, Explain & Profit

In this 3-hour class, Greg explains his techniques and provides examples of how using video in your shop is easier than you might think and more profitable too! Discover how his strategies have Buckley's Auto Care acquire approvals while marketing to the next clients in minutes instead of hours – all from the palm of his hand! It's not magic, but it might seem like it is. Get ready for a fun and interactive three hours, while learning to make video a part of your sales and marketing process.

### #6 – Selling Maintenance & Diagnostics: A Seminar for ALL Shop Positions!

**Presenter: Gary Smith, AutoMaster Training**

Bring the whole shop to this dynamic seminar on selling maintenance and diagnostics.

- Use knowledge and education so customers can make an informed, educated, decision when presented with a maintenance or diagnostic sale.
- Most shops miss the boat here, forgetting that the customer sometimes needs a credible and reasonable explanation of what is needed and WHY, so they can feel good about the money they are spending.
- This seminar teaches the basic theory of the systems and how the fuels, lubricants, intervals, and drive cycle all tie into an honest and successful sale.
- Learn how gasolines and oils are made, and how that relates to the maintenance cycle on the car. In the days of OEMs extending or eliminating maintenance intervals and services, this class will REV up your staff to sell maintenance and diagnostic services with honesty, credibility and as a unit... confidently.
- Learn approaches to manage customers with difficult diagnostic problems and intermittent conditions.

Shop owners, techs and advisors should attend this class together for maximum impact.

### #7 – The Future of Our Industry – Next Generation

**Presenter: Scott Steinbach, 3<sup>rd</sup> Generation Owner of Caton Auto Clinic**

What will our employees, customers, ownership, marketing, and associations look like in the future? Learn more about what is to come and how to be ready for it! This is a great class for next generation shop owners and young managers. All ages welcome!

### #8 – How to Accomplish This Year's Goals

**Presenter: ATI**

Goals are often set for shops and sometimes those goals are not met. Learn how to identify weak areas of your shop and put you and your team's focus on great results for 2019. Shop owners could bring their numbers and we could run through drills to reset the goals for the shop. Once we set the shop goals, we could drill down to individual goals for each employee and ensure those align with the shop's goals. Best practices and ideas from ATI will be used to help each shop and its team members achieve results.

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

### #9 – Course #216 OBD-II Scan Tool Operation & Diagnostics

**Presenter: EAST Training Enhanced Automotive Systems Technology, Inc.**

Learn OBD-II regulations and the J-1930 terminology. Learn the advancements in OBD-II. See how advanced computer monitoring can detect EGR, catalytic converter and emission faults. See how the PCM can detect misfires. Learn to perform an OBD drive cycle. See what a readiness code is, and how to set it. Bring your scan tool.

### #10 – Basic Electrical

**Presenter: Harold Babb, CCBC**

This is a must course for your tech in training. You must have the basic electrical foundation to be able to understand and start learning the different diagnostic tools and techniques that you will need to be a successful "A Tech."

### #11 – Maryland State Inspection

**Presenter: William Hemling, CCBC**

If you are not doing inspections, your shop is missing out not only on inspection fees, but most likely work associated with that inspection. This 6-hour course will prepare you to take the inspection test.