



Nashville, TN
October 10-13

www.POWERTRAINEXPO.com



Register Today!



Gaylord Opryland Resort

2800 Opryland Drive, Nashville, TN
(888) 777-6779

ATRA Discounted Rate: \$189

Cut-off Date: September 16

Book online: www.powertrainexpo.com



See Y'all in Nashville!

Schedule At A Glance

Saturday, October 10

Management Seminars

SAT
OCT. 10

8am-5pm: Attendee Registration

- 9am-10:30am: *Presenting the Toyota AC60E - Keith Clark*
- 10am-12pm: *Flip the Script: Secrets to Thrive in Uncertain Times - Dr. Coyte Cooper*
- 10:45am-12:15pm: *Blame It on the Tuner Part 3 - Pepe Torres*
- 12:15pm-1:30pm: Meet-Up & Fuel-Up Lunch Break *(provided by ATRA)* **NEW!**
- 1:30pm-3pm: *Understanding Your Programming - Pepe Torres*
- 1:30pm-5pm: *Confident Selling - Maylan Newton*
- 3:15pm-4:45pm: *Tips on Load Testing a Suspect Wire - Dan Marinucci*
- 5pm-6:30pm: *ZF 9HP48 - Sean Boyle*

SUN
OCT. 11

7am-5pm: Attendee Registration

- 7:30am-9am: *Introducing the Allison 10L1000 - Steve Garrett*
- 8am-10:15am: *The Zone-The Secret to Achieving Super-Productivity - Thom Tschetter*
- 9:15am-10:45am: *Tips and Tricks from the Builders Bench 2020 - John Parmenter*
- 10:30am-11:45am: *How to Increase Customer Calls Based on Your Website - Carl Borsani*
- 11am-12:30pm: *Valve Body & Torque Converter: Control & Wear - Bob Warnke*
- 12:30pm-2pm: Meet-Up & Fuel-Up Lunch Break *(provided by ATRA)* **NEW!**
- 2pm-7pm: Trade Show
- 7pm-9pm: Cocktail Reception

MON
OCT. 12

7am-5pm: Attendee Registration
8am-9am: ATRA TownHall Meeting
9am-1pm: Trade Show

- 1pm-2pm: *Change is the New Normal - Randy Moore*
- 1:30pm-3pm: *FCA 2020-21 Automatic Transmission Update - Alan McAvoy*
- 2:30pm-5pm: *Organized Chaos - Dave Riccio*
- 3:15pm-4:45pm: *How to Win EVERYDAY - Joe Rivera & Mike Cargill*
- 3pm-5pm: ATRA Chapter Planning Meeting
- "Discover Nashville" Evening Event - *Time to be announced*

TUE
OCT. 13

- 8am-11:30am: *Relationship Selling - Maylan Newton*
- 8am-9:30am: *Looking at the Toyota AB60 6 speed and its Little Brothers - Robert Bateman*
- 9:45am-11:15am: *Diagnosing Low Power Problems with Scan Data - Scott Shotton*
- 12:15pm-1:45pm: *Fuel Trim Diagnostics - Eric Ziegler*
- 1pm-3pm: *Rise Up and Survive to Thrive - Maryann Croce*
- 2pm-3:30pm: *Operation, Diagnosis and Overhaul of the Porsche PDK Transmission - Dirk Fuchs, Niel Speetjens*



10am - 12pm
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.



1:30pm - 5pm
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.





Saturday, October 10

Technical Seminars



9am - 10:30am
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 included in the presentation are areas of concern as well as diagnostic procedures and fixes!



10:45am - 12:15pm
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.



1:30pm - 3pm
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.

Saturday, October 10

Technical Seminars



3:15pm - 4:45pm
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.



5pm - 6:30pm
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.





Sunday, October 11

Management Seminars



8am - 10:15am
The Zone – The Secret to Achieving Super-Productivity
Thom Tschetter

People describe being in the zone as the state of achieving peak performance – greater than normal skill, strength, accuracy, speed, and endurance.

Being in the zone is usually ascribed to athletics, but when your shop is in the zone, sales are easy, and your team seems to effortlessly achieve unprecedented results. Everything flows seamlessly from one job to the next. It's as though you can do nothing wrong.

If you want to know what the zone feels like and learn how to consistently get your team and yourself in the zone, don't miss this life-changing session.



10:45am - 12:15pm
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.

Sunday, October 11

Technical Seminars



7:30am - 9am
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.



9:15am - 10:45am
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!



11am - 12:30pm
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.



Monday, October 12

Management Seminars



1pm - 2pm
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.



2:30pm - 5pm
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.

Monday, October 12

Technical Seminars



1:30pm - 3pm
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



3:15pm - 4:45pm
How to win EVERYDAY
Joe Rivera and Mike Cargill



The old adage stands true Win 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.

Thank You to our Sponsors



Tuesday, October 13

Tuesday, October 13

Management Seminars

Technical Seminars

Technical Seminars



8am - 11:30am
Relationship 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.



8am - 9:30am
Looking at the Toyota AB60 6 Speed and Its Little Brothers
Robert Bateman

This presentation will cover issues commonly found on the bench and self-inflicted wounds with the Toyota 6 speeds.



12:15pm - 1:45pm
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.



2pm - 3:30pm
Operation, Diagnosis and Overhaul of the Porsche PDK Transmission
Dirk Fuchs and 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.



1pm - 3pm
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.



9:45am - 11:15am
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.



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



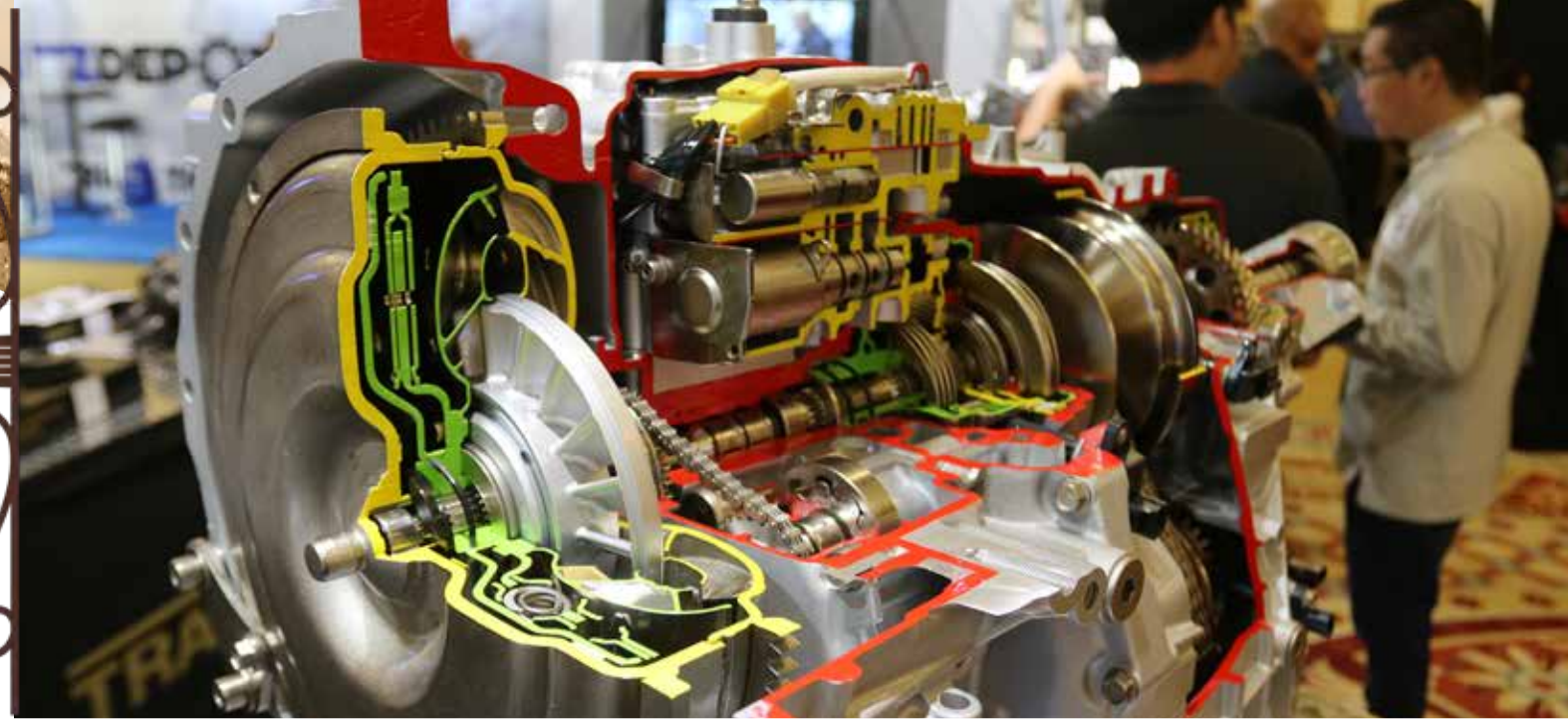
Online at:
powertrainexpo.com



Exhibitors

Adapt-A-Case
 Ascension Engineering
 ATK and Parts, LLC
 ATRA BookStore
 ATSG
 Autoshop Solutions
 Capitol Core, Inc.
 Central Valve Bodies
 Circuit Board Medics - APRA
 Dura-Bond
 Endural, LLC
 ET Global Distribution
 ETE Reman
 EVT Parts
 Exedy Globalparts Corporation
 Federal New Power
 (Qingdao) Co., Ltd
 Filtran, LLC
 Florida Torque Converter
 Ford Motor Company
 GearSpeed
 G-TEC by Flo-Dynamics
 Hot Flush Inc.
 Hydra-Test/Cottingham Engineering
 Idemitsu Lubricants
 America Corp.
 KUHLE, Inc.
 Level Seven
 Lintex Auto Parts Co., LTD
 Lubegard
 Miami Powertrain, LLC
 Mopar- FCA US LLC

Mustang Dynamometer
 Nawoo Tech
 Power Pusher-Div. of Nu-Star, Inc.
 Power Test, Inc.
 Precision International
 Precision of New Hampton, Inc.
 R.O.Writer Shop
 Management Software
 Ream Man Valve Bodies
 Revmax Performance
 Ruian High-Tran Automatic
 Transmission Co., Ltd
 Seal Aftermarket Products
 Slauson Transmission Parts
 Sonnax Transmission Company
 SunCoast Converter, Inc.
 Superior Transmission Parts, Inc.
 Sussex Auto Parts, LTD
 TCS Performance
 Transmission Products
 TRANSBRITE /
 Allen Woods & Associates, Inc.
 Transgo
 Transmission Digest /
 Babcox Media
 Transmission Specialties
 Transtar Industries, Inc.
 West Coast Standards
 Whatever It Takes
 Transmission Parts, Inc.
 WolfPack Enterprises
 ZF Aftermarket



sprag speaker driveshaft tech driveability owners sales
 unit competitive transmissions peers diagnostics
 products rebuild hands-on circuit pump parts
 nashville students interactive cylinder exhibitors
 fluid powertrain innovative sensor assembly
 seminar training immersive electrical voltage
 reception repairs trade show industry Chrysler
 business installation vehicle automotive technicians
 instructors pressure veteran networking expert MAF
 customers profit certification torque manual
 shops bench expo performance atra comebacks



Think You Have What It Takes?

Sign up today for ATRA's first-ever



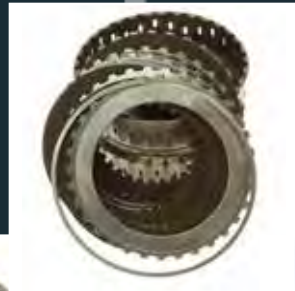
on the trade show floor

Grab your team and race to the finish line
while you assemble parts at 5 different
work stations:

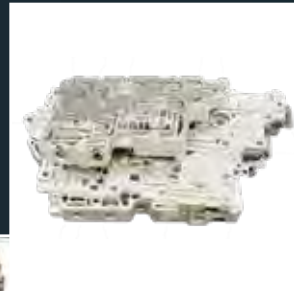
The Speed Handle



The Clutch Stack



The Valve Body Build



The Planetary Gears Sets

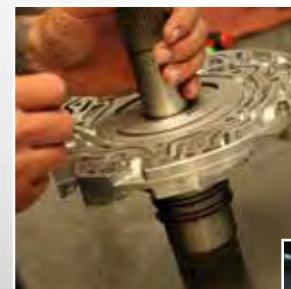


The Clutch & Planetary Gear Sets

ATRA is proud
to announce...

KINETIC KORNER

A full hands-on, interactive and
immersive experience - right on the trade
show floor!



Prizes!

To enter & pre-register: email Lance Wiggins lwiggins@atra.com
For more information visit:
www.powertrainexpo.com/crewcomp

Registration Options

	TRADE SHOW PASS Sunday - Monday (October 11-12)	TECHNICAL CONFERENCE Saturday - Tuesday (October 10-13)	MANAGEMENT CONFERENCE Saturday - Tuesday (October 10-13)	COMPLETE CONFERENCE Saturday - Tuesday (October 10-13)
Access to Technical Seminars		★		★
Access to Management Seminars			★	★
Expo Tech Manual		★		★
Expo Tech Program Download		★		★
Expo Management Worksheets with Leather Binder			★	★
Expo Management Program Download			★	★
Coffee Breaks		★	★	★
Lunch on Saturday & Sunday		★	★	★
Sunday Cocktail Reception	★	★	★	★
Sunday & Monday Trade Show	★	★	★	★
Audio recordings of both the Technical & Management Seminars				★
	AS LOW AS \$50	AS LOW AS \$395	AS LOW AS \$395	AS LOW AS \$445

Prices represent Advanced Purchase Member Price

Your Monthly Payment Can Be As Low As*:

REGISTER IN	TECHNICAL CONFERENCE	MANAGEMENT CONFERENCE	COMPLETE CONFERENCE
MAY	\$79	\$79	\$89
JUNE	\$99	\$99	\$112
JULY	\$132	\$132	\$149
AUGUST	\$198	\$198	\$223

Call ATRA at (800) 428-8489 for details!

*Chart shows payments for one registration at the Advanced Member price. ATRA Payment Plan available only on Conference ticket purchases.

Sign Up for the Payment Plan!

Bring your whole shop!



Registration Form

October 10-13, 2020 • Nashville, TN



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

Badges will be issued from this list.
Use a separate sheet for additional registrations.*
PLEASE PRINT CLEARLY

	CONFERENCES (Includes 2 Lunches & Trade Show)			ADDITIONAL TICKETS		
	Complete Conference	Tech	Mgmt	Trade Show Only	Lunches & Trade Show	City Tour
NAME _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NAME _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NAME _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NAME _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NAME _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Discount for current ATRA Members only.

Join or renew today and enjoy the member discount right away!

REGISTRATION FEES	Qty	Advanced Purchase Until July 31 st		Standard Pricing Aug. 1 st - Sept. 18 th		ALL ON-SITE	SUBTOTAL
		Member	Non Mem	Member	Non Mem		
Complete Conference Registrant*	_____	\$ 445	\$ 545	\$ 545	\$ 645	\$ 745	\$ _____
Technical or Management Conference*	_____	395	495	495	595	695	\$ _____
Trade Show Only	_____	50	50	50	50	60	\$ _____

*Conference Registrants may receive Trade Show Passes for spouse and/or children by contacting ATRA Registration at 1-800-428-8489.

TOTAL \$ _____

All cancellation requests made after 9/18/2020 are subject to a \$50 cancellation fee.

I do not wish to receive any advertising or promotional material from Exhibitors.

PAYMENT INFORMATION

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

Charge to: MasterCard Visa AMEX Discover

Card Number _____ Expiration Date _____ Security Code _____

Print Name on Card _____ Signature _____

Billing Address _____ City/State/Zip _____