

REGISTER TODAY

TRAINING DAY 2024

FEBRUARY 24, 2024



www.wmdacar.com/events

8:00 am-5:00 pm / Lincoln Tech of Columbia
9325 Snowden River Parkway / Columbia, MD
Tabletop Vendor Expo 8:00 am-3:00 pm

WMDA/CAR Members: \$199/person
Non-Members: \$219/person*

***MEMBER PRICING EXTENDED TO 2.10.24!**

Registration & Breakfast Opens at 7:30 a.m. Continental Breakfast, Hot Lunch & Snacks Included with Registration

ALL-DAY SESSIONS

- 1 Electronics in the Modern Automobile**
Presenter: Vince Virgilio; 8 am - 5 pm

Join Us for a 30 Minute Shop
OWNERS ROUNDTABLE at Lunch

TABLETOP VENDOR EXPO
8 a.m.-3 p.m.

Staggered Lunch: 12:30pm onwards

MORNING SESSIONS

- 2 A Streamlined Approach to Diagnostic Dilemmas**
Presenter: Brandon Steckler; 8 am - 12 pm
- 3 Becoming the Leader Your Team Will Follow**
Presenter: Rick White; 9 am - 12 pm
- 4 Servicing Today's Tire, Wheels & TPMS**
Presenter: Ryan Graves; 9 am - 12 pm
- 5 Customer Service - Shop Communication Essentials**
Presenter: Jim Bennett; 9 am - 12 pm
- 6 MSI - COMAR Updates and Q&A**
MD State Trooper; 9 am - 11 pm

AFTERNOON SESSIONS

- 7 Drivability from the Driver's Seat Mastering Scan Tool Data Interpretation**
Presenter: Brandon Steckler; 1pm - 5 pm
- 8 Why Can't We All Just Get Along?**
Presenter: Rick White; 1pm - 4pm
- 9 Service Advisor 2.0 - Getting to "Yes" the Fun Easy Way**
Presenter: Victor Broski; 1pm - 4pm
- 10 Wheel Alignment Class**
Presenter: Gary Wilfong; 1pm - 4pm
- 11 Basic Electrical**
Presenter: Mike Carretta; 1pm - 5 pm

Attendee 1: _____ ALL DAY # _____ MORNING # _____ AFTERNOON # _____

Attendee 2: _____ ALL DAY # _____ MORNING # _____ AFTERNOON # _____

Attendee 3: _____ ALL DAY # _____ MORNING # _____ AFTERNOON # _____

Attendee 4: _____ ALL DAY # _____ MORNING # _____ AFTERNOON # _____

CONTACT INFORMATION

Contact Person: _____

Company Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone _____ E-mail: _____

REGISTRATION FEES*

Member Registration _____ @ \$199/ea.

Non-Member Registration _____ @ \$219/ea.

Total Amount Due: \$ _____

(*Breakfast, Lunch & Snacks included with registration)

PAYMENT INFORMATION

Check Enclosed (Payable to WMDA)

Bill my credit card: Visa MasterCard American Express

Account # _____ CVV Code: _____

Exp.Date: _____ Billing Address Zip Code: _____

Account Name (print): _____

Signature: _____

or Checking this box is my electronic signature

REGISTRATION FORM SUBMISSION OPTIONS:

Mail (by February 15): WMDA, 1532 Pointer Ridge Place, Ste. F, Bowie, MD 20716

Email: wmdacar2024@gmail.com **Fax:** 301.383.2725 **Tel:** 301.390.0900

TRAINING DAY 2024 SESSION DESCRIPTIONS

ALL-DAY SESSIONS

1. Electronics in the Modern Automobile

Presenter: Vince Virgilio, East Training; 8 am - 5 pm

This is a Hands-On Class – Bring your DVOM! Explains the application of semiconductors and other electronic components in the automobile of today – Topics covered include: Construction, function, identifying ratings, and testing of the following components: Diodes – for rectification, circuit protection, current control, Zener diodes (for voltage regulation), Relays and solenoid circuits. *For: Technicians*

MORNING SESSIONS

2. A Streamlined Approach to Diagnostic Dilemmas

Presenter: Brandon Steckler; 8 am - 12 pm

This class capitalizes on the technicians' ability to incorporate basic testing techniques with modern diagnostic tooling and combine it with available service information to solve seemingly difficult dilemmas. All with ease and efficiency, regardless of the vehicle type. The essence of the class is built around the idea that if adequate service information is present, a thorough understanding of one's diagnostic tooling (and the tools' limitations) as well as an understanding of the physics common to all vehicle's system/components, ANYTHING can be diagnosed! *For: Technicians*

3. Becoming the Leader Your Team Will Follow

Presenter: Rick White, 180-Biz; 9 am - 12 pm

Becoming the leader your team will follow is all about knowing yourself, understanding your team and inspiring them to become better versions of themselves. A true leader will make a shop more successful. While there are many managers, few have the skills to lead. This workshop helps to explain the difference between managers and leaders, expose the greatest misconceptions about leadership, and give you practical tools for being the great leader your team really needs! In it I give you the tools to become a great leader resulting in a happier team, more sales on the front counter and customers who start as visitors but stay as loyal fans! *For: Shop Owner, Manager*

4. Servicing Today's Tire, Wheels, and TPMS

Presenter: Ryan Graves ; 9 am - 12 pm

This session will cover a variety of topics related to the different changes in technology for passenger and light truck tires, wheels and tire pressure monitoring systems (TPMS). Topics will include:

Basic tire service safety; Tire replacement guidelines; Vehicle lifting (include EV's; Demounting, mounting, and inflating low-profile and run-flat tires with TPMS sensors; Repairing tires with sound-suppression foam and manufacturer sealant material; Wheel torque and clamping force; TPMS regulations and service/relearn procedures; Tire and wheel inspection guidelines

Join the Tire Industry Association (TIA) for this informative presentation on the steps that automotive repair and maintenance companies must take to properly and safely service the tires, wheels and TPMS on modern passenger cars and light trucks. This session is designed for sales personnel, managers, and technicians so that every one in the shop understands the recommended practices to protect employees from injuries, prevent accidents for customers, and limit liability for the business.

For: Technicians, Managers

5. Customer Service – Shop Communication Essentials

Presenter: Jim Bennett, ATI; 9 am - 12 pm

Customer to Service Team to Technician Team to Service Team to Customer back and forth and back Again. Here are some of best communication practices available for any shop. When done right, everyone benefits, and the entire experience enjoyed at every step of the repair/maintenance process. *For: Service Advisors/Shop Owners*

6. MSI – COMAR Updates and Q&A

Presenter: MD State Trooper; 9 am - 11 am

For: MD State Inspectors

AFTERNOON SESSIONS

7. Drivability from the Driver's Seat Mastering Scan Tool Data Interpretation

Presenter: Brandon Steckler; 1 pm - 5 pm

Course objective is to first, take the novice driveability-tech and offer insight as to how fuel injection strategy functions. After thorough discussion of what critical inputs are necessary and how they contribute to the decision of the proper fuel injector pulse-width, interactive class exercises will begin.

The goal of the class is to have the attendees analyze the data and decipher which fault is responsible for the data being viewed at that time.

Attendees will leave with an understanding of fuel injection strategy, fuel feedback control and the ability to use generic scan tool data to make preliminary decisions about diagnostic-direction, right from the driver's seat. *For: Technicians*

8. Why Can't We All Just Get Along?

Presenter: Rick White, 180-Biz; 1 pm - 4 pm

Conflict in the shop between the Service Advisor and the Technician is all too familiar – particularly under increased business pressures. As shop owners, we expect higher billed hours per ticket as well as higher efficiency and productivity in the bays. Whether we are ON or OFF as a team, it all reflects directly on the bottom line. The reality is that work is accomplished through the collaborative efforts of many and differences are actually a positive force if you know how to harness them. This class will provide you with the tools you need to get your techs and advisors functioning as an effective team – immediately improving your profitability. *For: Shop Owner, Manager*

9. Service Advisor 2.0 – Getting to “Yes” the Fun Easy Way

Presenter: Victor Broski; 1 pm - 4 pm

We don't have to “sell” customers on the additional work needed: they are already in our shop. Plus, nobody likes to be sold. We just have to correctly explain the necessary maintenance and repairs to them.

Advisors will learn to build relationships that foster trust, which get approvals much easier than the old-school “benefits, value and safety.” They will learn tools to win potential new customers and communicate better with existing customers.

Takeaways:

- The Service Advisor has less stress because they are dealing with customers/friends who say yes easier.
- Customers stay with shops longer because they know they aren't being sold or manipulated. Which means shops may be able to lower their marketing budget for new customers.
- The interaction contributes to a better experience in this new Experience Economy. *For: Service Advisors/Shop Owners*

10. Wheel Alignment Class

Presenter: Gary Wilfong; 1 pm - 4 pm

This course is designed for the new or less experienced individual with a desire to learn fundamental four-wheel alignment. This course is covering alignment theory, common OEM adjustment methods found on light duty vehicles and basic tire/wheel balancing theory and tire wear patterns. It also includes an overview of suspension and steering systems with detailed instruction in performing proper inspection procedures. The learning objectives are the participant will be able to: Describe camber, caster, toe, and thrust angle and the related effects these angles have on tire wear and vehicle handling. Understand the components of a proper pre-alignment inspection of the suspension and steering systems. An understanding or potential adjustments, parts and accessories to properly align a vehicle and the impact of the alignment and tires to systems such as the braking system and automatic driver assist systems. *For: Technicians*

11. Basic Electrical

Presenter: Mike Carretta; 1 pm - 5 pm

Discuss basic electrical concepts applicable to automotive components, circuits and systems. Common failures, diagnostic techniques and repair procedures are covered. First 10 registrants get a Tire depth gauge and/or Digital Volt Ohm Meter. *For: Technicians*

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