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Track Indicators

























-  NACE sessions
-  CARS sessions
-  Management
-  Technical
-  Women's Professional Development
























Conference: Oct. 5-8
 Exhibits: Oct. 6-8
 Orange County Convention Center
 Orlando, FL | www.ASRWevents.com

























DAY/DATE/TIME	TRACK	CODE	TITLE	INSTRUCTOR	SPONSORED BY	AMI APPROVED
WEDNESDAY, OCTOBER 5						
8:00 AM - 12:00 PM	Add-On Education	IC01	Inspecting Repairs for Quality Control (QUA01)	I-CAR Instructor		
		IC02	Steel Utilized Structures, Technologies & Repair (SPS07)	I-CAR Instructor		
		IC03	Collision Repair for Toyota, Lexus, and Scion Vehicles (TOY01)	I-CAR Instructor		
8:30 AM - 10:00 AM		WE01NC	How to Build a Better You	Bryan Dodge Dodge Development		
		WE02N	Marketing for a DRP – Acquiring the Business	Hank Nunn AutoNation		
		WE03N	Creating a Positive Work Environment	Felicia Funchess BASF		
		WE04N	Post Repair Problems Related to Undercarriage Issues, TPMS and ESC Lights	John Shewbridge Hunter Engineering		
8:30 AM – 11:30 AM		WE05C	Ignite the Internet! Internet Marketing for Auto Repair Professionals	Danny Sanchez Autoshop Solutions		
		WE06NC	Creating Raving Fans for Your Business	Chris Chesney CARQUEST Technical Institute		
		WE07N	The Mechanics of Estimating	Mike Anderson Collision Advice		
		WE08C	Sherlock Holmes Diagnosis	Jim Morton Morton's Automotive Technical Services		
		WE09C	Hybrid Technology (Powered by CARQUEST Technical Institute)	George Lesniak CARQUEST Technical Institute		
10:30 AM – 12:00 PM		WE10NC	What to Do When an Inspector Knocks on Your Door	Eric Schmitz KPA		

















		WE11NC	Give Me Your Keys Please	Tony Nethery Colomatch Automotive Refinish	
		WE12N	Why Lean Implementations Fail in the Collision Repair Industry (Repeated on Thursday – TH10N)	Tony Passwater AEII	
		WE13N	Design-Based Repairs (Repeated on Friday – FR10N)	Richard Perry Chief Automotive Technologies	
1:00 PM - 5:00 PM	Add-On Education	IC04	Collision Repair for Ford & Lincoln Vehicles (FOR05)	I-CAR Instructor	
	Add-On Education	IC05	Overview of Cycle Time Improvement for the Collision Repair Process (CYC01)	I-CAR Instructor	
	Add-On Education	IC06	Hybrid Electric & Alternative Fuel Vehicles (ALT02)	I-CAR Instructor	
1:00 PM – 2:30 PM		WE14NC	Building a Team That Works Without You	Bryan Dodge Dodge Development	
		WE15NC	Game On: Engaging the Gen Y Customer	Ryan Schneider Insomniac Games	
		WE16N	Back to Basics – Body Shop Financials	Hank Nunn AutoNation	
		WE17NC	Winning With a Professional Road Map	Becky Glauser ContactPoint	
1:00 PM – 4:00 PM		WE18NC	Winning Women Customers	Margie Seyfer Impact Presentations	
		WE19N	Lean 3.0 - Flow = A Practical Path to Using Lean to Improve Process Flow	John Swiegart The Body Shop@ and Steve Trapp DuPont	
		WE20C	I Object!	Maylan Newton E.S.I.	
		WE21C	Farming Your Industry	Aaron Clements C and C Automotive	
		WE22C	Variable Valve Timing System Diagnosis (Powered by CARQUEST Technical Institute)	Glenn Young CARQUEST Technical Institute	
3:00 PM – 4:30 PM		WE23NC	Creating a Business That Works FOR You, Not Just BECAUSE of You	Robert Clements E-Myth Benchmark	

		WE24NC	Positioning Your Shop for Success in the Internet Economy	Maurice Sternemann Demandforce, Inc.	
		WE25NC	GREEN – It Benefits People and Business (Panel)	Trish Serratore (Moderator) ASE	
		WE26N	Zeroing in on Profit Improvement Opportunities through Process Driven Repairs (Repeated on Friday – FR20N)	Scott Peirce and John Spoto 3M Company	
		WE27N	The Changing I.T. Environment – The Clouds Are Rolling In	Fred Iantorno CIECA	
		WE28N	Stop Guessing and Start Knowing	Tom McGee ALLDATA	
4:30 PM - 8:00 PM		ASRW Industry Forum			
		4:30 PM - 5:00 PM	Trends in Collision Repair: A Futurist Discussion (Collision)		
			Service Information: Vital to Keeping Cars in Your Bay (Mechanical)		
		5:30 PM - 6:00 PM	Networking Break		
		6:00 PM - 7:00 PM	The Changing Climate of Insurance Agreements (Collision)		
			The Future of Training Automotive Technicians (Mechanical)		
		7:00 PM - 8:00 PM	Networking Reception Sponsored by Toyota Wholesale Parts		
THURSDAY, OCTOBER 6		8:30 AM - 10:00 AM	Opening General Session - Keynote Speaker: Social Media Expert Chris Brogan		
10:00 AM - 4:00 PM	ASRW NACE CARS Expo				
11:00 AM - 11:45 AM	On Floor Education	I-CAR Technology Showcase Scan Tool Technology - Business Value or Just Another Tool?			
12:00 PM - 1:30 PM		TH01C	Accessory Belt Drive System Diagnosis (Repeated on Saturday – SA08C)	Bobby Bassett Gates Corporation	

		TH02C	TPMS Update (Powered by CARQUEST Technical Institute)	Jim Cokonis CARQUEST Technical Institute	
1:00 PM - 1:45 PM	On Floor Education		I-CAR Technology Showcase Automotive Carbon Fiber - It's Not Coming, It's Here!		
2:00 PM - 3:00 PM	On Floor Education	Repair U/Demo Area	ASE Collision Test Prep Class FREE to attendees!		
2:00 PM – 5:00 PM		TH03N	Introduction to Lean	Bernie Blickenstaff Pro FinishesPLUS	
		TH13N	Crash Course in Internet Marketing! Internet Marketing for the Collision Industry	Danny Sanchez Autoshop Solutions	
		TH04C	Increasing Technician Efficiency – It's a Team Effort	Ryan Kooiman Standard Motor Products	
		TH05C	The Changing Marketplace Continues... Now What Drives the Bottom Line? - Part 1	Bob Greenwood Automotive Aftermarket E- Learning Centre Ltd	
		TH06C	Essential Electronics (Powered by CARQUEST Technical Institute)	Carl Schweikert CARQUEST Technical Institute	
3:00 PM - 3:45 PM	On Floor Education		I-CAR Technology Showcase GM Collision Repair Technology Update		
3:00 PM – 4:30 PM		TH07NC	Attitude is Everthing!	Maylan Newton E.S.I.	
		TH08N	Leading Change	Felicia Funchess BASF	
		TH09N	Negotiation Skills - Key to Improved Profitability	Hank Nunn AutoNation	
		TH10N	Why Lean Implementations Fail in the Collision Repair Industry (Repeated from Wednesday – WE12N)	Tony Passwater AEII	
		TH11N	Parts Procurement Tips for Estimators (Panel)	Mike Anderson Collision Advice and Ron Kuehn Collision Business	
		TH12NC	Leading and Succeeding: Cultivating Leadership Skills that Benefit You and Your Organization	Marcy Tieger Symphony Advisors, LLC	
		TH14N	Electrical Troubleshooting for the Body Shop Technician	Jim Morton Morton's Automotive	

4:30 PM - 6:30 PM		ASRW Welcome Reception at Cuba Libre			
FRIDAY, OCTOBER 7 7:30 AM – 10:30 AM		FR01NC	The Power of Change	Richard Flint Richard Flint International	
		FR02N	Simple Cycle Time Solutions	Ron Kuehn Collision Business Solutions, Inc.	
		FR03C	The Changing Marketplace Continues... Now What Drives the Bottom Line? - Part 2	Bob Greenwood Automotive Aftermarket E-Learning Centre Ltd	
		FR04C	Gas Direct Injection (Powered by CARQUEST Technical Institute)	Jason Virdin CARQUEST Technical Institute	
	Add-On Education	PCI01	Insurance & Collision Repair: Issues 2012	Robert Passmore	
8:30 AM – 10:00 AM		FR05NC	Communicating With People Who Drive Us Crazy	Margie Seyfer Impact Presentations	
		FR06NC	Dismantle the Social Network! Social Media Marketing for the Automotive Industry	Danny Sanchez Autoshop Solutions	
		FR07N	Blueprinting Basics	Bernie Blickenstaff Pro FinishesPLUS	
		FR08N	Practical Uses for eLearning in Collision Repair	Dick Elder and Steve Trapp	
		FR09N	Understanding Continuous Improvement	Mike Anderson CollisionAdvice	
		FR10N	Design-Based Repairs (Repeated from Wednesday – WE13N)	Richard Perry Chief Automotive Technologies	
		FR11NC	Ready, Set, Simplify: Tips to Simplify Your Work (and Your Life)	Becky Glauser ContactPoint	
10:00 AM - 4:00 PM	ASRW NACE CARS Expo				
11:00 AM - 11:45 AM	On Floor Education	I-CAR Technology Showcase Best Practices for Advanced Vehicle Structures			
1:00 PM - 11:45 PM	On Floor Education	I-CAR Technology Showcase Carbon Fiber Repair - Is the Collision Industry Ready?			
1:00 PM – 2:30 PM		FR12C	Reality Repair Shop – What Would You Do? (Panel)	T. J. Reilly Same Day Auto Service	

			FR13C	Immobilizer Service Opportunities (Powered by CARQUEST Technical Institute)	Mark Olinger CARQUEST Technical Institute	
2:30 PM - 3:30 PM	On Floor Education	Repair U/Demo Area		ASE Mechanical Test Prep Class FREE to attendees		
3:00 PM - 3:45 PM	On Floor Education			I-CAR Technology Showcase Scan Tool Technology - Business Value or Just Another Tool? (Repeated from Thursday)		
3:00 PM - 6:00 PM			FR14NC	Survival Skills for Today's Employer: HR Best Practices	Cory King Fine, Boggs & Perkins LLP	
			FR15C	Finding the Opportunity in Every Challenge (Panel)	Aaron Clements C and C Automotive (Moderator)	
			FR16C	Hybrid Vehicle Service (Powered by CARQUEST Technical Institute)	Adam Robertson CARQUEST Technical Institute	
4:00 PM - 5:30 PM			FR17NC	Understanding Legal Structures: The Key to Asset Protection and Tax Reduction	Dan McNeff Legally Mine	
			FR18NC	Leadership Best Practices - How to Inspire, Delegate, and Coach Your Team to Success	Mike Anderson CollisionAdvice	
			FR19NC	Confident Selling - Do You Believe	Maylan Newton E.S.I.	
			FR20N	Zeroing in on Profit Improvement Opportunities through Process Driven Repairs (Repeated from Wednesday - WE26N)	Scott Peirce and John Spoto 3M Company	
			FR21N	Customer Service Done Differently	Tony Nethery Colomatch Automotive Refinish	
			FR22C	New Marketing Technologies to Level the Playing Field	Joe Gibson CustomerLink	
			FR23N	The Alignment Printout as a Diagnostic Tool	John Shewbridge Hunter Engineering	
			FR24NC	Market & Grow with Pizazz & Personality: 5 EASY Steps to Stand Out from your Crowded Market & Make Headlines	Suzanne Shafer	
SATURDAY, OCTOBER 8 7:30 AM - 10:30 AM			SA01NC	Wanted: Leaders That Lead!	Richard Flint Richard Flint International	

		SA02NC	Survival Skills for Today's Employer: Compliance with Wage/Hour Laws	Cory King Fine, Boggs & Perkins LLP	
		SA03C	Fluid Technology (Powered by CARQUEST Technical Institute)	Louie Nelson CARQUEST Technical Institute	
		SA04C	Developing a Diagnostic Game Plan (Powered by CARQUEST Technical Institute)	Jim Garrido CARQUEST Technical Institute	
8:00 AM - 12:00 PM	Add-On Education	IC07	Plastic & Composite Repair (PLA03)	I-CAR Instructor	
	Add-On Education	IC08	Collision Repair for Ford & Lincoln Vehicles (FOR05)	I-CAR Instructor	
	Add-On Education	IC09	Waterborne Products, Systems & Application (REF07)	I-CAR Instructor	
8:30AM - 10:00 AM		SA05N	Strength Training - Meeting the Current & Future Demands of Your Business	Larry Baker LVB & Associates	
		SA06N	How to Build Bulletproof Estimates	Peter Kennedy Collex Collision Experts, Inc.	
		SA07N	Pre-production Processes to Increase Sales and Improve CSI and Cycle Time	Robert Rick Gates Business Solutions	
		SA08C	Accessory Belt Drive System Diagnosis (Repeated from Thursday - TH01C)	Bobby Bassett Gates Corporation	
		SA09NC	CEO From the Inside Out	Ruth Weniger Powerful Business Strategies, LLC	
		SA10NM	Simple Front Office Staffing Solutions	Ron Kuehn Collision Business Solutions, Inc.	
10:00 AM - 4:00 PM	ASRW NACE CARS Expo				
11:00 AM - 11:45 AM	On Floor Education	I-CAR Technology Showcase Refinish Technology Update			
1:00 PM - 1:45 PM	On Floor Education	I-CAR Technology Showcase Best Practices for Advanced Vehicle Structures (Repeated from Friday)			
1:00 PM - 5:00 PM	Add-On Education	IC10	Hail, Theft, Vandalism Damage Analysis (DAM09)	I-CAR Instructor	
	Add-On Education	IC11	Corrosion Protection (CSP01)	I-CAR Instructor	
	Add-On Education	IC12	Vehicle Technology & Trends (NEW11)	I-CAR Instructor	
3:00 PM - 4:30 PM	ASRW Town Hall - How Will Healthcare Reform Affect My Business?				

