



Wednesday, March 11

1:00 - 2:30 p.m.	20 Group SuperConference Summit ¹ Bryan Stasch / George Zeeks / Mike Haley Ambassador Ballroom 4
1:00 - 2:00 p.m.	SuperConference Orientation - Two Repeated Sessions
2:45 - 3:45 p.m.	Ambassador Ballroom 1, 2, 3
5:30 - 6:45 p.m.	Welcome Reception Masters Plaza Join us for cocktails and light hors d'oeuvres
7:15 - 10:00 p.m.	Optional - Welcome Dinner ² Masters Plaza Join your friends, ATI staff, coaches & suppliers for a festive Mexican dinner on the plaza

Thursday, March 12

Time	Event / Presenter	Topic
6:10 - 6:30 a.m.	Morning Stretch with Gary	Celebrity Foyer
6:50 - 7:45 a.m.	Breakfast	Masters Plaza
8:00 - 8:15 a.m.	General Session	Celebrity Ballroom
	Welcome to SuperConference 2015	
	Agenda Highlights	
8:15 - 9:05 a.m.	Chubby Frederick ATI CEO	The Truth About Selling Your Business and Retiring in Style
9:05 - 9:20 a.m.	Break	Celebrity Foyer
9:20 - 10:50 a.m.	George Dom Blue Angels Flight Leader	Building a High Trust Organization

¹ You must be a 20 Group Member to attend the Summit

² Optional events, unless noted as FREE, are for a fee per person with limited availability

Thursday, March 12 Continued

Time	Event / Presenter	Topic
10:50 - 11:05 a.m.	Break Celebrity Foyer	
11:05 - 11:25 a.m.	 CHUB Talks George Zeeks ATI Team Leader	The Shop of the Future - Marketing
11:25 - 11:55 a.m.		SuperConference 2015 Group Picture
12:00 - 1:00 p.m.	Lunch Masters Plaza	
1:15 - 4:45 p.m.	Round Table Breakouts	Various Breakouts
1:15 - 2:15 p.m.	1st Round Table Session	
2:15 - 2:30 p.m.	Round Table Rotation	
2:30 - 3:30 p.m.	2nd Round Table Session	
3:30 - 3:45 p.m.	Round Table Rotation	
3:45 - 4:45 p.m.	3rd Round Table Session	
4:45 - 5:00 p.m.	Break Celebrity Foyer	
5:00 - 5:30 p.m.	Daily Wrap Celebrity Ballroom Biggest Discoveries From Day I	
6:00 - 8:00 p.m.	Trade Show/Cocktail Reception Ambassador Ballroom Dinner On Your Own	

Friday, March 13

Time	Event / Presenter	Topic
6:10 - 6:30 a.m.	Morning Stretch with Gary	Celebrity Foyer
7:00 - 7:50 a.m.	Breakfast Masters Plaza	
8:00 - 9:00 a.m.	Bonus Round Table Session	Various Breakouts
9:00 - 9:15 a.m.	Break Celebrity Foyer	
9:15 - 9:20 a.m.	General Session Celebrity Ballroom Welcome to Day II	

Friday, March 13 Continued

Time	Event / Presenter	Topic
9:20 - 10:10 a.m.	Mike Anderson President Collision Advice	What is “Kaizen” or “Lean”? Why Should a Repair Shop Owner Want to Know All About Both?
10:10 - 10:25 a.m.	Break Celebrity Foyer	
10:25 - 11:15 a.m.	Eric Noble President The CARLAB, Inc.	The Future of the Automobile Do We Have a Role in It?
11:15 - 11:35 p.m.	 CHUB Talks Bryan Stasch ATI Vice President	The Shop of the Future - Fundamental Changes
11:35 - 11:50 a.m.	Humanitarian of the Year Finalist Presentations	
11:50 - 12:10 p.m.	Daily Wrap Biggest Discoveries From Day II	
12:10 - 1:00 p.m.	Lunch Masters Plaza	
1:15 - 2:45 p.m.	Bonus Breakout Sessions Various Breakouts	
4:00 - 5:30 p.m.	Desert Olympics Pete Dye Driving Range	
6:00 - 10:00 p.m.	Continuous Transportation to Agua Caliente Casino - Dinner On Your Own	

Saturday, March 14

Time	Event / Presenter	Topic
6:30 - 6:50 a.m.	Morning Stretch with Gary	Celebrity Foyer
7:15 - 8:05 a.m.	Breakfast Masters Plaza	
8:15 - 8:35 a.m.	General Session Celebrity Ballroom Welcome to Day III Desert Olympics Awards	

Saturday, March 14 Continued

Time	Event / Presenter	Topic
8:35 - 8:55 a.m.	 CHUB Talks John Zentz Vice President Hunter Engineering	The OEM Dealership of the Future - Are You Ready to Compete?
8:55 - 9:55 a.m.	Bob Kelleher CEO The Engagement Group	Louder Than Words - 10 Practical Steps That Drive Results
9:55 - 10:10 a.m.	Break Celebrity Foyer	
10:10 - 11:40 a.m.	Chad Hymas CEO Chad Hymas Communications	Who Needs Legs - When You Have Wings?
11:40 - 12:10 p.m.	Daily Wrap Celebrity Ballroom Biggest Discoveries From Day III	
12:45 - 5:00 p.m.	Optional Tram & Jeep Tours ² Off Property	
7:00 - 10:30 p.m.	SuperConference Dinner Celebrity Ballroom Celebration, Awards Banquet & Entertainment	
10:30 p.m. +	 SC15 Afterglow Party (Cash Bar) Oasis Hideaway	

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