



# ATI SuperConference 2015

Palm Springs, California

## Wednesday, March 11

1:00 - 2:30 p.m.

**20 Group SuperConference Summit <sup>1</sup>**  
**Bryan Stasch / George Zeeks / Mike Haley**  
**Ambassador Ballroom 4**

1:00 - 2:00 p.m.

**SuperConference Orientation - Two Repeated Sessions**  
**Ambassador Ballroom 1, 2, 3**

2:45 - 3:45 p.m.

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 <sup>2</sup>**  
**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**

<sup>1</sup> You must be a 20 Group Member to attend the Summit

<sup>2</sup> 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 <b>Celebrity Foyer</b>	
11:05 - 11:25 a.m.	 <b>CHUB Talks</b> 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 <b>Masters Plaza</b>	
1:15 - 4:45 p.m.	Round Table Breakouts	<b>Various Breakouts</b>
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 <b>Celebrity Foyer</b>	
5:00 - 5:30 p.m.	Daily Wrap <b>Celebrity Ballroom</b> Biggest Discoveries From Day I	
6:00 - 8:00 p.m.	Trade Show/Cocktail Reception	<b>Ambassador Ballroom</b>
	Dinner On Your Own	

## Friday, March 13

Time	Event / Presenter	Topic
6:10 - 6:30 a.m.	Morning Stretch with Gary	<b>Celebrity Foyer</b>
7:00 - 7:50 a.m.	Breakfast <b>Masters Plaza</b>	
8:00 - 9:00 a.m.	Bonus Round Table Session	<b>Various Breakouts</b>
9:00 - 9:15 a.m.	Break <b>Celebrity Foyer</b>	
9:15 - 9:20 a.m.	General Session <b>Celebrity Ballroom</b> 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 <b>Celebrity Foyer</b>	
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.		<i>CHUB Talks</i> 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 <b>Masters Plaza</b>	
1:15 - 2:45 p.m.		Bonus Breakout Sessions	<b>Various Breakouts</b>
4:00 - 5:30 p.m.		Desert Olympics	<b>Pete Dye Driving Range</b>
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	<b>Celebrity Foyer</b>
7:15 - 8:05 a.m.		Breakfast <b>Masters Plaza</b>	
8:15 - 8:35 a.m.		General Session <b>Celebrity Ballroom</b> Welcome to Day III Desert Olympics Awards	

## Saturday, March 14 Continued

Time		Event / Presenter	Topic
8:35 - 8:55 a.m.		<b>CHUB Talks</b> 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 <b>Celebrity Foyer</b>	
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 <b>Celebrity Ballroom</b> Biggest Discoveries From Day III	
12:45 - 5:00 p.m.		Optional Tram & Jeep Tours <sup>2</sup>	<b>Off Property</b>
7:00 - 10:30 p.m.		SuperConference Dinner <b>Celebrity Ballroom</b> Celebration, Awards Banquet & Entertainment	
10:30 p.m. +		SC15 Afterglow Party (Cash Bar)	<b>Oasis Hideaway</b>

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