



Select only one from each session

<div> Thursday, March 23, 1:15 - 3:30 p.m. Friday, March 24, 8:00 - 10:15 a.m. </div>		Location	1:15 – 2:15 p.m.	2:30 – 3:30 p.m.	8:00 – 9:00 a.m. Friday	9:15 – 10:15 a.m. Friday
1	“Gotta Catch Them All” — Millennial Hiring and Retention ATI Coaches Colter Shaffer and Kevin Chzaszcz	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Are You Telling Your Money Where to Go or Asking Yourself Where It Went? ATI Coach Kim Hickey	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	How to Get a Good Night’s Sleep — Yes, I’m Talking to You ATI Coaches Rod Bowman and Kevin Green	3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Why Is Eating the Elephant Gaining So Much Traction With ATI Members? ATI Coaches Brian Hunnicutt and Tom Ringle	4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Your Phone: The Most Underutilized Tool in the Shop. Could It Also Be the Scariest? ATI Coaches Bobby Poist and José Cruz	5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	How to Keep the “A” Players — Five Keys to Retaining Your Top Performers ATI Coach Eric Twiggs	6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	Getting Traction With Tires ATI Coaches Don Walter and Mike Warren	7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Is the Digital Inspection Process Just a Tool OR Is It Really an Industry Paradigm Shift? ATI Coaches Mike Bennett and Rick Johnson	8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	Are You as Profitable as You Can Be? The Answer Is in Your Repair Orders! ATI Coaches Steve Privette and Kevin Allen	9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	Will You Fail at Least 3.8 Times Today? You Won’t Succeed if You Don’t! ATI Coaches Geoff Berman and John Leslie	10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1 **“Gotta Catch Them All” — Millennial Hiring and Retention**

ATI Coaches Colter Shaffer and Kevin Chzaszcz

Willing2work Good tude ☺. Looking for work/life balance. Noob willing to learn.

The struggle is just as real for the Millennials to find a good employer as it is for you to find them. Does their new “lingo” sound familiar but you don’t know what it means? Are you struggling to get the technicians you need to take care of the cars that you already have? Do you need to upgrade your staff to provide the best service possible?

Attend this Round Table and find out how to attract and retain staff from the biggest potential pool in the workforce.

#Growyourown #Hiring #workhardplayhard #techtraining

2 **Are You Telling Your Money Where to Go or Asking Yourself Where It Went?**

ATI Coach Kim Hickey

The word “budget” is often considered a dirty word. Or at least one that gets no respect!

Most of you are NOT using one because you don’t know how to get started. There are many uses for a budget besides saving for your retirement. Did you know you can use your budget for determining your staffing needs? Remember that you don’t know what you don’t know and that can cost you real money.

Learn about how to use this important tool for staffing, equipment, training, marketing, etc. Join Coach Kim Hickey to learn how simple it is to set up effective budgets using a tool already at your fingertips.

3 **How to Get a Good Night’s Sleep — Yes, I’m Talking to You**

ATI Coaches Rod Bowman and Kevin Green

Are you lying awake at night thinking about the future of your business? Of course, you are. Is your business running you or are you running the business? Do you feel like you are carrying the weight of the entire shop on your shoulders? So what if you haven’t taken a day off or a real vacation in years. No biggie, the business needs me every day. Is this really what the rest of your life should look like? It’s time to “Flip the Switch” and prepare for the next step in the future of your business.

Learn the who, when, where and HOW to build a Second in Command for you, your business and your sanity. This is a must-attend Round Table primer for Saturday morning’s General Session — *Make the Noise Go Away*.

4 Why Is Eating the Elephant Gaining So Much Traction With ATI Members?

ATI Coaches Brian Hunnicutt and Tom Ringle

“The most humanistic approach to leadership that I have ever found” — Mitch Snyder

Are you afraid to hold your people accountable? Does the thought of a meeting to coach your people make you nervous? Is your manager your future or your excuse? Sixty-two percent of the population will avoid conflict if it's at all possible. Get what you want and deserve from your staff without the conflict. Learn how to coach and mentor your staff from the ground up to have the shop you have always dreamed of!

5 Your Phone: The Most Underutilized Tool in the Shop. Could It Also Be the Scariest?

ATI Coaches Bobby Poist and José Cruz

Want to know the secret of stellar customer service? The main ingredient is one of the oldest tools in your shop! The telephone. Most people spend more time checking Facebook than working on their phone skills! Learn what tools you need to transition more customers from the phone to your cash register. More important, learn how to teach, mentor and hold your people accountable to achieve the results you expect!

Join Bobby Poist and José Cruz as they teach you how to *WOW* your customers, build trusting relationships and bring them back again and again.

6 How to Keep the “A” Players — Five Keys to Retaining Your Top Performers

ATI Coach Eric Twiggs

Have you ever felt like you were training your best people to ultimately go and work for your competition? Tired of training and grooming a staff member, just to have them quit at exactly the wrong time? Are you getting so frustrated that you just don't want to take any more chances?

Join Coach Eric Twiggs as he shares five strategies to help you keep the “A” players you find.

By attending Eric's session, you will:

- * Learn how to define and identify an “A” player
- * Understand the real reasons they decide to move on
- * Leave with specific tools and ideas to maintain the best team you will ever have

7 Getting Traction With Tires

ATI Coaches Don Walter and Mike Warren

Why tires? There's nothing in it for me. If you want to keep the customers you have worked so hard to get, then this Round Table is for you. The key to customer retention has been rolling in and out of your service bays all along — literally! So ask yourself: have you been letting your customers roll away from you?

Spend an hour and learn a surefire way to retain customers and get more frequent visits from them. No money in tires? That's because you haven't heard the whole story. Let us show you how to make money selling rubber.

8 Is the Digital Inspection Process Just a Tool OR Is It Really an Industry Paradigm Shift?

ATI Coaches Mike Bennett and Rick Johnson

If you have not yet entered the "Digital Age," this informative session will help you see the incredible value and benefits that a Digital Inspection process offers both your customer and your shop. Increased ARO, consumer confidence and employee efficiencies are just a few of the WIN/WINs you can expect. If you are a current user of a Digital Inspection platform, are you gaining the fullest potential?

We will review the proven Digital Inspection "Best Practices." All too often we buy a "tool" and just add it into our existing process without fully educating ourselves and our crew on the total scope, power and opportunity the tool possesses.

Learn how to take your Digital Inspection process to the next level and become a *POWER USER*.

9 Are You as Profitable as You Can Be? The Answer Is in Your Repair Orders!

ATI Coaches Steve Privette and Kevin Allen

"We are doing a ton of sales but the checkbook isn't what it should be." Sound familiar? If that has even crossed your mind for a second, you **MUST** come to this Round Table! Sales don't pay the bills; GROSS PROFIT does!

Learn what, where and how to find the dollars that are missing by reviewing your repair orders daily. We will discuss a specific set of critical items to measure and manage, to allow profits to soar. Just as important, learn the (almost) painless process of holding your team accountable for the results.

10 Will You Fail at Least 3.8 Times Today? You Won't Succeed if You Don't!

ATI Coaches Geoff Berman and John Leslie

Many people are afraid to try because they are afraid to fail. Have you been “playing it safe” with your business? Have you tried something only to say that it just doesn’t work here? Did you ever give up and think that maybe, just maybe, it could have worked if only things were different? Most people give up way too soon.

In this session, you will learn why your success depends on your failure. In fact, success can’t happen without it. Find the hidden nuggets in your failures and what to do with them. Discover how great minds turn fails into wins!