

  
**SUPERCONFERENCE 2019**  
 SAN ANTONIO, TX                      ROUND TABLES

Select only one from each session

<div style="border: 1px solid black; padding: 5px; display: inline-block;"> <b>Thursday, March 21 - 1:15 - 3:30 p.m.</b> </div>		Location	1:15 – 2:15 p.m.	2:30 – 3:30 p.m.
<b>1</b>	<b>The Five Secrets of the Unstoppable Shop Owner</b> ATI Coach Eric Twiggs	1	<input type="checkbox"/>	<input type="checkbox"/>
<b>2</b>	<b>The Average ATI Four-Bay Shop Does \$18K Per Week. Find Out How I Do \$78K</b> ATI Member Scott Brown – Cardinal Plaza Shell – Springfield, VA <div style="float: right; border: 1px solid black; background-color: yellow; padding: 2px; margin-top: 5px;"><b>THURSDAY ONLY</b></div>	2	<input type="checkbox"/>	<input type="checkbox"/>
<b>3</b>	<b>Employee Benefits Are No Longer “Optional Attire” If You Really Want to Attract Quality People</b> ATI Coach Kevin Chzaszcz	3	<input type="checkbox"/>	<input type="checkbox"/>
<b>4</b>	<b>More Cars? More Customers? Or More Visits? If You Don’t Know Which One, You Need to Attend This Round Table</b> ATI Member Judi Haglin – Haglin Automotive – Boulder, CO <div style="float: right; border: 1px solid black; background-color: yellow; padding: 2px; margin-top: 5px;"><b>THURSDAY ONLY</b></div>	4	<input type="checkbox"/>	<input type="checkbox"/>
<b>5</b>	<b>Does Everyone in Your Organization Have a Voice and Do They Know You Are Really Listening?</b> ATI Coaches Bobby Poist and Paul Marsh	5	<input type="checkbox"/>	<input type="checkbox"/>
<b>6</b>	<b>Service Advisor Lies and Excuses You Should Never Believe</b> ATI Member Brittany Schindler - Rod's Japanese Auto Care – Bellingham, WA <div style="float: right; border: 1px solid black; background-color: yellow; padding: 2px; margin-top: 5px;"><b>THURSDAY ONLY</b></div>	6	<input type="checkbox"/>	<input type="checkbox"/>
<b>7</b>	<b>How to Improve the Relationship with Your Vendors and Make More Money Doing It</b> ATI Coach Ray O’Leary <div style="float: right; border: 1px solid black; background-color: yellow; padding: 2px; margin-top: 5px;"><b>THURSDAY ONLY</b></div>	7	<input type="checkbox"/>	<input type="checkbox"/>
<b>8</b>	<b>“The Life or Death Gap” - Practical Real-World Tactics to Survive an Incident of Violence</b> Terry Choate and Joe Hileman, Blue U	8	<input type="checkbox"/>	<input type="checkbox"/>
<b>9</b>	<b>Training Strategies That Will Transform the Future Success of Your Shop</b> ATI Member Leon Anderson - Integrity Auto Care - South Beloit, IL <div style="float: right; border: 1px solid black; background-color: yellow; padding: 2px; margin-top: 5px;"><b>THURSDAY ONLY</b></div>	9	<input type="checkbox"/>	<input type="checkbox"/>
<b>10</b>	<b>Hey Google - How Do I Get More New Customers from the Areas I Don’t Rank Well In?</b> ATI Coach Mike Bennett	10	<input type="checkbox"/>	<input type="checkbox"/>
<b>11</b>	<b>Crush Your Opponent - Key Strategies of a Highly Effective Negotiator</b> ATI Coach Keith Manich <div style="float: right; border: 1px solid black; background-color: yellow; padding: 2px; margin-top: 5px;"><b>THURSDAY ONLY</b></div>	11	<input type="checkbox"/>	<input type="checkbox"/>

## **1 The Five Secrets of the Unstoppable Shop Owner**

ATI Coach Eric Twiggs

Are you frustrated by your inability to find the right technician? Or your inability to raise the bar when business is down? The best shop owners in the ATI program have all felt the same way. What separates the top shop owners from the rest, is their ability to persist towards their goals despite the day to day problems and frustrations. Coach Eric Twiggs has surveyed each of the 2017 Top 12 shop owners to learn their five secrets to becoming unstoppable. You will leave Eric's Round Table with an actionable checklist to help you develop the mindset that's required to get what you want and become unstoppable.

## **2 The Average ATI Four-Bay Shop Does \$18K Per Week. Find Out How I Do \$78K**

ATI Member Scott Brown - Cardinal Plaza Shell – Springfield, VA

Year after year Cardinal Plaza Shell ranks among the top efficiency & sales volume leaders of all ATI shops. Owner Scott Brown reveals how his unique shop culture at Cardinal Plaza Shell leads to this incredible success. Scott will show the effect of the culture he built on productivity by both new and existing employees. Learn how the entire team strives to achieve the kind of success few shops their size produce. Scott's story is truly amazing but not an impossibility for any shop that follows his plan.

## **3 Employee Benefits Are No Longer “Optional Attire” If You Really Want to Attract Quality People**

ATI Coach Kevin Chzaszcz

Every day, coaches hear from members how much they struggle finding good technicians. That struggle is real! Yet some shops offer far less benefits than their competition attracting quality applicants. Many people are still clinging to the past where benefits were optional or could be easily made up with slightly higher pay. This is no longer the case and the best employees are looking for so much more. Do you know what they are? Come hear coach Kevin Chzaszcz to find out what you can and should be offering, so you can attract the best talent around.

## **4 More Cars? More Customers? Or More Visits? If You Don't Know Which One, You Need to Attend This Round Table**

ATI Member Judi Haglin – Haglin Automotive – Boulder, CO

Everyone wants more cars, but not everyone needs more customers to get them.

If you're sure you can handle more cars with the crew you have, then you need to know if you need new customers or do you need to bring your existing ones back in for more visits. Quite simply – acquisition or retention?

Do you need to spend money to get them? And, how do you measure if it worked?

In this Round Table, Judi Haglin of Haglin Automotive, will teach you what you need to know to make the right decisions each and every time. Know how to analyze your marketing plan and spend to determine its true effectiveness.

Learn the many tools that you can use that are absolutely FREE and readily available. Tools that will help you know where your customers are coming from, how much they spend with you and if they are truly “your” customers or one-time visitors that come and go.

## **5 Does Everyone in Your Organization Have a Voice and Do They Know You Are Really Listening?**

ATI Coaches Bobby Poist and Paul Marsh

The problem is that many shop owners don't recognize the small things that affect their environment before they become big problems. More importantly, they don't listen when their employees do.

Most owners put their heart and soul into their work. Your job is to get your team to care as much about the shop as YOU do. It's a fact that most employees have a strong desire to give input to drive change and improve results. The problem is that many of us don't even ask and more importantly, don't listen when it is given. Does your staff feel that their voice is really being heard? If you want a happier and more productive staff, don't miss this Round Table. Bobby & Paul will give you the direction you need to transform your shop into the workplace your people love, respect and want to stay at forever.

## **6 Service Advisor Lies and Excuses You Should Never Believe**

ATI Member Brittany Schindler - Rod's Japanese Auto Care – Bellingham, WA

“We can't sell shocks and struts, they're not leaking.” “We can't sell maintenance, they already had to spend BIG money on that repair.” “I don't have time for callbacks.” Or how about the popular - “It takes too long to look up previous work history and recommendations.” If this is what your Advisors tell you, come hang out with Brittany who lives this every day at Rod's Japanese Auto Care and see how she gets it done and the great results it produces.

## **7 How to Improve the Relationship with Your Vendors and Make More Money Doing It**

ATI Coach Ray O'Leary

Attending this Round Table just might pay for your SuperConference next year! Everyone has some type of relationship with their Vendors, but Ray O'Leary will teach you how to get the most out of it. You will come out of this Round Table with a step by step action plan to:

- Increase your parts profit.
- Improve your delivery time on parts.
- Learn how to negotiate with your vendor so that both of you win.

## **8 “The Life or Death Gap” - Practical Real-World Tactics to Survive an Incident of Violence**

Terry Choate and Joe Hileman, Blue U

Back from the SuperConference 2018 stage, Terry Choate and Joe Hileman take us to the next level in this working Round Table that may just save your life.

Once you accept the reality that the likelihood you or a loved one may be involved in a random incident of violence is higher now than ever, it just makes sense to train and prepare. With proper training and focus, you can have the confidence that IF confronted – you can win. You will win!

This Round Table will better prepare you for a sudden, unplanned and totally unexpected incident of violence. Learn what to do, from a physical perspective, to win and go home.

This session could be one of the most important that you ever attend. It may not be specific to running an automotive shop, but it is life (or the much less desirable alternative). Learn the tactics and techniques that, combined with the proper level of will, make it almost impossible for you to lose!

## **9 Training Strategies That Will Transform the Future Success of Your Shop**

ATI Member Leon Anderson - Integrity Auto Care - South Beloit, IL

Come hear the story of how Integrity Auto Care hit rock bottom and then fought their way back on top. Along the way Leon Anderson learned the importance of training and the role it played in keeping the business going and growing. Ever wonder if your shop functions without you? Learn to develop processes to effectively train for the next generation of employees. Times are changing faster than ever, and you can easily fall behind. Train your crew to accept nothing less than perfection.

## **10 Hey Google - How Do I Get More New Customers from the Areas I Don't Rank Well In?**

ATI Coach Mike Bennett

This is NOT a Google Basics Round Table. This is a Round Table for anyone that wants to learn more about how Google Ads can actually help increase your car count. Google Ad Words are gone, and Google Ads are here. Learn what successful shops are doing to grow their customer base. Mike will also explain in detail the impact of Google Guarantee. He will cover the analytics trends showing where online marketing is moving when it comes to internet search. Learn what to do but also what NOT to do in the battle for your market share.

## **11 Crush Your Opponent - Key Strategies of a Highly Effective Negotiator**

ATI Coach Keith Manich

Day to day negotiations in the automotive service world are becoming more and more challenging as we see an increase in thirdparty payers, more aggressive vendor programs and customers that have ever-increasing demands. These challenges impact both collision and mechanical repair professionals. Coach Keith Manich provides real-life strategies that will help identify the steps necessary to enable you to achieve more successful conclusions.

  
**SUPERCONFERENCE 2019**  
 SAN ANTONIO, TX                      ROUND TABLES

Select only one from each session

Friday, March 22 – 7:45 – 10:00 a.m.		Location	7:45 – 8:45 a.m.	9:00 – 10:00 a.m.
12	<b>The Five Secrets of the Unstoppable Shop Owner</b> ATI Coach Eric Twiggs	12	<input type="checkbox"/>	<input type="checkbox"/>
13	<b>Dreaming of Opening a Second Location? Don't Let it Become a Nightmare</b> ATI Member/Speaker/Consultant Dave Erb - Dave's Ultimate Auto – Austin, TX <div style="float: right; border: 1px solid black; background-color: yellow; padding: 2px; margin-top: 5px;">FRIDAY ONLY</div>	13	<input type="checkbox"/>	<input type="checkbox"/>
14	<b>Employee Benefits Are No Longer “Optional Attire” If You Really Want to Attract Quality People</b> ATI Coach Kevin Chzaszcz	14	<input type="checkbox"/>	<input type="checkbox"/>
15	<b>The Secrets for Success, Culture, Training, and Succession</b> ATI Member Bud Wildman - Precision Auto – Germantown, MD <div style="float: right; border: 1px solid black; background-color: yellow; padding: 2px; margin-top: 5px;">FRIDAY ONLY</div>	15	<input type="checkbox"/>	<input type="checkbox"/>
16	<b>Does Everyone in Your Organization Have a Voice and Do They Know You Are Really Listening?</b> ATI Coaches Bobby Poist and Paul Marsh	16	<input type="checkbox"/>	<input type="checkbox"/>
17	<b>I Built My Two Million Dollar Shop One ATI Block at a Time</b> ATI Member Troy Vaninetti - Graham Auto Repair – Graham, WA <div style="float: right; border: 1px solid black; background-color: yellow; padding: 2px; margin-top: 5px;">FRIDAY ONLY</div>	17	<input type="checkbox"/>	<input type="checkbox"/>
18	<b>When (Not If) Tragedy Strikes – Will You Be Ready?</b> <div style="float: right; border: 1px solid black; background-color: yellow; padding: 2px; margin-top: 5px;">FRIDAY ONLY</div> Panel Discussion with ATI Coach Kevin Allen and ATI Members Matt McMurray, Aram Tatarian, Gary Krutsinger	18	<input type="checkbox"/>	<input type="checkbox"/>
19	<b>“The Life or Death Gap” - Practical Real-World Tactics to Survive an Incident of Violence</b> Terry Choate and Joe Hileman, Blue U	19	<input type="checkbox"/>	<input type="checkbox"/>
20	<b>If You Only Recruit When You Have an Opening, You'll NEVER Have the Bench You Want</b> ATI Member Fred Gestwicki Jr. - Fix-It With Fred - Canton, OH <div style="float: right; border: 1px solid black; background-color: yellow; padding: 2px; margin-top: 5px;">FRIDAY ONLY</div>	20	<input type="checkbox"/>	<input type="checkbox"/>
21	<b>Hey Google - How Do I Get More New Customers from the Areas I Don't Rank Well In?</b> ATI Coach Mike Bennett	21	<input type="checkbox"/>	<input type="checkbox"/>
22	<b>Mastering the Negotiation Secrets - What Isn't Said, Says A Lot</b> <div style="float: right; border: 1px solid black; background-color: yellow; padding: 2px; margin-top: 5px;">FRIDAY ONLY</div> ATI Coach Keith Manich	22	<input type="checkbox"/>	<input type="checkbox"/>

## **12 The Five Secrets of the Unstoppable Shop Owner**

ATI Coach Eric Twiggs

Are you frustrated by your inability to find the right technician? Or your inability to raise the bar when business is down? The best shop owners in the ATI program have all felt the same way. What separates the top shop owners from the rest, is their ability to persist towards their goals despite the day to day problems and frustrations. Coach Eric Twiggs has surveyed each of the 2017 Top 12 shop owners to learn their five secrets to becoming unstoppable. You will leave Eric's Round Table with an actionable checklist to help you develop the mindset that's required to get what you want and become unstoppable.

## **13 Dreaming of Opening a Second Location? Don't Let it Become a Nightmare**

ATI Member/Speaker/Consultant Dave Erb - Dave's Ultimate Auto – Austin, TX

Are you ready for a second location? Better question, is your BUSINESS ready? Do you have the right processes, procedures, culture, management structure and team needed to manage both? You better hope so because the business you have worked all these years growing and the business you are about to open both depend on it. Join former, highly successful multi-shop owner Dave Erb as he shares the essential steps necessary to be a multi-location owner and how to navigate the potential pitfalls.

## **14 Employee Benefits Are No Longer “Optional Attire” If You Really Want to Attract Quality People**

ATI Coach Kevin Chzaszcz

Every day, coaches hear from members how much they struggle finding good technicians. That struggle is real! Yet some shops offer far less benefits than their competition attracting quality applicants. Many people are still clinging to the past where benefits were optional or could be easily made up with slightly higher pay. This is no longer the case and the best employees are looking for so much more. Do you know what they are? Come hear coach Kevin Chzaszcz to find out what you can and should be offering, so you can attract the best talent around.

## **15 The Secrets for Success, Culture, Training, and Succession**

ATI Member Bud Wildman - Precision Auto – Germantown, MD

Join shop owner Bud Wildman as he shares his personal story of growth and success. A journey that helped Precision Auto become a two-time ATI Top Shop of the Year. In January of 2014, ATI challenged Bud and his son Andy to build a better company culture. After reading some books, studying what ATI had created for themselves and talking to his coach, Bud was all in. “Andy looked at me and said, “Dad, are we serious about this?” With an absolute YES, their quest for a great company culture began. This is a must hear story for all that want to take their shop to the next level. And yes, even Top Shop.

## **16 Does Everyone in Your Organization Have a Voice and Do They Know You Are Really Listening?**

ATI Coaches Bobby Poist and Paul Marsh

The problem is that many shop owners don't recognize the small things that affect their environment before they become big problems. More importantly, they don't listen when their employees do.

Most owners put their heart and soul into their work. Your job is to get your team to care as much about the shop as YOU do. It's a fact that most employees have a strong desire to give input to drive change and improve results. The problem is that many of us don't even ask and more importantly, don't listen when it is given. Does your staff feel that their voice is really being heard? If you want a happier and more productive staff, don't miss this Round Table. Bobby & Paul will give you the direction you need to transform your shop into the workplace your people love, respect and want to stay at forever.

## **17 I Built My Two Million Dollar Shop One ATI Block at a Time**

ATI Member Troy Vaninetti - Graham Auto Repair – Graham. WA

Four years ago, Troy and Kori Vaninetti never imagined a bank would loan them \$2 million dollars for anything. Today it's a reality. “When I started my journey, I didn't know what I didn't know so it took me years longer than it should have. Being part of the ATI family, none of us should use that excuse.” Troy will show you, using the resources at your disposal, how you too can build your dream business. Task by task, process by process, ATI block by ATI block.

Join Troy in not only retracing his steps to the shop that ATI built, but learning the steps you can take to build your own dream shop.



## **18 When (Not If) Tragedy Strikes – Will You Be Ready?**

Panel Discussion with ATI Coach Kevin Allen and ATI Members Matt McMurray - Campus Automotive – Blacksburg, VA; Aram Tatarian - Aram's Auto Repair Center - Fresno, CA; Gary Krutsinger - Austin Auto Repair - Austin, TX

Life can change in a split second and change your world forever. What would happen to you and your business if a life changing moment occurred? Are you prepared for the unexpected? Join coach Kevin Allen as he takes you on the journey of the unexpected with three fellow ATI shop owners who experienced tragedy and lived to talk about it. They will share their personal stories of what happened when tragedy struck. Learn what they wished they had put in place before and what they did after to be better prepared for the next time.

## **19 “The Life or Death Gap” - Practical Real-World Tactics to Survive an Incident of Violence**

Terry Choate and Joe Hileman, Blue U

Back from the SuperConference 2018 stage, Terry Choate and Joe Hileman take us to the next level in this working Round Table that may just save your life.

Once you accept the reality that the likelihood you or a loved one may be involved in a random incident of violence is higher now than ever, it just makes sense to train and prepare. With proper training and focus, you can have the confidence that IF confronted – you can win. You will win!

This Round Table will better prepare you for a sudden, unplanned and totally unexpected incident of violence. Learn what to do, from a physical perspective, to win and go home.

This session could be one of the most important that you ever attend. It may not be specific to running an automotive shop, but it is life (or the much less desirable alternative). Learn the tactics and techniques that, combined with the proper level of will, make it almost impossible for you to lose!

## **20 If You Only Recruit When You Have an Opening, You’ll NEVER Have the Bench You Want**

ATI Member Fred Gestwicki Jr. - Fix-It With Fred - Canton, OH

“There aren’t any good techs out there.” “My advisor just quit, and I don’t have a replacement.” “I can’t interview people if I don’t have an immediate job for them.” “It is going to take me months to find a replacement.” If you have ever said any of these things, you are in the right place! Quality team members are getting harder to find than ever. Wouldn’t it be great if you could always staff your shop with the best talent available? And even better, have people waiting in line to join your team. Well that’s how it is at Fix-It With Fred every day. You too can make this happen. Learn how to know who you need before the first interview, how to fill your staffing bench, and how to keep it full. Fred shares his recruiting secrets so you can experience the same success too.

## **21 Hey Google - How Do I Get More New Customers from the Areas I Don't Rank Well In?**

ATI Coach Mike Bennett

This is NOT a Google Basics Round Table. This is a Round Table for anyone that wants to learn more about how Google Ads can actually help increase your car count. Google Ad Words are gone, and Google Ads are here. Learn what successful shops are doing to grow their customer base. Mike will also explain in detail the impact of Google Guarantee. He will cover the analytics trends showing where online marketing is moving when it comes to internet search. Learn what to do but also what NOT to do in the battle for your market share.

## **22 Mastering the Negotiation Secrets - What Isn't Said, Says A Lot**

ATI Coach Keith Manich

It's not just about the negotiation, it's about the negotiator. The things you NEED to know about your opponent that will help YOU become more effective. During this session Coach Keith Manich will share what to look for, both verbal and nonverbal while you are in the negotiating process. More specifically, what your opponent really means when they say what they say and do what they do. The negotiation isn't just about the information, but equally important is the delivery.