



Select only one from each session

| Thursday, March 26 - 1:15 - 3:30 p.m. | | Location | 1:15 – 2:15 p.m. | 2:30 – 3:30 p.m. |
|---------------------------------------|---|----------|--------------------------|--------------------------|
| 1 | Bigger, Better Results by Expanding Your Vision and Shrinking Your Box of Tolerance ATI Member Patrick Connell - ARS Truck & Fleet Service - Wilmington, DE | 1 | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Can Your Business Possibly Run Better Without You? The Answer, of Course, Is YES! ATI Member Bill Bernick - Fifth Gear Automotive - Lewisville, TX | 2 | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | How to Sky-Rocket Employee Productivity and Loyalty Through Total Team Engagement ATI Performance Coach Mike Bennett | 3 | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | How to Survive, Thrive, and Keep Your Sanity in the Auto Repair Business ATI Member David Martin - Martin's Auto Repair - Phoenix, AZ | 4 | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | “Breaking the Mold” - How to Get Out From Under the Shadow of Your Parents’ Business ATI Member Genette M. DonBullian - A. Anthony's Mobile Vehicle Service Inc. - Laurel, MD | 5 | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Becoming a Tech Magnet - How to Start Attracting Instead of Chasing Rock Star Technicians ATI Performance Coach Eric Twiggs | 6 | <input type="checkbox"/> | <input type="checkbox"/> |

1 Bigger, Better Results by Expanding Your Vision and Shrinking Your Box of Tolerance

ATI Member Patrick Connell - ARS Truck & Fleet Service - Wilmington, DE

Have you ever wondered why you are where you are? Have you thought if you could ever get to X you would have it made, but then you get there, and it feels the same? Well, Patrick has been there and back. He spent decades spinning his wheels, making marginal gains by achieving goals that didn't produce the results he was looking for. Five years ago, that monotonous pattern changed. Join MasterMind Member Patrick Connell for an insightful Round Table that will teach you the hows and whys that took him years to learn. Share in his journey and learn how to make things happen that really matter.

2 Can Your Business Possibly Run Better Without You? The Answer, of Course, Is YES!

ATI Member Bill Bernick - Fifth Gear Automotive - Lewisville, TX

This Round Table focuses on how Bill developed a great Second in Command who allowed him to transform his role to be an actual CEO and take his business to the next level. Learn what it takes to find and keep strong leaders to run your business. Join Peak Performer Member Bill Bernick to learn how leadership and succession planning can make your current business even better.

3 How to Sky-Rocket Employee Productivity and Loyalty Through Total Team Engagement

ATI Performance Coach Mike Bennett

You have all heard the buzz words "Employee Engagement," but what does it really mean? Mike's session will show you why this may be the most critical weapon in your arsenal. If you are truly serious about wanting to increase productivity and have your staff performing out of commitment and not compliance, this Round Table is a must. Join Performance Coach Mike Bennett and learn how focusing on Employee Engagement will be your next biggest profit opportunity.

4 How to Survive, Thrive, and Keep Your Sanity in the Auto Repair Business

ATI Member David Martin - Martin's Auto Repair - Phoenix, AZ

Work hard, solve problems, and never give up. Learn from David's five decades of experience on how to survive, thrive and keep your sanity in the auto repair business. At this Round Table Phoenix Rising Member David Martin will share how he and his company changed from survive to thrive. He will share the lessons of embracing change as he evolved into a true leader continuing to make his shop even more successful.

5 “Breaking the Mold” - How to Get Out From Under the Shadow of Your Parents’ Business

ATI Member Genette M. DonBullian - A. Anthony’s Mobile Vehicle Service Inc. - Laurel, MD

Dad built it. It has Dad’s name. Now it is my turn. What can I do? Where can I go? How do I start to make it mine?

This Round Table experience recounts what it’s like to be a next generation owner and the barriers you may have to overcome to truly transition into your own kind of owner, leader and business. Join second-generation shop owner, Game Changers Member Genette DonBullian, as she shares her journey, turning a successful first-generation family business into an even more successful second-generation one.

6 Becoming a Tech Magnet - How to Start Attracting Instead of Chasing Rock Star Technicians

ATI Performance Coach Eric Twiggs

Are you tired of being “stood up” by the A-Tech who promised to start in two weeks? Join Performance Coach Eric Twiggs as he shares specific strategies to help you build a bench of Rock Star technicians who can’t wait to work for you. Eric will provide several real-world examples of shop owners who have more qualified technician candidates than openings. If you’re looking for proven tools and ideas to attract and retain great technicians, this is a session you don’t want to miss!

SUPERCONFERENCE

CARLSBAD, CA • 2020 • ROUND TABLES

Select only one from each session

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|--|----------|---------------------|----------------------|
| <div style="border: 1px solid black; padding: 5px; display: inline-block;"> Friday, March 27 – 7:45 – 10:00 a.m. </div> | Location | 7:45 – 8:45 a.m. | 9:00 – 10:00 a.m. |
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|----------|---|---|--------------------------|--------------------------|
| 1 | The First Step to Growing Multiple Shops, May Be Growing Yourself! ATI Member Bryan Gossel - BG Automotive Inc. - Fort Collins, CO | 1 | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | “The Art of the DEAL”- Whether Buying or Selling, How to Make It a WIN/WIN ATI Member Ben Nielsen - Ben Nielsen's Skyline Automotive - Falls Church, VA | 2 | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Motivate and Engage Your Team by Implementing a NEW Profit Sharing Pay Plan ATI Vice President Bryan Stasch | 3 | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | The ATI Business Flow Chart - Chart Your Course to a More Successful Future ATI Performance Coach Brian Hunnicutt | 4 | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Using Culture and Engagement to Create a Winning Organization ATI Member Matt McMurray - Campus Automotive Inc. - Blacksburg, VA | 5 | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Are You a Storyteller or a “StorySeller”? Learn to Harness the Power of “StorySelling” ATI Performance Coach Geoff Berman | 6 | <input type="checkbox"/> | <input type="checkbox"/> |

1 The First Step to Growing Multiple Shops, May Be Growing Yourself!

ATI Member Bryan Gossel - BG Automotive Inc. - Fort Collins, CO

I didn't see it coming. I was struggling with feeling guilty about working ON my business instead of in it, as well as struggling to let go. "How do I hold people accountable and follow through from a distance?" In this Round Table you will hear Peak Performer Member Bryan Gossel share the lessons he learned and needed to transform from shop manager to business leader and ultimately learn to become a servant leader.

2 "The Art of the DEAL"- Whether Buying or Selling, How to Make It a WIN/WIN

ATI Member Ben Nielsen - Ben Nielsen's Skyline Automotive - Falls Church, VA

Are you ready to buy? Are you looking to sell? Do you understand your side of the WIN in either? At this Round Table MasterMind Member Ben Nielsen will share with you how he took a single underperforming business and built it into four highly performing locations. Today Skyline Automotive is poised to grow to eight, ten or even twelve locations. The opportunity is large, real and right now! It is time to WIN/WIN!

3 Motivate and Engage Your Team by Implementing a NEW Profit Sharing Pay Plan

ATI Vice President Bryan Stasch

Do you feel like your current pay plans have stopped motivating your team? Have you been searching for a better plan that works with the younger generation of techs? Well, ATI has EXACTLY what you're looking for. Join ATI Vice President Bryan Stasch for a deep dive into a new bonus based plan that motivates your people to work as a team, manage costs and expenses like an owner, and where they earn their bonus the same way that you do - by driving Gross Profit Dollars. Finally, a plan where everyone wins!

4 The ATI Business Flow Chart - Chart Your Course to a More Successful Future

ATI Performance Coach Brian Hunnicutt

Making your business better is something you should always be working on but this should not only be when things are broken. The best way to grow your business is to not only be working on it versus in it, but to actually diagnose your business the same way you would diagnose a car. Join Performance Coach Brian Hunnicutt as he walks you through how to use a diagnostic flow chart to determine what your business needs and how to execute the best next steps. After attending this Round Table, you can find and fix the problems in your business to continually fine tune it for top performance.

5 Using Culture and Engagement to Create a Winning Organization

ATI Member Matt McMurray - Campus Automotive Inc. - Blacksburg, VA

Does your shop suffer from high turnover, disengaged employees, or smaller than expected profits? If you answered yes to any of these three questions, then this Round Table is a definite must for you. Come learn how 20 For the Money Member Matt McMurray was able to turn his suffering business around by focusing on these three questions and putting actionable plans in place to address each. He will share how building the right culture ultimately saved his business!

6 Are You a Storyteller or a “StorySeller”? Learn to Harness the Power of “StorySelling”

ATI Performance Coach Geoff Berman

We all have the ability to tell great stories that touch our logical and emotional thinking. Most of us have several stories about our businesses we use every day, but do we realize the true power these stories truly have? Don't miss this rare opportunity where Performance Coach Geoff Berman teaches you how to create powerful stories that will inspire your employees to be their very best and motivate your customers to become raving fans.