



Thursday, March 17 – 1:15 – 2:15 p.m.	Location	1:15 – 2:15 p.m.
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| Meet the Millennialpreneurs. A New Breed of Entrepreneurs | | |
| 1 | ATI Members Russell Crosby & Jorge Gilligan with ATI Executive Coach Mike Bennett | 1 <input type="checkbox"/> |
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| Have You Plateaued? Are You Running Flat in Your Business? It Is Time for Plateau Busters | | |
| 2 | ATI Members Ricky Jordan & Bill Bernick with ATI Executive Coach Brian Hunnicutt | 2 <input type="checkbox"/> |
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| Are You an Entrepreneur or an Easy Button? The 5 Secrets to Staying In Your Zone of Genius | | |
| 3 | ATI Executive Coach Eric Twiggs | 3 <input type="checkbox"/> |
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| Do You Know Your <i>What-If</i> Plan? | | |
| 4 | ATI Member Donna Hazeltine with ATI Executive Coach Kim Hickey | 4 <input type="checkbox"/> |
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| The New Back of House Superstar – Your Tech Mentor | | |
| 5 | ATI Executive Coach/Tech Training Program Manager Jim Bennett | 5 <input type="checkbox"/> |
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| Become a Master Recruiter | | |
| 6 | ATI Executive Coach Geoff Berman | 6 <input type="checkbox"/> |

1 Meet the Millennialpreneurs. A New Breed of Entrepreneurs

ATI Members Russell Crosby & Jorge Gilligan with ATI Executive Coach Mike Bennett

Millennials are now the largest generation in the American labor force. As this generational influence grows, the definition of "business owner" is changing as well. This next-generation founding entrepreneur is challenging the status quo of our industry. How is the model changing? How should we all be adapting to this model? Meet two Millennial shop owners, Russ Crosby of Russ's Wrench and Jorge Gilligan of Revolution Motor Works, both members of ATI's CEO Program, along with moderator and ATI CEO/COO Program Manager, Mike Bennett, to learn how their generational perspectives and priorities are reshaping the future of the auto repair industry.

2 Have You Plateaued? Are You Running Flat in Your Business? It Is Time for Plateau Busters

ATI Members Ricky Jordan & Bill Bernick with ATI Executive Coach Brian Hunnicutt

Are you stuck? Flat sales? Flat profitability? Flat staffing? Flat marketing efforts? You are on a plateau. In the life cycle of your business, every business and every owner and leader inevitably will hit plateaus. High-performing businesses and owners know the trick for getting past their plateau to get everything growing again. Come spend some time with Bill Bernick and Ricky Jordan, Owners and CEOs of Fifth Gear Automotive and members of Peak Performers, along with their Executive Coach, Brian Hunnicutt, to learn how to bust through the plateau you may be on. Let this team share the tips, tricks, and behavioral changes needed to successfully BREAK THROUGH YOUR OWN PLATEAUS.

3 Are You an Entrepreneur or an Easy Button? The 5 Secrets to Staying In Your Zone of Genius

ATI Executive Coach Eric Twiggs

Are you frustrated by the fact that you wear so many hats? Does it feel like you're open for "busyness" instead of business? When you Google the words "shuttle driver," does your picture appear? If you answered yes to any of these questions, you have become The Easy Button at your shop! Join ATI Executive Coach, Eric Twiggs, as he shares five secrets that will move you from feeling frustrated to finding fulfillment. After attending Eric's Round Table, you will be positioned to make more money, get more done, and build a great team, so you can create the business of your dreams.

4 Do You Know Your *What-If* Plan?

ATI Member Donna Hazeltine with ATI Executive Coach Kim Hickey

You hear a lot about the shop owners creating a what-if plan, but that's not the only point of view to consider. What about key managers or people that may not have anything to do with the business that could be left to handle things? Join ATI family member Donna Hazeltine, co-owner of American Import Auto, along with ATI Executive Coach and Director Kim Hickey, as Donna shares how she was forced to face that very question when her husband was rushed to the hospital. Donna was also quick to learn that being at the shop every day had not prepared her for the real *what-if*. A few of her questions were: What equipment and tools belong to us and not the technicians? How would I convince our service providers and even our employees that we would operate business as usual? What steps do I need to take, both long and short term, to provide security for my team and the 16 internal customers? Would I be better off selling the business? Learn the steps you need to take to ensure the stability of your future, whether you are the owner, the key manager, or not involved in the shop at all—and why you need to stop waiting on everyone else to build your *what-if* plan.

5 The New Back of House Superstar – Your Tech Mentor

ATI Executive Coach/Tech Training Program Manager Jim Bennett

Come hear Jim Bennett, ATI Executive Coach, and Tech Training Program Manager, discuss the importance of a Technician Mentor for your shop. Jim shares the importance of the Technician Mentor for all your techs—new and old, and for you, the shop owner. Jim will talk about the importance of soft skills training and the growth opportunity being a mentor presents for the shop and all your techs. He will share what a good mentor looks like and what a mentor needs to know to ensure success.

6 Become a Master Recruiter

ATI Executive Coach Geoff Berman

There is an art to recruiting. It is not as hard as you may think. Finding the staff you want and deserve is more challenging than ever and is only getting more difficult. It would help if you had real answers and a real plan. If you are tired of placing ads to only attract the leftovers, spend some time with Senior ATI Instructor and Executive Coach, Geoff Berman, as he shows you how to become a master recruiter. You will learn some straightforward and inexpensive techniques to help you find and attract your best candidates yet.



Thursday, March 17 – 2:30 – 3:30 p.m.	Location	2:30 – 3:30 p.m.
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| Passing of the Torch – A Next Generation of a Family Enterprise | | |
| 1 | ATI Members Nicole Palange, Anthony Campanella & Scott Steinbach with ATI Executive Coach Mike Bennett | 1 <input type="checkbox"/> |
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| The Top Five Things TOP SHOPS Do Right Every Time | | |
| 2 | ATI Vice President Bryan Stasch | 2 <input type="checkbox"/> |
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| Building a Family Legacy While Living Your Best Life | | |
| 3 | ATI Members Ben & Erin Nielsen | 3 <input type="checkbox"/> |
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| Twenty Years of Success From One Location Doing \$700k to Four Locations Doing \$7M | | |
| 4 | ATI Member Dan Garlock | 4 <input type="checkbox"/> |
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| G.R.O.W. Goal, Reality, Options, Way Forward | | |
| 5 | ATI Executive Coach LeAnne Williamson | 5 <input type="checkbox"/> |
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| We Are Family. We Are Business. How to Make This Complicated Dynamic Work for You | | |
| 6 | ATI Executive Coach Charlene Parlett | 6 <input type="checkbox"/> |

1 Passing of the Torch – A Next Generation of a Family Enterprise

ATI Members Nicole Palange, Anthony Campanella & Scott Steinbach with ATI Executive Coach Mike Bennett

Growing up in a family business can be fraught with challenges. If managed correctly, the pay-off can be huge. Youth brings new energy, new enthusiasm, and often a new perspective. A renewed spark and youthful passion is often just the catalyst an enterprise needs to accelerate growth to the next level. Meet three "next generation" leaders, Nicole Palange, V&F Auto, Anthony Campanella, Paul Campanella's Auto & Tire Centers, and Scott Steinbach, Auto Clinic of Maryland, and discover how they have fueled growth and a renewed enthusiasm in their shops and across the industry.

2 The Top Five Things TOP SHOPS Do Right Every Time

ATI Vice President Bryan Stasch

Bryan Stasch, ATI's VP of Content Development and Senior Instructor, will share his secret Top 5 list with you. The Top 5 things Top Shops do right every time:

1. Master the basics—ARO, margins, marketing plans, performance expectations, RO audits, and one-on-ones.
2. Be INTIMATE with your numbers (KPI's).
3. Create a plan, work the plan, stick with the plan, and when it is time—revise the plan.
4. Don't be afraid of change or failure.
5. Sharpen your saw and keep it sharp.

By focusing on these five skills, you will be ready for what's next and best for your shop.

3 Building a Family Legacy While Living Your Best Life

ATI Members Ben & Erin Nielsen

Come listen to one of ATI's Top Shop Contenders Ben & Erin Nielsen and longtime Mastermind members as they share their amazing journey and lessons learned. They became owners of their first shop, The Skyline Auto, in Falls Church, VA, just seven years ago. It was struggling but had great potential. Now, they own four shops, including a body shop plus a towing company, and they are still just getting started. Their goal is to build a business that will create the right legacy to take care of themselves and their family for generations to come. Hear how this power couple is raising their five children, building an incredible business, and having the time of their lives. The lessons learned, the crazy ideas that turned to gold, the things no one should try, along with the missteps and the successes. Don't miss their tips and techniques for evaluating what could be a highly successful business and then pushing that success to unprecedented levels.

4 Twenty Years of Success From One Location Doing \$700k to Four Locations Doing \$7M

ATI Member Dan Garlock

Twenty years of growth with no signs of slowing down. Growing revenue. Growing staff. Growing locations. Growing net income. Listen as Dan Garlock, owner and CEO of Silver Lake Auto & Tire Centers, member of Peak Performers and the ATI CEO Program, as he shares the most important lessons he has learned about business and leadership over the last twenty years.

5 G.R.O.W. Goal, Reality, Options, Way Forward

ATI Executive Coach LeAnne Williamson

GROW is a strategy and a process that empowers you to think, plan, and manage goals and expectations for the business and your associates. Listen to ATI Executive Coach LeAnne Williamson share the benefits of the GROW process and how the utilization of specific tools will enable you to advance achieving the results you deserve for yourself and your business.

6 We Are Family. We Are Business. How to Make This Complicated Dynamic Work for You

ATI Executive Coach Charlene Parlett

Many shops have family working in the business, often multiple family members. This can cause unique employer/employee challenges. This Round Table, led by ATI Executive Coach Charlene Parlett focuses on "changing hats" from family member to shop owner to address issues and still be invited to Sunday dinner.



Friday, March 18 – 7:45 – 8:45 a.m.	Location	7:45 – 8:45 a.m.
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|---|--|---|--------------------------|
| 1 | Now What? What Is Your B-HAG? Do You Have a B-HAG? Why Is a B-HAG Critical to Your Success?
ATI Member Patrick Connell | 1 | <input type="checkbox"/> |
| 2 | Executing the Role of a Second-in-Command and What Success Looks Like
ATI Members Jack Curran, Matt Oldenburg & Kent Von Schilling with ATI Executive Coach Mike Bennett | 2 | <input type="checkbox"/> |
| 3 | Are You an Entrepreneur or an Easy Button? The 5 Secrets to Staying In Your Zone of Genius
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| 5 | We Are Family. We Are Business. How to Make This Complicated Dynamic Work for You
ATI Executive Coach Charlene Parlett | 5 | <input type="checkbox"/> |
| 6 | The Long-Term Impact of Developing and Implementing Process Compliance in Your Shop
ATI Member Drew Bryant with ATI Collision Vice President Keith Manich | 6 | <input type="checkbox"/> |

1

Now What? What Is Your B-HAG? Do You Have a B-HAG? Why Is a B-HAG Critical to Your Success?

ATI Member Patrick Connell

Last year we heard Patrick tell us his success story and how he has grown his business to uncharted territory. This year is about the HOW. Are you an "A" player? IF so, that really means you are 90% right and are within 90% of the targets and goals. Only 10% of people are "A" players. If your goal is 10% growth, 9% is a success. If your goal is 20% growth, 18% is a success. However, as an "A" player, you are capable of so much more, but when will you need to DARE TO DREAM? If you are daring enough to dream, are you bold enough to make that dream a reality? Please join Mastermind and CEO Program Member and Owner of ARS, Patrick Connell, for an insightful Round Table sharing how setting and "almost" achieving your Big Hairy Audacious Goals can make you more successful than you thought possible.

2

Executing the Role of a Second-in-Command and What Success Looks Like

ATI Members Jack Curran, Matt Oldenburg & Kent Von Schilling with ATI Executive Coach Mike Bennett

As a business owner and entrepreneur, you are often forced to wear multiple hats and "be all things to all people." As your organization grows in complexity and size, you lose the luxury of focus and the "quality of touch." A true second-in-command provides a focused role and leadership for operations allowing the owner/entrepreneur to focus on vision, strategy, culture, and growth. Meet shop COOs and actual Second-in-Commands, Jack Curran, G&C Auto, Matt Oldenburg, Silver Lake Auto, and Kent Von Schilling, Ferber Auto, that have managed their organizations through unprecedented growth while providing ownership the luxury of focus.

3

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6 The Long-Term Impact of Developing and Implementing Process Compliance in Your Shop

ATI Member Drew Bryant with ATI Collision Vice President Keith Manich

This presentation is a case study on DB Orlando Collision, which shows the progression of both the front office and production areas as they have adapted to a process-driven work environment. Learn from shop owner, Drew Bryant, DB Orlando Collision, and ATI's VP of Collision and Executive Coach, Keith Manich, as they detail the changes Drew and his team have brought to his business and how employees have been influenced. They will dig into production improvements, employee efficiency, and the improved financial impact resulting from focusing on continuous improvement processes while improving customer service. This Round Table is just as relevant for repair and maintenance as it is for collision shops.



Friday, March 18 – 9:00 – 10:00 a.m.	Location	9:00 – 10:00 a.m.
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ATI Members Ricky Jordan & Bill Bernick with ATI Executive Coach Brian Hunnicutt | 1 | <input type="checkbox"/> |
| 2 | Passing of the Torch – A Next Generation of a Family Enterprise
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| 3 | The Top Five Things TOP SHOPS Do Right Every Time
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| 4 | Developing Your Own Brand. From Strategy to Training to Implementation
ATI Member Scott Eakin | 4 | <input type="checkbox"/> |
| 5 | Become a Master Recruiter
ATI Executive Coach Geoff Berman | 5 | <input type="checkbox"/> |
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By focusing on these five skills, you will be ready for what's next and best for your shop.

4 Developing Your Own Brand. From Strategy to Training to Implementation

ATI Member Scott Eakin

As a shop owner, you really need to live and breathe your brand. It needs to be a part of you. Come hear lessons learned by Scott Eakin, owner and CEO of Randy's Automotive, member of Mastermind and the CEO Program, share how he took the simple question that he couldn't answer, "What is your brand?" and made it part of the fabric of his business. His brand now defines how he grows and develops his business into the next decade. Scott will share his lessons learned and the process of reinventing the direction of his business and his role as an owner.

5 Become a Master Recruiter

ATI Executive Coach Geoff Berman

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ATI Executive Coach/Tech Training Program Manager Jim Bennett

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Select only one from each session

Friday, March 18 – 2:30 – 4:15 p.m.	Location	2:30 – 3:15 p.m.	3:30 – 4:15 p.m.
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|---|--|---|--------------------------|--------------------------|
| 1 | Maximizing One of Your Best Assets: Convert Your Customers into Raving Fans!
Jimmy Lea – Kukui | 1 | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Business Building Know-How—The Importance of a Fully Integrated Solution
Lauren Briggs – NAPA AutoCare | 2 | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Drive Profits AND Increase Customer Loyalty
PJ Leslie — Tekmetric | 3 | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Consistent Shop Excellence: The 5 Uncommon Characteristics of World Class Auto Shops
John Eades – Motor Supply Co. | 4 | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Want Access to More Money and Increased ARO and Ultimately a Happier Customer? Getting the Right Work Paid for NOW
Todd Westerlund – Facepay | 5 | <input type="checkbox"/> | <input type="checkbox"/> |

1 Maximizing One of Your Best Assets: Convert Your Customers into Raving Fans!

Jimmy Lea – Kukui

Your professional service center does a tremendous job of keeping your customers happy and coming back for future services. Make sure you capitalize on that momentum and use it to generate new customers. Let Jimmy Lea, Kukui Evangelist, show you how to combine your customer service skills and the right technology to create powerful online reviews.

2 Business Building Know-How – The Importance of a Fully Integrated Solution

Lauren Briggs – NAPA

It's more important now than ever before that we adapt to how people want to do business. Those independent repair facilities that implement an integrated solution, from their POS to their Parts Supplier and Marketing efforts, will see great success adapting within the industry. We will discuss how our industry and customers are changing during our time and how NAPA AutoCare and NAPA TRACS can help. Since 2018, NAPA AutoCare has added many powerful business-building tools and partnered with industry-leading vendors to help members grow their business. From integrated payments to Digital Vehicle Inspections, to a cloud-based solution, TRACS has reinvented itself as the shop management system for today's ever-changing business climate.

3 Drive Profits AND Increase Customer Loyalty

PJ Leslie – Tekmetric

Your relationship with your customers is vital to driving profits and increasing customer loyalty. Learn how to increase customer loyalty through transparency to increase your shop's profitability.

4 Consistent Shop Excellence: The 5 Uncommon Characteristics of World Class Auto Shops

John Eades – Motor Supply Co.

The only thing consistent about owning a shop today is it's constantly changing. World-class shops aren't just aware of the change; they act differently because of it. After studying and helping hundreds of auto shops, we have found some uncommon characteristics worth exploring as a shop owner. At the end of this presentation from John Eades, SVP of Sales & Marketing, you'll be able to:

- 1) Analyze whether you run a world-class shop;
- 2) Identify excellence daily; and
- 3) Decide action items to implement in your shop moving forward.

5 Want Access to More Money and Increased ARO and Ultimately a Happier Customer? Getting the Right Work Paid for NOW

Todd Westerlund – Facepay

In today's world—Apple Pay, Google Pay, PayPal, Venmo, even the ancient art of Credit Cards and consumer financing plans, shops need a real plan that has customer financing simply integrated into the pitch and the program right from the very start. What does that look like? What should that look like? What does it mean for the shop? The profits? The owner? And ultimately, your very happy customer leaving with a fully repaired and properly serviced vehicle. Learn from Todd Westerlund of Facepay on the newest technologies, lowest costs and some of the best technology out there to achieve these results.