

<div style="border: 1px solid black; padding: 5px; display: inline-block;"> Thursday, March 16 – 1:15 – 2:15 p.m. </div>	Location	1:15 – 2:15 p.m.
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|----------|--|---|--------------------------|
| 1 | Culture – Beyond Employee Engagement – Driving The Right Behaviors
ATI Executive Coach Charlene Parlett | 1 | <input type="checkbox"/> |
| 2 | Is Your Open Door Policy Really Open? The Very Difficult Reality of What a Real Non-Negotiable Open Door Policy Means and How to Secure it
ATI Instructor Geoff Berman | 2 | <input type="checkbox"/> |
| 3 | A Success(ion) Story - From Feeding One Family to Feeding Five
ATI Member Al Oramas | 3 | <input type="checkbox"/> |
| 4 | Tech to Owner to Mission Accomplished - The Victory Story With so Many Lessons Learned Along the Way
ATI Member David Nix | 4 | <input type="checkbox"/> |
| 5 | Top 5 Things That Go South When You Focus on Just Being Busy
ATI Vice President Bryan Stasch | 5 | <input type="checkbox"/> |

1

Culture – Beyond Employee Engagement – Driving The Right Behaviors

ATI Executive Coach Charlene Parlett

While there are practical ways to boost employee engagement and give your team a sense of value, the real impact comes from your corporate culture. How would you describe your culture? Can you declare that your culture is "excellent" and back it up? How do you decide which behaviors you desire and which you don't? Let's move past the Owners 6 class and consider who we are as a whole. Who do you see in the mirror? Please join Executive Coach Charlene Parlett as she explores how to change the habits to achieve the culture you desire or need for your company.

2

Is Your Open Door Policy Really Open? The Very Difficult Reality of What a Real Non-Negotiable Open Door Policy Means and How to Secure it

ATI Instructor Geoff Berman

We all want to think that our workplace is open and safe for our team. We say the words, but do we always act as we say? It is hard work and a significant personal investment by those who can indeed have an Open Door. The payoff for the effort and expense could be immeasurable. This cultural instrument helps the most reliable and cooperatively working businesses worldwide. ATI Instructor Geoff Berman, will guide you through this session as you learn what it takes to foster a culture where employees want to and are willing to share information that they ordinarily wouldn't. If you can master this skill, your team, your company, and your leadership will shine as a beacon of trust, making your place of business a role model for others.

3

A Success(ion) Story - From Feeding One Family to Feeding Five

ATI Member Al Oramas

Please join Al Oramas, owner of Pro Auto Care and a member of the Driven Performance Group, as he shares how he has stayed focused and is continuing to be successful in carrying out his succession plan, which calls for transitioning his business to several family members. This means that he must expand the business he established to support his family and turn it into one that now supports five families. Listen to Al discuss his succession development process, his progression into his current position as the company's growth strategy's steward, and what's coming up for this legacy model.

4 Tech to Owner to Mission Accomplished - The Victory Story With so Many Lessons Learned Along the Way

ATI Member David Nix

It all started with a single bolt falling into a carburetor, followed by a Mustang and 20+ driving violations. This story moves into a 20-year Naval career, an ASE Master Tech, and reaching his BHAG! Come hear David Nix, owner of David's Auto Repair, share his life lessons and his path to achieving the biggest dream he could ever dare to dream. We all learn from each other, and this story is sure to give you some "aha"s and "I need to do that"s.

5 Top 5 Things That Go South When You Focus on Just Being Busy

ATI Vice President Bryan Stasch

We overlook the fundamentals when the bays are full and business is booming. Sales might become too simple and lax when the bays are filled and business is strong. Because we are all so busy, it is easy for us to get lazy and complacent. Please join Bryan Stasch, ATI's Vice President of Content Development, as he shares and reminds us of the essentials of our businesses, including marketing, communications, the sales process, sales management, and relationships that ensure we continue to be busy when other businesses slow down because they were only trying to survive today. When the other businesses slow down, you will leave with a strategy plan to keep your shop moving in cars.

Thursday, March 16 – 2:30 – 3:30 p.m.	Location	2:30 – 3:30 p.m.
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|---|--|---|--------------------------|
| 1 | <p>Elevating Your Sales Management – How to Push Past Being Comfortable, Just Being Busy and Really Driving Sales and ARO</p> <p>ATI Instructor Mark Bortle</p> | 1 | <input type="checkbox"/> |
| 2 | <p>5 Succession Secrets of a Rockstar Shop Owner</p> <p>ATI Executive Coach Eric Twiggs</p> | 2 | <input type="checkbox"/> |
| 3 | <p>The Premium Shop Experience - Locked Down Processes Equal 30% Net</p> <p>ATI Member Drew Bryant</p> | 3 | <input type="checkbox"/> |
| 4 | <p>Situational Leadership - Blending of Social Styles and Communications</p> <p>ATI Executive Coach LeAnne Williamson</p> | 4 | <input type="checkbox"/> |
| 5 | <p>How Can You Remove the Staffing Hurdle Most Businesses Are Facing (and Losing)? Two Things Are Needed: 1) Become the Employer of Choice and 2) Have a Roadmap to Creating a Scalable Team - PART 1</p> <p>ATI Members Dan Garlock & Matt Oldenburg</p> | 5 | <input type="checkbox"/> |

1 Elevating Your Sales Management – How to Push Past Being Comfortable, Just Being Busy and Really Driving Sales and ARO

ATI Instructor Mark Bortle

Come and listen to ATI's Sales and Service Training Instructor, Mark Bortle, discuss the ways in which any shop can enhance its sales management. Because of their packed schedules, your employees should not be allowed to lose out on any potential sales opportunities. Let's go over some basics again, so we don't have to use the fact that we're busy as an excuse for not taking the company forward.

2 5 Succession Secrets of a Rockstar Shop Owner

ATI Executive Coach Eric Twiggs

Ever felt like a one-person band while trying to be a rock star? When you leave your shop, do the profits, and the output follow you? You see successful shop owners as rockstars because they overcame these obstacles and attained financial and personal freedom. Five of these business owners were interviewed by Executive Coach, Eric Twiggs, who then compiled their insider information into this roundtable's content. You will leave Eric's Round Table with concrete tactics that will enable you to work ON the business, identify & empower your successor, and attain the amount of independence you had in mind when you decided to become a shop owner.

3 The Premium Shop Experience - Locked Down Processes Equal 30% Net

ATI Member Drew Bryant

Please join Drew Bryant, President and Owner of DB Orlando Collision and MasterMind member as he shares his non-negotiables as a non-car guy taking over an average body shop and using the business knowledge from other experiences that turned that business into a consistent top-producing independent body shop at a minimum of 30% net. How can that be? Come learn the secrets of making the business run and the team believing in the processes that turn into a 30% net profit—a unicorn for most shop owners.

4 Situational Leadership - Blending of Social Styles and Communications

ATI Executive Coach LeAnne Williamson

Please join Executive Coach, LeAnne Williamson, as she explains how situational leadership will help you move your team members' talents from where they are to where you want them to be. Additionally, you will learn a process that aids the leader in selecting the proper leadership style behavior to suit the particular developmental requirements of the associate, assisting them in becoming independent achievers.

5 How Can You Remove the Staffing Hurdle Most Businesses Are Facing (and Losing)? Two Things Are Needed: 1) Become the Employer of Choice and 2) Have a Roadmap to Creating a Scalable Team - PART 1

ATI Members Dan Garlock & Matt Oldenburg

Join Dan Garlock, Owner/CEO of Silver Lake Auto & Tire Centers, member of Peak Performers and the ATI CEO Arete Program and Matt Oldenburg, COO of Silver Lake Auto & Tire Centers and member of the COO Program Group, for this very special two-part roundtable. Part 1 (Session 1) - Building a scalable team that allows your organization to have a constant pipeline of high-caliber applicants starts with the amazing culture of your current team. During this session, we will discuss how we have built an award-winning culture in which employee referrals and ambassadorship deliver us high-level applicants from their pool of friends and family.

<div style="border: 1px solid black; padding: 5px; display: inline-block;"> Friday, March 17 – 7:45 – 8:45 a.m. </div>	Location	7:45 – 8:45 a.m.
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|---|--|---|--------------------------|
| 1 | Who is Paying for this Repair? What the Vehicle Owner/Policy Holder Needs to Know and Expect. How You Can Educate Them
ATI Vice President Keith Manich & Executive Coach Richard Sharman | 1 | <input type="checkbox"/> |
| 2 | How Can You Be 24/7/365 With Someone and Make it Work? The Battle, Passion and Incredible Story of One Husband and Wife Owner Team
ATI Members Dana & Judi Haglin | 2 | <input type="checkbox"/> |
| 3 | ATI's Secret Sauce for Sustained Growth, Flawless Succession, and Business Elevation (Everything You Need To Know About Seconds-In-Command and COO's)
ATI Executive Coaches Mike Bennett & Brian Hunnicutt | 3 | <input type="checkbox"/> |
| 4 | The Shop of Today: A STEM Business and Opportunity
ATI Member Chris Cozad | 4 | <input type="checkbox"/> |
| 5 | Top 5 Things That Go South When You Focus on Just Being Busy
ATI Vice President Bryan Stasch | 5 | <input type="checkbox"/> |

1 Who is Paying for this Repair? What The Vehicle Owner/Policy Holder Needs To Know And Expect. How You Can Educate Them

ATI Vice President Keith Manich & Executive Coach Richard Sharman

Learn how to secure full payment for any collision repair job with Executive Coach Richard Sharman and ATI's Vice President of Collision, Keith Manich. Together, they will discuss the accomplishments of ATI body shops that are "Getting Paid" as well as how they are informing the insurance company and, maybe more crucially, the customer who is obligated for what aspects of the repair. It is education that takes us back to when Health Care providers started billing patients with Balance Billing.

2 How Can You Be 24/7/365 With Someone and Make it Work? The Battle, Passion and Incredible Story of One Husband and Wife Owner Team

ATI Members Dana & Judi Haglin

Please join Dana and Judi Haglin, the husband and wife owners of Haglin Automotive, a consistent contender for the ATI Top Shop award, as they share their unfinished tale of growth, success, and evolution, as well as the priceless lessons they've learned over the past 40+ years as business partners, spouses, parents, humanitarians, and leaders in their field. How did they get started? Now, where are they? Where are they going? The most crucial question is HOW did they get there? They will discuss their most important business and personal lessons learned, which should benefit all shop owners, particularly husband and wife proprietors. Gain knowledge that you can apply based on their triumphs over the previous 42 years to help you realize your aspirations.

3 ATI's Secret Sauce for Sustained Growth, Flawless Succession, and Business Elevation (Everything You Need To Know About Seconds-In-Command and COO's)

ATI Executive Coaches Mike Bennett & Brian Hunnicutt

Brian Hunnicutt, Executive Coach, and Second-In-Command 20Group Facilitator, and Mike Bennett, Executive Coach, and CEO/COO Program Manager, will deliver the ATI playbook on all things related to a business' Second-In-Command/Chief Operating Officer (i.e. First In Command). They'll discuss when the proper moment is, what the right abilities are, and how to find or recruit/ a SIC. They will next outline your SIC's career progression and trajectory in order to become your COO (FIC). The path of the person and the route of the business are both options here. You should leave this round table with a plan and a vision for the future of your company.

4 The Shop of Today: A STEM Business and Opportunity

ATI Member Chris Cozad

We invite you to listen to Chris Cozad, owner of Alternative Auto Care and 20 Group Member, as she discusses how our shops have evolved into technological hubs and how our reliance on technology will only increase. Once we realize this, we can better see the individuals and skill sets that we NEED in our shops today. We need to hire STEM professionals because our industry is in the STEM business.

5 Top 5 Things That Go South When You Focus on Just Being Busy

ATI Vice President Bryan Stasch

We overlook the fundamentals when the bays are full and business is booming. Sales might become too simple and lax when the bays are filled and business is strong. Because we are all so busy, it is easy for us to get lazy and complacent. Please join Bryan Stasch, ATI's Vice President of Content Development, as he shares and reminds us of the essentials of our businesses, including marketing, communications, the sales process, sales management, and relationships that ensure we continue to be busy when other businesses slow down because they were only trying to survive today. When the other businesses slow down, you will leave with a strategic plan to keep your shop moving forward.

<div style="border: 1px solid black; padding: 5px; display: inline-block;"> Friday, March 17 – 9:00 – 10:00 a.m. </div>	Location	9:00 – 10:00 a.m.
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|---|---|---|--------------------------|
| 1 | Elevating Your Sales Management – How to Push Past Being Comfortable, Just Being Busy and Really Driving Sales and ARO
ATI Instructor Mark Bortle | 1 | <input type="checkbox"/> |
| 2 | The Premium Shop Experience - Locked Down Processes Equal 30% Net
ATI Member Drew Bryant | 2 | <input type="checkbox"/> |
| 3 | A Branding Adventure - Utilizing Your Best Asset by Selling Your Team
ATI Members Zach & Lynn Haver | 3 | <input type="checkbox"/> |
| 4 | Is Your Open Door Policy Really Open? The Very Difficult Reality of What a Real Non-negotiable Open Door Policy Means and How to Secure it
ATI Instructor Geoff Berman | 4 | <input type="checkbox"/> |
| 5 | How Can You Remove The Staffing Hurdle Most Businesses Are Facing (and Losing)? Two Things Are Needed: 1) Become the Employer of Choice and 2) Have a Roadmap to Creating a Scalable Team - PART 2
ATI Members Dan Garlock & Matt Oldenburg | 5 | <input type="checkbox"/> |

1 Elevating Your Sales Management – How to Push Past Being Comfortable Just Being Busy, and Really Driving Sales and ARO

ATI Instructor Mark Bortle

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2 The Premium Shop Experience - Locked Down Processes Equal 30% Net

ATI Member Drew Bryant

Please join Drew Bryant, President and Owner of DB Orlando Collision and Mastermind member, as he shares his non-negotiables as a non-car guy taking over an average body shop and using the business knowledge from other experiences that turned that business into a consistent top-producing independent body shop at a minimum of 30% net. How can that be? Come learn the secrets of making the business run and the team believing in the processes that turn into a 30% net business – the unicorn for most shop owners.

3 A Branding Adventure - Utilizing Your Best Asset by Selling Your Team

ATI Members Zach & Lynn Haver

Please join Zach and Lynn Haver, shop owners of Mad Hatter Muffler & Brakes and members of Peak Performers, as they share how they built and live a culture built around a fully-integrated marketing and branding strategy that gave them their identity as Best Place to Work employers, business owners, and community leaders.

4 Is Your Open Door Policy Really Open? The Very Difficult Reality of What a Real Non-negotiable Open Door Policy Means and How to Secure it

ATI Instructor Geoff Berman

We all want to think that our workplace is open and safe for our team. We say the words, but do we always act as we say? It is hard work and a significant personal investment by those who can indeed have an Open Door. The payoff for the effort and expense could be immeasurable. This cultural instrument helps the most reliable and cooperatively working businesses worldwide. ATI Instructor Geoff Berman, will guide you through this session as you learn what it takes to foster a culture where employees want to and are willing to share information that they ordinarily wouldn't. If you can master this skill, your team, your company, and your leadership will shine as a beacon of trust, making your place of business a role model for others.

5 How Can You Remove the Staffing Hurdle Most Businesses Are Facing (and Losing)? Two Things Are Needed: 1) Become the Employer of Choice and 2) Have a Roadmap to Creating a Scalable Team - PART 2

ATI Members Dan Garlock & Matt Oldenburg

Join Dan Garlock, Owner/CEO of Silver Lake Auto & Tire Centers, member of Peak Performers and the ATI CEO Arete Program and Matt Oldenburg, COO of Silver Lake Auto & Tire Centers, and member of of the COO Program Group, for this very special two-part roundtable. Part 2 (Session 2) - We will focus on building our team with high-level, experienced individuals from the outside by having a recruiting, take no prisoners mindset instead of a hiring-focused approach, followed by how we onboard new employees into our culture and organization. Proper onboarding has been the key to sustaining the culture in our organization and completing the circle of becoming the employer of choice. Too many companies stop at the hire and need to onboard properly.

Select only one from each session

<div style="border: 1px solid black; padding: 5px; display: inline-block;"> Friday, March 17 – 2:30 – 4:15 p.m. </div>	Location	2:30 – 3:15 p.m.	3:30 – 4:15 p.m.
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|---|--|---|--------------------------|--------------------------|
| 1 | Customer For Life! The Kukui Recipe for Sustained Success
Jimmy Lea – Kukui | 1 | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | The Largest Network of Parts & Care – How Can You Capitalize?
Lauren Briggs, Joelle Pollak, Dan Harbeck and Evis Husejnovic –
NAPA AutoCare | 2 | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Don't Grind, Grow
PJ Leslie – Tekmetric | 3 | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | How to Unleash Change in Your Shop That Guarantees Results
John Eades – Motor Supply Co. | 4 | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | How To Generate Monthly Recurring Revenue Using Subscriptions
Dr. Mark Hale – Facepay | 5 | <input type="checkbox"/> | <input type="checkbox"/> |

1 Customer For Life! The Kukui Recipe for Sustained Success

Jimmy Lea – Kukui

Come hear Jimmy Lea, Kukui's Product Evangelist, discuss how to create a customer outreach and touchpoint campaign that uses many channels to communicate with your target audience. When we cater to customers in the manner in which they like to be communicated with, they perceive it as a sign of appreciation. You will gain a deeper understanding of the various means through which you may successfully touch your clients FOR LIFE.

2 The Largest Network of Parts & Care – How Can You Capitalize?

Lauren Briggs, Joelle Pollak, Dan Harbeck and Evis Husejnovic – NAPA

Every day, we go to work focused on taking care of the customer. Now NAPA lets customers know care is at the heart with our NAPA Auto Care Center members. How can you capitalize on the new marketing being done by NAPA to grow your business? Also hear about how to use your Shop Management Software to sell more service and increase profits while caring for your customers.

3 Don't Grind, Grow

PJ Leslie – Tekmetric

To learn more about how to establish a reputable name in the automotive industry, please join PJ Leslie, Director of Business Development. The phrase "earned trust" is the cornerstone of a powerful brand. For example, you can keep your brand strong, boost customer retention and word-of-mouth without marketing, be completely transparent with your customers, and know all of your key performance indicators at any time, from any location.

4 How to Unleash Change in Your Shop That Guarantees Results

John Eades – Motor Supply Co.

Shop owners spend a lot of time telling customers how different they are from the competition. But conduct an online search for the services of a local automotive shop, and you will quickly find that our competitors sound the same. Instead of telling people we are different, let's show them we're different. It turns out one of the best ways to get guaranteed results isn't only doing the same things you are doing today; it's about unleashing change by learning the change funnel. In this inspiring Diamond Round Table session, John Eades will help you get your team out of their comfort zone and grow your business to heights never thought possible. At the end of this session, you will be equipped to: 1) Change the way your employees upsell oil changes, 2) Develop skills to get employees to explore alternative ways of doing business, and 3) much more. Are you ready to embrace the change funnel?

5 How To Generate Monthly Recurring Revenue Using Subscriptions

Dr. Mark Hale – Facepay

Please join Dr. Mark Hale, Founder and Chief Pilot of Facepay, as he shares how to build and sustain a regular subscription service in your shop. He will help remove the fears and diffuse the unknowns about this model. You will leave this Diamond Round Table with a real understanding of why and how a subscription model will work in your shop.

