



Bringing the Collision Industry to a Higher Level of Excellence

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COLLISION TRAINING EXPO

Fri-Sat, May 3-4, 2024 Clover Park Technical College, Lakewood, WA



Technical, Management, and Estimator Courses by Leading Edge Industry Instructors + Expo Event

Visit CTETrainingExpo.com today for complete details.



All-Inclusive NWACA Member Pricing... \$175

Non-NWACA Member All-Inclusive Package\$250

CTE 2024 Expo Features:

Take advantage of this opportunity to preview/purchase the latest tools, equipment, technologies, and supplies. A perfect opportunity to network with colleagues and suppliers!

- ★ Vendors Offering the Best Deals of the Year
- ★ Complimentary Lunch
- ★ Industry Experts and Foremost Consultants
- ★ Industry Products and Suppliers

CTE 2024 Training Features:

- ★ Leading Edge Industry Training
- ★ Estimator and Technical Courses
- ★ Training Certificate Provided Upon Completion

Inviting **ALL** Collision shop owners and Managers to join the **Shop Owner/Manager Roundtable** on **Saturday from 12:00pm-1:30pm**. This roundtable is designed to help you with those burning questions that keep you up at night. Most of us have the same issues running a collision shop, learn from others, bring your questions to this open roundtable discussion and get the answers you are looking for. Remember, this event is all about **bringing the collision industry to a higher level of excellence**. This free roundtable is open to ALL shop owners, managers, and CTE exhibitors to attend.

Register TODAY at CTETrainingExpo.com
or call toll-free 877-257-2100



CTE Training Schedule | Fri-Sat, May 3-4, 2024

Friday Morning, May 3

| | INSTRUCTOR | TIME (PST) |
|---|--|-----------------------|
| Introduction with Micah Strom | | 8:30am-9:00am |
| Collision Alignments | Ken Sumerlin | 9:00am-12:00pm |
| EV Overview & Considerations | Jeff Poole | 9:00am-12:00pm |
| Introduction to Damage Estimating | Donovan Kabalka & Graham Peach | 9:00am-12:00pm |
| Know Your Number Grow Your Business | Jackie Ferrier | 9:00am-12:00pm |
| Marketing and Invoice Demo | Mike Duncan, Mark Walter & Keith Clark | 9:00am-12:00pm |
| Mastering Communication Excellence | Dori Eppstein | 9:00am-12:00pm |
| Performing ADAS Calibrations Right the First Time | Stephen Flaiz | 9:00am-12:00pm |
| Resistance Welding Workshop (STRW) | Chris Pope | 9:00am-12:00pm |
| Lunch & Expo | | 12:00pm-1:00pm |

Friday Afternoon

| | | |
|---|--------------------------------|---------------|
| Advanced Damage Estimating | Donovan Kabalka & Graham Peach | 1:00pm-4:00pm |
| "ARA" Are you in compliance? It is your responsibility! | Mike Harber | 1:00pm-4:00pm |
| EV Overview and Considerations | Jeff Poole | 1:00pm-4:00pm |
| Know Your Numbers Grow your business | Jackie Ferrier | 1:00pm-4:00pm |
| PPRC Spray Efficiency Training (SET) | Ken Grimm & Mikey Strauhal | 1:00pm-4:00pm |
| Resistance Welding Workshop (STRW) | Chris Pope | 1:00pm-4:00pm |
| What to do When Calibrations Don't Go as Planned! | Stephen Flaiz | 1:00pm-4:00pm |
| Wheel Alignment Fundamentals | Ken Sumerlin | 1:00pm-4:00pm |

Saturday Morning, May 4

| | INSTRUCTOR | TIME (PST) |
|--|--------------------------------|-----------------------|
| Advanced Damage Estimating | Donovan Kabalka & Graham Peach | 9:00am-12:00pm |
| Collision Alignments | Ken Sumerlin | 9:00am-12:00pm |
| Dent Pulling Demo | Ben Else | 9:00am-12:00pm |
| OEM & Adhesives for Today's Vehicles | Dan Otzenberger | 9:00am-12:00pm |
| PPRC Spray Efficiency Training (SET) | Ken Grimm & Mikey Strauhal | 9:00am-12:00pm |
| What to Do When Calibrations Don't Go as Planned! | Stephen Flaiz | 9:00am-12:00pm |
| Dealing with Difficult People: How to Create Win-Win Interactions | Dori Eppstein | 9:00am-12:00pm |
| Shop Owner Roundtable | | 12:00pm-1:30pm |

FRIDAY MORNING, May 3

8:30am-9:00am PST

Introduction with Micah Strom

9:00am-12:00pm PST

Collision Alignments

Presented by Ken Sumerlin • Sponsored by Hunter Engineering

Whether you perform alignments in house or sublet them it is important to understand a proper wheel alignment goes beyond Camber, Caster and Toe. Today's alignment equipment can provide many additional measurements to help diagnose issues and ensure you are returning your customers vehicle to them in pre accident condition. This class will address the additional measurements such as SAI/IA, Setback, Turning Angle, Max Steer, and Symmetry. It will also cover the relationship of wheel alignments and vehicle electronics from ABS and Stability control to ADAS and related calibrations. Every one of the modern vehicle control systems rely on a solid foundation that starts with a proper wheel alignment.

EV Overview & Considerations

Presented by Jeff Poole • Sponsored by I-Car

Understanding High Voltage Safety is critical! We will cover the effects of electricity on the body and the required PPE when working around high voltage. What are the initial inspection and safety considerations for EV upon arrival at a repair facility? The initial inspection (before damage analysis), reviews visual and other indicators to be aware of before bringing a vehicle into a building or storing it near other vehicles or structures. Precautions and considerations for high-voltage batteries and systems and vehicle staging/handling of damaged vehicles is also covered. How do you minimize the risk of fire on a damaged EV? Where do you go for information and proper procedures when handling EV's? The unique considerations for servicing electric vehicle (EV) systems are very critical, we will be covering many important factors to consider when working with EV's.

Introduction to Damage Estimating

Presented by Donovan Kabalka, Graham Peach • Sponsored by CCC Intelligent Solutions

Whether you're new to estimating or want to re-enforce and brush up on the best practices of initial estimate writing, this course offers a foundation in assessing damage and creating the initial estimate. The goal is accuracy and efficient repair planning.

Topics covered will include:

- Capturing accurate vehicle information
- Deciphering related and unrelated damage
- Consideration of adjacent panels and parts
- Estimate documentation (telling the story)
- Q&A for special interest topics

Know Your Number | Grow Your Business

Presented by Jackie Ferrier • Sponsored by ATI - Automotive Training Institute

Understanding your finances can be challenging. The right tools and information are not always at your fingertips and it can often feel like you need an accounting degree to figure it out. This class will help you identify barriers to clarity on your business's financial performance and un-complicate your money so you can make more confident financial decisions.

Marketing and Invoice Demo

Presented by Mike Duncan, Mark Walter, Keith Clark • Sponsored by Industrial Finishes

Classroom based seminar run by Mike Duncan (Director of Marketing) Keith Clark (Director of Operations) and Mark Walter (Director of Business Intelligence)

- Hour one, Intro to materials invoicing and managing materials inventory. Getting compensated for the materials you use.
- Hour Two, Tracking KPI's and identifying profit opportunities throughout the shop.
- Hour Three, marketing your business, ways the right marketing approach can bring you the business you want and create phenomenal brand recognition.

Friday Morning, May 3, 2024, continued...

Mastering Communication Excellence

Presented by Dori Eppstein • Sponsored by DEHR Consulting

Refine your communication toolkit to not only address challenges between technicians and service writers but also promote improved communication among all shop employees. Please bring some of your real-life work challenges and conflicts!

Effective Communication Skills:

- Strengthen verbal and non-verbal communication, fostering impactful connections across all shop roles.
- Develop a versatile communication style that resonates authentically with the diverse dynamics within the shop.

Empathy and Improved Listening:

- Enhance your listening and understanding skills, nurturing genuine connections among all shop employees.
- Master the art of empathy, building trust and camaraderie within the varied relationships present in the shop environment.

Practical Conflict Resolution Techniques:

- Gain practical strategies tailored to navigate conflicts between different shop roles.
- Develop skills for efficiently handling challenging conversations, acknowledging and addressing the unique dynamics of the shop's collaborative environment.

Take a focused step towards honing your communication abilities to address challenges while fostering improved communication among all shop employees, creating positive connections in every interaction.

Performing ADAS Calibrations Right the First Time (LAB 301)

Presented by Stephen Flaiz • Sponsored by Elitek Vehicles Services

In this session, static and dynamic calibration steps for all three major vehicle types: Asian, Domestic, and Euro will be reviewed. This includes environmental and prerequisite requirements for performing ADAS calibrations and steps for verifying that the vehicles were calibrated per specification.

Resistance Welding Workshop (STRW)

Presented by Chris Pope • Sponsored by Wesco Group

Chris Pope from Wesco will be leading a hands-on workshop on Resistance Welding (STRW). This course will consist of classroom introductions followed by a group discussion about Resistance Welding which will include destructive weld testing best practices. We will then move into the workshop for the remainder of the class where we will have multiple Resistance Welders on site to practice and work together as a group to explore proper use and options of different welder manufacturers.

12:00pm-1:00pm PST

Lunch and Expo

Complimentary lunch and Expo featuring industry experts, consultants, products and suppliers.

FRIDAY AFTERNOON, May 3

1:00pm-4:00pm PST

Advanced Damage Estimating

Presented by Donovan Kabalka, Graham Peach • Sponsored by CCC Intelligent Solutions

Once there's an understanding of the vehicle damage and the initial estimate is written, it's crucial to ensure that the estimate also reflects all operations necessary to repair the vehicle and restore it to pre-loss condition. There are also important items to consider as the estimator works with the parts specialist, production manager, and other roles involved in the repair process.

To build on the topics covered in the introductory class, this course will cover topics such as:

- Blueprinting
- OE operations
- Part Codes
- Applying the MOTOR Guide
- Customized repair operations
- Workfile quality
- Q&A for special interest topics

“ARA” Are you in compliance? It is your responsibility to make sure!

Presented by Mike Harber • Sponsored by Harber Appraisal

ARA the Automotive Repair Act is Washington's law to make sure automotive repair shops follow strict guidelines when working with automobile owners. When are you out of compliance? Unless you know the law, you may find out the hard way which can cost you thousands of dollars or even your business. It is the shop owner's responsibility to know the law, but it is also the technicians that can be held responsible for not following it. Mike Harber from Harber Appraisal will be explaining the ARA and what steps you need to take to make sure you are not a victim of something you knew nothing about.

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PPRC Spray Efficiency Training (SET)

Presented by Ken Grimm, Mikey Strauhal • Sponsored by Pollution Prevention Resource Center (PPRC)

This course teaches best management practices to painters, through spray technique refinement to achieve improved transfer efficiency and build efficiency. A virtual reality (VR) system is used to measure the spray angles and a variety of techniques painters use. Painters can practice different techniques using the VR system and they'll get real-time feedback on their spray efficiency and consistency. The automotive SET training includes various virtual parts and different virtual coatings so that painters can experience different configurations that they paint. Painter's efficiencies are measured before and after training. This often results in paint spray efficiency improvements of 20% or more, reduced hazardous waste generation, reduced paint and paint material costs, and can result in lower permit and compliance costs. In addition, less paint means less health impacts from paint emissions for painters, other shop employees, and the surrounding community. Analysis shows that a facility can save as much as \$40,000 annually! Attendees will leave with a course completion certificate acknowledging 6H NESHAP.

Friday Afternoon, May 3, 2024, continued...

Resistance Welding Workshop (STRW)

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What to do When Calibrations Don't Go as Planned! (LAB 301)

Presented by Stephen Flaiz • Sponsored by Elitek Vehicle Services

When a calibration does not go as planned, understanding the reasons why will help you diagnose the cause of the failure. This session will cover the various reasons why a calibration can fail and how to calibrate the vehicle under these circumstances. Discussion and hands-on will be included.

Wheel Alignment Fundamentals

Presented by Ken Sumerlin • Sponsored by Hunter Engineering

This class will cover the primary wheel alignment angles, Camber, Caster, Toe and Thrust Angle. It will go over the definition, purpose and effect of each angle and common adjustment methods on today's vehicles. This class will help you build a solid foundation to build and improve your wheel alignment understanding and skills. For the technician or even if you are not doing alignments this class will help you better understand what the alignment print out is telling you and be able to explain it to your customers with confidence.

SATURDAY MORNING, May 4

9:00am-12:00pm PST

Advanced Damage Estimating

Presented by Donovan Kabalka, Graham Peach • Sponsored by CCC Intelligent Solutions

Once there's an understanding of the vehicle damage and the initial estimate is written, it's crucial to ensure that the estimate also reflects all operations necessary to repair the vehicle and restore it to pre-loss condition. There are also important items to consider as the estimator works with the parts specialist, production manager, and other roles involved in the repair process.

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Dent Pulling Demo

Presented by Ben Else • Sponsored by Industrial Finishes

Training provided by Ben Else (Industrial Finishes Equipment Specialist) and GYS

- Hour one: Hands on demo with GYS steel dent repair system.
- Hour Two: Hands on demo with GYS Aluminum dent repair system.
- Hour Three: Hands on demo with Glue Pulling system discussing industry best practices and OEM guidelines.

Saturday Morning, May 4, 2024, continued...

OEM & Adhesives for Today's Vehicles

Presented by Dan Otzenberger • Sponsored by 3M Automotive

Today's vehicles are constructed of advanced metals and materials that require a precise method to install them. Are you performing the correct procedures and using the correct materials? Following OEM procedures is crucial in today's vehicles, you do not want to be caught repairing a vehicle incorrectly, it could cost you everything you have. Join this class to learn how to find and use the proper OEM materials, tools and the correct procedures to repair the vehicle to meet the strict manufacture guidelines. What new adhesives are used in vehicles coming off the assembly lines today? What new technology is coming out next year. 3M, a leading supplier of collision industry adhesives will be sharing their knowledge of adhesives, tools and proper application.

PPRC Spray Efficiency Training (SET)

Presented by Ken Grimm, Mikey Strauhal • Sponsored by Pollution Prevention Resource Center (PPRC)

This course teaches best management practices to painters, through spray technique refinement to achieve improved transfer efficiency and build efficiency. A virtual reality (VR) system is used to measure the spray angles and a variety of techniques painters use. Painters can practice different techniques using the VR system and they'll get real-time feedback on their spray efficiency and consistency. The automotive SET training includes various virtual parts and different virtual coatings so that painters can experience different configurations that they paint. Painter's efficiencies are measured before and after training. This often results in paint spray efficiency improvements of 20% or more, reduced hazardous waste generation, reduced paint and paint material costs, and can result in lower permit and compliance costs. In addition, less paint means less health impacts from paint emissions for painters, other shop employees, and the surrounding community. Analysis shows that a facility can save as much as \$40,000 annually! Attendees will leave with a course completion certificate acknowledging 6H NESHAP

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Dealing with Difficult People: How to Create Win-Win Interactions

Presented by Dori Eppstein • Sponsored by DEHR Consulting

In the dynamic world of collision repair, effective communication extends beyond customer interactions to encompass seamless collaboration with your team and vendors. This tailored workshop equips collision repair professionals with the essential communication skills to thrive in every aspect of their role. Clear and precise communication is paramount, from coordinating repair efforts with technicians to liaising with parts suppliers and insurance representatives.

Through interactive sessions and practical exercises, participants will learn strategies for fostering strong teamwork, facilitating smooth workflows, and ensuring transparent communication channels. Topics covered include empathetic listening, effective delegation, conflict resolution, and optimizing vendor relationships. Join us to refine your communication skills and enhance collaboration within your collision repair shop for greater efficiency and customer satisfaction.

Saturday – May 4, 12:00pm- 1:30pm PST

Shop Owner Roundtable

Inviting ALL Collision shop owners and Managers to join the Shop Owner/Manager Roundtable. This roundtable is designed to help you with those burning questions that keep you up at night. Most of us have the same issues running a collision shop, learn from others, bring your questions to this open roundtable discussion and get the answers you are looking for. Remember, this event is all about Bringing The Collision Industry to a Higher Level of Excellence. This free roundtable is open to ALL shop owners, managers and CTE exhibitors to attend.