



Bringing the Collision Industry to a Higher Level of Excellence



COLLISION TRAINING EXPO

Fri-Sat, May 2-3, 2025 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 2025 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 2025 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 11:30pm-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 (253) 676-9222



CTE Training Schedule | Fri-Sat, May 2-3, 2025

Friday Morning, May 2

	INSTRUCTOR	TIME (PST)
Introduction with Micah Strom		8:00am-8:30am
◆ Transform Your Shop's Communication	Jimmy Lea, Rhonda Lea	8:30am-11:30am
◆ Profit-Driven Practices: Maximizing Revenue with Effective Invoicing and Marketing	Mike Duncan , Keith Clark	8:30am-11:30am
● ☆ ADAS- All about Calibrations (Hands -on course)	Jason Small, Stephen Flaiz	8:30am-11:30am
● ● Uncovering the Unknown: Researching ADAS & Its Hidden Impact on Your Repairs	Ken Sumerlin	8:30am-11:30am
● ● Plastic Repair Mastery: Techniques and Best Practices	Ben Else	8:30am-11:30am
● ● High-Voltage Safety for Collision Technicians: Equipment, Inspection &	TBD	8:30am-11:30am
● ● Paint Prep & Finish Mastery: From Prep Work to Final Buff	Jeff Lowery	8:30am-11:30am
■ Intro to Damage Estimating	Graham Peach	8:30am-11:30am

Lunch & Expo

11:30am-1:00pm

Friday Afternoon

◆ Ringing in Success: Elevate Your Phone Proficiency	Jimmy Lea	1:00pm-4:00pm
◆ Built to Lead: The Collision Shop Leader's Edge	Cecil Bullard	1:00pm-4:00pm
● ☆ ADAS- All about Calibrations (Hands-on course)	Jason Small, Stephen Flaiz	1:00pm-4:00pm
● ☆ The Hidden Damage: What Your Alignment Data Reveals After a Collision (Hands-on course)	Ken Sumerlin	1:00pm-4:00pm
● ● OEM-Guided Collision Repairs: Safety Protocols & Electrical	TBD	1:00pm-4:00pm
● ● Paint Prep & Finish Mastery: From Prep Work to Final Buff	Jeff Lowery	1:00pm-4:00pm
■ Advanced Damage Estimating	Graham Peach	1:00pm-4:00pm
● ● ☆ Seam Sealing Perfection: Mastering OEM Beads	Steve Oliver	1:00pm-4:00pm

Saturday Morning, May 3

	INSTRUCTOR	TIME (PST)
◆ Collision Shop Financial Mastery	Cecil Bullard	8:30am-11:30am
◆ Reign Supreme in the Digital Realm: Master Your Recession-Proof Presence!	Jimmy Lea	8:30am-11:30am
● ☆ Mastering Subaru EyeSight & Blind Spot Calibration & When it is Required	Megan Lynn, Dylan Shafer	8:30am-11:30am
● ● ☆ The Hidden Damage: What Your Alignment Data Reveals After a Collision - Hands-On class	Ken Sumerlin	8:30am-11:30am
● ● Mastering Precision: Advanced Autobody Frame Measuring	Ben Else	8:30am-11:30am
■ Advanced Damage Estimating	Graham Peach	8:30am-11:30am

Shop Owner Roundtable

11:30am-1:30pm

FRIDAY MORNING, May 2, 2025

8:00am-8:30amPST

Introduction with Micah Strom

8:30am-11:30am PST

◆ **Transform Your Shop's Communication**

Presented by Jimmy Lea and Rhonda Lea • Sponsored by The Institute

Transform Your Shop's Communication to Connect Every Time and Maximize Your Revenue

Are These Shop Challenges Costing You Money?

- Customers who don't trust your service recommendations.
- Estimators struggling to explain repairs to customers.
- Other Employees and Estimators not communicating effectively.
- Front office conflicts affecting shop efficiency.
- Customer complaints about communication.
- Lost repeat business due to misunderstandings.

Turn Your Team into a High-Performance Pit Crew

Discover how you can use the Bird Personality system to:

- Close more service recommendations by matching each customer's communication style.
- Transform estimator and other employee relationships for faster ticket completion.
- Reduce costly comebacks through better team communication.
- Turn angry customers into raving fans.
- Increase average repair order through better explanation techniques.

This Isn't Your Typical Shop Training

Participants will experience hands-on, automotive-specific scenarios including:

- Other employee-estimator communication exercises
- Interactive team dynamics scenarios
- Real-world case studies from successful stories Real Shop Results
- Increase in service recommendation approval rate.
- Reduction in customer complaints.
- Improvement in shop efficiency.
- Higher CSI scores.
- Increased customer retention.
- More 5-star reviews.
- Reduced employee turnover.

Perfect For:

- Owners working with estimators, managers, and other employees.
- Estimators who need to build trust quickly.
- Shop Managers balancing customer and team needs.
- Other Employees struggling to explain technical issues.
- Front Office Staff handling difficult customers.
- Parts Department personnel coordinating with multiple departments.

◆ **Profit-Driven Practices: Maximizing Revenue with Effective Invoicing and Marketing**

Presented by Mike Duncan and Keith Clark • Sponsored by Industrial Finishes

Boost your autobody shop's profitability with this dynamic, dual-instructor class featuring Keith Clark and Mike Duncan of Industrial Finishes. Keith will share expert strategies for creating accurate, detailed materials invoices that ensure you're properly compensated for every product used. Mike will then guide you through proven marketing techniques to attract new customers, enhance your shop's visibility, and build long-term client relationships.

This class offers practical, real-world insights designed to streamline your operations, increase revenue, and strengthen your shop's competitive edge.

Friday Morning, May 2, 2025, continued...

●🌟 **ADAS- All about Calibrations (Hands-on course)**

Presented by Jason Small, Stephen Flaiz • Sponsored by Elitek Vehicle Services

This class will cover extensive static and dynamic calibration steps for all vehicle types including Asian, Domestic, and European. This class includes requirements for performing calibrations and steps for verifying OEM specifications for safety of the repair

When a calibration fails, this class will help you diagnose the cause of the DTC code failure. We will also cover the various reasons why a calibration can fail and how to calibrate the vehicle under those circumstances.

Practical demonstration and “hands on” Calibrations will be performed in a laboratory environment with OEM tooling and the Autel ADAS system. Come and learn from the largest ADAS company, LKQ.

●● **Uncovering the Unknown: Researching ADAS & Its Hidden Impact on Your Repairs**

Presented by Ken Sumerlin • Sponsored by Hunter Engineering

ADAS has the potential to control Steering, Braking, and Acceleration, and the repair industry is responsible for maintaining the integrity of these systems. This session discusses the importance of accurately identifying ADAS calibration needs related to services performed by you or your shop.

Whether calibrations are performed in-house or sublet, it is ultimately up to you, the service provider, to understand the needs and reasons for calibration. It is also important to verify that ADAS-related procedures are performed accurately and that systems are functioning as intended. Just because there are no codes set and no warning lights lit does not mean everything is working properly.

We will discuss common ADAS systems, their different variations, common components, and potential reasons for calibrations and system checks. Additionally, we will cover common misconceptions related to ADAS and share real-world scenarios to emphasize the importance of knowing your role in ADAS repair.

●● **Plastic Repair Mastery: Techniques and Best Practices**

Presented by Ben Else • Sponsored by Industrial Finishes

Learn the secrets to professional-grade plastic repair from industry expert Ben Else of Industrial Finishes in this comprehensive, hands-on class. With years of autobody experience, Ben will demonstrate the latest techniques for repairing common plastic components, including bumper covers, grilles, and interior panels. Participants will gain practical skills in plastic welding, adhesion, and finishing methods to achieve seamless, durable repairs that meet OEM standards. Whether you're looking to expand your skill set or refine your craftsmanship, this class will give you the confidence and expertise to tackle plastic repairs with precision and efficiency.

●● **High-Voltage Safety for Collision Technicians: Equipment, Inspection & Risk Mitigation**

Presented by TBD • Sponsored by WTI

Establish Foundational Safety Practices for High-Voltage Work

Define where EV safety begins in the collision repair process, including personal protective equipment (PPE), appropriate shop signage, and risk awareness protocols.

Proper Handling and Storage of Safety Equipment

Train technicians on the correct storage, maintenance, and inspection routines for high-voltage PPE and tooling within a collision shop environment.

Vehicle Condition Assessment and Risk Identification

Teach technicians how to determine if a vehicle is electrified, assess the state-of-charge or damage condition post-collision, and identify the presence of deployment loops and other high-voltage indicators.

Visual and Electrical Verification Techniques

Guide technicians through the visual inspection of high-voltage cabling and components, and train them to conduct an absence-of-voltage test prior to initiating any structural or mechanical repairs.

Safe Vehicle Power-Down Procedures

Demonstrate how to perform a live vehicle safe-down using OEM procedures on a known platform, focusing on technician safety and system deactivation verification.

Friday Morning, May 2, 2025, continued...

● ● Paint Prep & Finish Mastery: From Prep Work to Final Buff

Presented by Jeff Lowery • Sponsored by Wesco

In this Paint Prep Class with Jeff, you will master the essential techniques needed for a flawless automotive paint job. This comprehensive course covers every step of the process, including blocking and sanding, blend prep, masking, and final inspection.

Whether you're a beginner or a seasoned painter looking to refine your skills, Jeff will guide you through the fundamentals and teach new techniques to take your skills to the next level. In addition to prep work, you'll also learn final finishing techniques such as de-nibbing and buffing. These final touches are crucial for achieving a showroom-quality result, and we will provide hands-on training to help you perfect them. Don't miss this opportunity to enhance your painting skills and take your craftsmanship to the next level!

■ Intro to Damage Estimating

Presented by Graham Peach • Sponsored by CCC

Perfect for beginners or those looking to refine their estimating skills, this session focuses on the fundamentals of damage assessment and writing accurate initial estimates. The emphasis is on precision and efficient repair planning.

Key topics include:

- Capturing correct vehicle details
- Identifying related vs. unrelated damage
- Considering adjacent panels and components
- Proper estimate documentation to tell the full repair story

A Q&A session will be included for any additional topics of interest

11:30am-1:00pm PST

Lunch and Expo

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

FRIDAY AFTERNOON, May 2, 2025

1:00pm-4:00pm PST

◆ **Ring in Success: Elevate Your Phone Proficiency**

Presented by Jimmy Lea • The Institute

Embark on a transformative journey to redefine your phone skills under the guidance of renowned expert, Jimmy Lea from The Institute. Discover the secrets to crafting compelling value propositions and effortlessly setting appointments that drive business success. "Ring in Success" isn't just a course; it's a game-changer in the realm of customer service. This immersive experience unveils the pivotal role of phone etiquette in shaping customer perceptions and driving business growth.

In this electrifying course, you will delve into:

- **Harnessing the Power of the First 4.5 Seconds:** Learn to captivate your audience from the outset.
- **Overcoming Objections with Finesse:** Equip yourself with strategies to handle objections with confidence and grace.
- **Closing Mastery:** Unlock the secrets to boosting appointment conversion rates with effective closing techniques.
- **Pitfall Prevention:** Identify and avoid common pitfalls that sabotage your success.
- **Cultivating Advocates:** Transform inquiries into devoted advocates who champion your business.
- **Energized Engagement:** Discover how to infuse every interaction with excitement, enthusiasm, and genuine interest.
- **Value Creation and Objection Mastery:** Equip yourself with techniques to demonstrate value, overcome objections, and convert.
- **The Art of Closing:** Learn when and how to confidently seal the deal, securing appointments that propel your success.
- **Strategic Engagement:** Identify opportune moments to nurture leads and elevate your service offerings.
- **Empowerment through Practice:** Hone your skills through real-world examples and practical exercises, ensuring seamless execution in any scenario.

Don't miss this opportunity to elevate your phone prowess and unlock a world of untapped potential. Enroll now and revolutionize your approach to phone interactions for unparalleled success!

◆ **Built to Lead: The Collision Shop Leader's Edge**

Presented by Cecil Bullard • Sponsored by WTI

In the rapidly evolving Collision Repair Industry, the difference between a good shop and a great one comes down to one thing—leadership. This course is designed for collision shop owners, managers, and team leaders who are ready to break through performance plateaus and build teams that operate with accountability, consistency, and passion.

Led by Cecil Bullard, one of the most respected minds in the aftermarket space, this immersive leadership session dives deep into what it takes to lead effectively in today's high-pressure repair environment. You'll learn the exact mindset, systems, and communication strategies that transform average employees into highly engaged team members who take ownership of their results.

Understand the six stages of leadership, the four phases of building trust, and how to create a culture where your team doesn't just follow—they lead. Whether you're managing technicians, estimators, or front office staff, this session delivers practical, collision-specific tools to boost morale, productivity, and profitability.

Top 5 Takeaways for Participants: Master the Six Stages of Leadership and how they apply to managing high-stakes collision teams.

- **Develop a Trust-Building Framework** that eliminates micromanagement and boosts independent decision-making.
- **Learn Practical Systems for Accountability** that reduce rework, improve cycle times, and increase morale.
- **Discover the Secrets to Inspiring Culture Change** and empowering team members to become problem-solvers.
- **Walk Away with a Proven Leadership Toolkit** you can implement immediately to lead your shop to the next level.

Friday Afternoon, May 2, 2025, continued...

●🌟 **ADAS- All about Calibrations (Hands-on course)**

Presented by Jason Small, Stephen Flaiz • Sponsored by Elitek Vehicle Services

This class will cover extensive static and dynamic calibration steps for all vehicle types including Asian, Domestic, and European. This class includes requirements for performing calibrations and steps for verifying OEM specifications for safety of the repair

When a calibration fails, this class will help you diagnose the cause of the DTC code failure. We will also cover the various reasons why a calibration can fail and how to calibrate the vehicle under those circumstances.

Practical demonstration and “hands on” Calibrations will be performed in a laboratory environment with OEM tooling and the Autel ADAS system. Come and learn from the largest ADAS company, LKQ.

●🌟 **The Hidden Damage: What Your Alignment Data Reveals After a Collision (Hands-on course)**

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. In a nutshell, don't guess what's bent. 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.

●● **OEM-Guided Collision Repairs: Safety Protocols and Electrical**

Presented by TBD • Sponsored by WTI

Master OEM Procedure Navigation – Learn how to efficiently access, interpret, and apply collision repair procedures, including proper High-Voltage service disconnect procedures, battery handling, and storage protocols.

Essential Electrical Tooling & Testing Techniques – Identify the minimum required tooling, such as CAT III meters, and apply foundational electrical safety tests without needing full diagnostic proficiency.

Post-Collision High-Voltage Procedures – Gain critical awareness around EV and hybrid systems, including when orange wiring presents a hazard. Methods for identifying welded contactors, High-Voltage isolation faults, verifying zero potential, and the importance of proper equipotential bonding.

Welding & Structural Repair Considerations – Understand OEM guidelines for welding on High-Voltage vehicles, ensuring electronic system safety during structural repairs. **Bake Booth & Thermal Management Best Practices** – Explore how varying bake booth temperatures affect sensitive components in EVs and ICE vehicles, and implement protocols to mitigate thermal damage during refinishing.

●● **Paint Prep & Finish Mastery: From Prep Work to Final Buff**

Presented by Jeff Lowery • Sponsored by Wesco

This Paint Prep Class with Jeff, you will master the essential techniques needed for a flawless automotive paint job. This comprehensive course covers every step of the process, including blocking and sanding, blend prep, masking, and final inspection. Whether you're a beginner or a seasoned painter looking to refine your skills, Jeff will guide you through the fundamentals and teach new techniques to take your skills to the next level. In addition to prep work, you'll also learn final finishing techniques such as de-nibbing and buffing. These final touches are crucial for achieving a showroom-quality result, and we will provide hands-on training to help you perfect them. Don't miss this opportunity to enhance your painting skills and take your craftsmanship to the next level!

Friday Afternoon, May 2, 2025, continued...

■ **Advanced Damage Estimating**

Presented by Graham Peach • Sponsored by CCC

Building on the foundations from the Intro class, this session dives deeper into ensuring that estimates fully account for all necessary repair operations to restore a vehicle to its pre-loss condition. It also covers collaboration with key team members such as parts specialists and production managers.

Topics covered include:

- Blueprinting for accurate repair planning
- Understanding OE operations
- Navigating part codes
- Using the MOTOR Guide effectively
- Customizing repair operations
- Ensuring workfile quality

A dedicated Q&A session will provide an opportunity to address specific interests and challenges.

●●🌱 **Seam Sealing Perfection: Mastering OEM Beads**

Presented by Steve Oliver • Sponsored by Industrial Finishes

Refine your seam sealing skills in this expert-led clinic with Steve Oliver from Northwest Sales and Marketing, featuring premium SEM products. Designed for autobody technicians, this hands-on session focuses on the precise techniques required to replicate OEM seam seal beads with accuracy and consistency. Steve will demonstrate best practices for applying, shaping, and finishing sealers to achieve factory-quality results, ensuring durability and visual authenticity. Whether you're aiming to enhance your craftsmanship or stay current with industry standards, this clinic will give you the confidence and expertise to deliver flawless, OEM-level seam sealing on every repair.

SATURDAY MORNING, May 3, 2025

8:30am-11:30am PST

◆ **Collision Shop Financial Mastery**

Presented by Cecil Bullard • Sponsored by WTI

Let's face it: most collision shop owners are working harder than ever and still not seeing the financial results they deserve. It's not because they aren't capable—it's because they were never taught the financial systems that top-performing shops rely on to thrive.

This course, led by Cecil Bullard, delivers the financial roadmap every collision shop owner and operator needs to finally get control of their numbers, improve cash flow, and build long-term wealth. Whether you're running DRP-heavy operations or navigating a mix of insurance and retail, the principles in this course will apply directly to your reality.

Participants will dive into the 10 most important numbers every shop must track, learn how to create financial projections, and develop pricing strategies that protect margins without sacrificing customer retention. You'll also learn the 6 keys to sustainable financial success—and how to stop working 60+ hours a week just to break even.

Top 5 Takeaways for Participants:

- Understand the 10 Financial Metrics every successful collision shop tracks—and how to interpret them.
- Learn the 4 Critical Financial Reports that tell you exactly where you stand—and what needs to change.
- Build a Pricing Model that Works by balancing insurance rates, labor profitability, and parts markup.
- Discover the 6 Keys to Financial Success that allow you to work less and make more.
- Walk Away with a Collision-Focused Financial Blueprint to grow revenue, protect your margins, and scale with confidence.

Saturday Morning, May 3, 2025, continued...

Reign Supreme in the Digital Realm: Master Your Recession-Proof Presence!

Presented by Jimmy Lea • Sponsored by The Institute

Welcome to the 21st where if you don't exist digitally... you don't exist. Grab your recession ready checklist for building a fool-proof foundation to establish your marketing superiority online. Step into the digital age and ensure your brand's immortality with "Is Your Digital Footprint Recession Ready?" led by the maestro of marketing, Jimmy Lea from The Institute. In this electrifying session, Jimmy unveils the keys to digital dominance, guiding you through the intricacies of establishing an unassailable online presence.

Embrace the Revolution: Join Jimmy Lea on a journey to not just survive but thrive in the relentless digital landscape. Armed with a recession-ready checklist, you'll uncover the strategies to fortify your digital fortress and elevate your brand's visibility to unprecedented heights.

Takeaways:

1. Master the Art of Digital Dominance: Gain expert insights into optimizing your online identity, ensuring you stand out amidst the digital noise.
2. Fortify Your Online Fortress: Learn how to navigate Google's algorithms, claim your social territories, and construct a resilient online presence impervious to economic downturns.
3. Future-Proof Your Brand: Equip yourself with the tools and techniques to confidently conquer the digital landscape, securing your brand's relevance and resilience for years to come.

Don't let economic uncertainties dim your brand's shine. Secure your spot now and embark on a journey to digital supremacy!

● 🌱 Mastering Subaru EyeSight & Blind Spot Calibration & when it is required

Presented by Megan Lynn, Dylan Shafer • Sponsored by AVSC

Calibrating Subaru's EyeSight Driver Assist System and Blind Spot Detection Module is a crucial process that ensures the vehicle's advanced safety features function correctly. This hands-on class will cover Subaru's required post collision inspection process including the steering column and the step-by-step procedures required for accurate calibration. Participants will learn when calibration is necessary, such as after a windshield replacement, wheel alignment, or collision repair. The course will cover both static and dynamic calibration procedures, using Subaru's OEM guidelines, specialized tools, and software to achieve precise adjustments.

● ● 🌱 The Hidden Damage: What Your Alignment Data Reveals After a Collision (Hands-on course)

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. In a nutshell, don't guess what's bent. 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.

● ● Mastering Precision: Advanced Autobody Frame Measuring

Presented by Ben Else • Sponsored by Industrial Finishes

Join industry expert Ben Else from Industrial Finishes for an in-depth, hands-on class dedicated to the art and science of autobody frame measuring. With years of experience and a reputation for precision, Ben will guide participants through the latest techniques, tools, and best practices essential for accurately diagnosing and correcting frame damage. This course covers everything from interpreting measuring data to making precise structural adjustments, ensuring vehicles are restored to OEM specifications. Whether you're a seasoned technician or looking to refine your skills, this class offers practical insights that will elevate your repair accuracy and efficiency.

Saturday Morning, May 3, 2025, continued...

■ **Advanced Damage Estimating**

Presented by Graham Peach • Sponsored by CCC

Building on the foundations from the Intro class, this session dives deeper into ensuring that estimates fully account for all necessary repair operations to restore a vehicle to its pre-loss condition. It also covers collaboration with key team members such as parts specialists and production managers.

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- Ensuring workfile quality

A dedicated Q&A session will provide an opportunity to address specific interests and challenges.

Saturday, May 4, 11:30am-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.