



# SEMINARS & EVENTS

## FRIDAY, SEPTEMBER 17

**7AM: Badge Registration Opens** (Entrance Lobby)

**8AM-9:15AM: Repair Planning Using The DEG and OEM Owner's Manuals to Earn the Vehicle Owner's Trust** (Classroom 1)

**Danny Gredinberg, Database Enhancement Gateway (DEG)**  
Do you have trouble earning customer or bill payer trust in repairing vehicles? Do you have a hard time explaining WHY you have to perform certain operations? DEG Administrator Danny Gredinberg will share the tools to find out WHY critical operations may need to be performed using information from the owner's manuals and why it may NOT be an included operation.

**8AM-9AM: The Industry's Blind Spot** (Classroom 2)  
**Nick Dominato, adasThink**

Research shows that ADAS calibrations are being missed at a rate of 85 to 88 percent. This presentation will equip managers and technicians alike with the tools to know how they measure up to those statistics and how to reverse this trend in their shops and industrywide. This presentation will end with a live demonstration of what happens when a sensor is misaligned.

**8AM-9:30AM: Balls and Strikes** (Classroom 3)  
**Mark Olson, VECO Experts & Robert L. McDorman, Auto Claim Specialists**

The Right to Appraisal – when to recommend to your client to use it and when *not* to. You will hear from two of our industry's leading experts in the field of appraisals, both of whom have represented both the consumer and the insurance company. Robert and Mark will give you the understanding to recognize the correct use of the Right to Appraisal – why it works and why it sometimes doesn't.

**9:15AM-10AM: How to Make More Money with Glue Pull Repair** (Classroom 2)  
**Chris White, KECO Products**

Glue Pull Repair (GPR) is gaining popularity in shops as new products are hitting the market. The evolution of this less-invasive dent repair process is exploding; in this session, you will learn how dent repair impacts all areas of the shop – from the initial estimate through the course of the repair plan – and how to charge properly for the hours involved.

**9:30AM-10AM: The Technician Shortage Problem: Reconstructing Today's Collision Repair Technician** (Classroom 1)

**Keith Egan, Betag Innovation**

By far the largest hurdle a collision center must overcome is the lack of technicians entering our industry. As we exit the pandemic caused by Covid-19 shops are finding it increasingly difficult to meet the demand of work flowing into their facilities. To address the need for technicians, Betag North America has developed a program to re-invent your existing technicians making them more productive while improving outer panel repair quality. This presentation focuses on the 60-65% of body repair labor that is made up of outer panel repair.

**10AM-11:30AM: Closing the GAAP** (Classroom 1)  
**Mark Olson, VECO Experts**

This course will explore the use of GAAP to get paid for necessary operations during the course of a repair. Generally Accepted Accounting Principles (GAAP) refer to a common set of accounting principles, standards and procedures issued by the Financial Accounting Standards Board (FASB). Public companies in the United States, including insurance companies, must follow GAAP when their accountants compile their financial statements. You will learn to use the same principles and standards that they operate within to build the case for how you set your Labor Rates and operational requirements to fix cars properly – and how these principles roll into the customer's Right to Appraisal.

**10AM-11:30AM: Collision Repair 2035** (Classroom 2)  
**Frank Terlep, Auto Techcelerators, LLC**

By participating in this session, attendees will be introduced to more than 20 trends and technologies that will dramatically change the industry by 2035 and understand how these same trends and technologies are affecting the industry today. Frank will discuss what the industry needs to do between now and 2035 to survive and thrive and help attendees generate their own list of actionable ideas.

**10AM-11:30AM: Certified Repair Networks vs. Direct Repair Programs: The Differences and What the Future Holds** (Classroom 3)

**Pete Tagliapietra, NuGen IT**

Take a deep dive into two popular methods for getting repairs into the pipeline: OEM Certified Repair Networks (CRN) and Insurance

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Direct Repair Programs (DRP). The future of these programs are very fluid, and Pete shares insight and knowledge worth their weight in gold.

**11:30AM-12PM: *FREE Mini Session* (Junior Ballroom)**  
**Pete Tagliapietra, NuGen IT**

A special 30-minute demonstration on accessing ADAS information from OEM Engineering Build Sheet Data.

**1PM: *TRADE SHOW FLOOR OPENS***

**3PM-5PM: *State of the Industry* (Junior Ballroom)**  
**Mike Anderson, Collision Advice**

Mike Anderson is back in the building! This seminar will provide you with the latest Industry-related statistics. We will look at industry trends, OEM trends, the latest insurance happenings and other association news. Mike will dive into statistics on the number of shops in Texas, average Labor hours, cycle time metrics and SO MUCH MORE! If you know Mike, then you know that this is a must-see seminar with incredible insights to jumpstart any plans that you've been putting off to take your shop to the next level.

**8PM: *TRADE SHOW CLOSSES***

## **SATURDAY, SEPTEMBER 18**

**8AM-8:50AM: *Calibration Discussion Panel* (Classroom 1)**  
**Featuring Nick Dominato (adasThink), AirPro Diagnostics, Jake Rodenroth (asTech), Frank Terlep (Auto Techcelerators, LLC)**  
**Moderator: Mike Anderson**

Calibration is the new hot topic of the industry, and implementing it in your shop can be about as clear as mud. What tools and targets to use? Sublet or in house? In this hour-long panel discussion, we will hear from leaders in the industry who will guide you through the process of implementing a solid plan for your shop to keep up to date with this ever-changing technology.

**8AM-8:50AM: *How to Choose an OEM Certification That's Right for Your Shop* (Classroom 2)**  
**Presented by VeriFacts Automotive**

So many considerations need to be taken when choosing the right

certifications – tooling and equipment is not always the biggest factor, though. VeriFacts Automotive, leaders in the certification and shop inspection business, will guide shops on how to make decisions that will set their shop apart from the rest through certifications that are a perfect fit for them.

**8AM-10AM: *Conventional vs. PDR: The Great Debate* (Classroom 3)**  
**Chris White, KECO Products**

This two-hour session will include a dynamic presentation about dent repair followed by an open-mic session where all technicians are invited to join in on the discussion. We will discuss how the two repair methods really aren't as far apart as they may seem and open up dialog about what it takes to make a proper repair.

**9AM-9:55AM: *Cyber Insecurity* (Classroom 1)**  
**Mark Claypool, Optima Automotive**

This session covers the threats to businesses from outside sources that can do major damage to a company through hacking, ransomware, spyware, etc.

**9AM-9:55AM: *Electric Vehicle Readiness: Preparing for the Battery-Powered Future* (Classroom 2)**  
**Greg Burkhardt, VeriFacts Lead Coach**

It's no surprise EVs are gaining traction, but what does that mean for shops today as they prepare for more EVs on the road and ultimately in their shop? VeriFacts will highlight some of the critical considerations to repairing EVs – from basic safety to more specific nuances that are emerging in today's cutting-edge vehicle manufacturers – and what a shop can do to not only be prepared but to excel at repairing today's EVs.

**10AM: *TRADE SHOW FLOOR OPENS***

**3PM-5PM: *It's Not Just about DTCs* (Junior Ballroom)**  
**Mike Anderson, Collision Advice**

In this session, Mike Anderson will share how to research, document and justify the need for a scan and other tool-related operations on your estimate in a way that will help you get reimbursed. In addition, he will cover common operations that trigger the need for calibrations or initializations requiring a scan tool, such as disconnecting the battery, seat sensor calibrations, R&I of glass and more. The goal is to share real-world examples of why you need to also check the values of the ADAS components themselves in some cases. This class will explain why you can't rely on just looking for DTCs and how or why you need to also view the LIVE data.

**6PM: *TRADE SHOW CLOSSES***