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**KEYS**

KEEP EDUCATING YOURSELF & STAFF



Florida

Sanibel Island

Causeway

Tarpon Bay

Gulf of Mexico

Automotive Video Incorporated Presents  
**Sanibel Conference 2007**

January 11th-14th 2007

## Why Should I Attend?

You should attend the AVI Sanibel 2007 Conference because you can be confident that Automotive Video, Inc. has scoured the country to assemble the very best line-up of top professional instructors in their field of automotive technology.

- ✕ Maximize your training time and dollars with 8 different instructors teaching their most current and relevant information to help you become more efficient and profitable.
- ✕ Take advantage of networking opportunities in a relaxed and comfortable setting. Ask questions and get answers. Get involved, Get motivated!
- ✕ Absolutely no product pitches in AVI seminars.
- ✕ Get out of the cold for a relaxing retreat to sunny Sanibel Island

## Who is Team AVI?

Automotive Video, Inc. (TEAM AVI) has been producing timely and informative training for automotive repair professionals since 1994. OUR MISSION is to provide full-service training to the automotive repair industry.

For every new training program we produce, we actively seek out the most-qualified Instructors in their respective field. TEAM AVI's in-house video production facility, which includes state-of-the-art equipment and a talented production team, helps auto repair technicians receive training from industry-recognized instructors conveniently, at an affordable and cost-effective price.

To complement TEAM AVI's extensive training library, our Research and Development Department continually reviews educational materials available through several other industry educators. Quality products are added to our library from time to time, so that we may offer a wide variety of training to our customers.

The availability of these training materials is not limited to auto repair technicians and shop owners. We welcome interest from industry associations, wholesale and resale vendors, equipment manufacturers, schools and educators, and anyone interested in promoting our educational products.

Automotive Video, Inc., is owned and operated by President & CEO Paul Louwers and Vice-President & CFO Sherry Louwers. As a family-owned business, we take great pride in our company and are dedicated to the preservation of excellent service to our new and loyal customers. We continually strive to reach our main goal to be the leader in the automotive repair technician training industry!

## Hotel Info

The West Wind Inn on Sanibel Island is a holiday resort on the Gulf of Mexico. If you dream of a tropical island vacation with gorgeous sunsets, miles of beach to explore and a safe, secluded place to renew your spirit, our Sanibel Island resort is just the right place for you. Our private beach beckons you with its warm Gulf waters, white sands and some of the best shelling in the world. The inn is a casual resort offering you a no stress environment and a professional friendly staff at your service.

## West Wind Inn

3345 West Gulf Drive  
Sanibel Island, Florida 33957  
(239) 472-1541 (Voice)  
(239) 472-8134 (FAX)  
(800) 824-0476 (Toll Free)  
wwinn@westwindinn.com



## George Witt

George Witt Services, Inc.

George started out as a mechanic in a gas station over 30 years ago and advanced to Service Manager at four different new car dealerships. He now owns and manages his own repair shop, George Witt Service, Inc., which specializes in Honda and Acura cars.

He holds the following ASE Certifications: Master Auto Technician, Advanced Engine Driveability and Service Consultant. He's earned the Degree of Accredited Automotive Manager from the Automotive Management Institute (AMI). He's also an AMI-approved instructor and teaches shop owners from coast to coast in areas such as: "Shop Marketing," "Become the Manager That Everyone Wants to Work For" and "Survival Skills for the Service Advisor."



His book entitled "Shop Marketing" is distributed by ALLDATA, a major company in the service information business. His web site, [www.georgewitt.com](http://www.georgewitt.com) won a National Award from the Women's Board of the Car Care Council. He writes his own newsletter, which has won 3 National Awards from the Women's Board.

He's also the past President of the Automotive Service Association of Nebraska. The Automotive Service Association (ASA) is the nation's largest not-for-profit association representing auto repair shops. George Witt Service is the only auto shop to receive an Environmental Award from the Health Dept. for Waste Reduction and Recycling and the first business of any kind in Lancaster County to achieve all 3 levels of compliance for the Businesses for Environmental Leadership.

As a member of the International Automotive Technician's Network (iATN), an internet information exchange site for professional automotive technicians with over 40,000 members from 127 countries, he was recognized along with 21 others as "Honorable Mention, iATN 2002 Technician of the Year."

## Classes Taught by George Witt

**Advanced Selling Skills**—Learn how to take the mystery and effort out of selling. You'll learn how to make an irresistible presentation to your customers that's very simple to do. It's so simple, anyone can do it! Many talk about the art of sales, George will teach you the science of sales.

- You'll learn how to present it in a way your customers want to hear it.
- Learn the secret of big sales and how to make it easy to say "yes".
- After this class, you'll understand the sales process like you never have before. Once again, George teaches simple concepts that work anywhere, for anyone.
- If you don't like sales or have workers who're reluctant to sell, this class is the fix!
- One shop owner reported increasing his average repair order by 20% using George's simple system. Another said he'd had trouble selling diagnostic time and now easily sells over \$200 per week (that's 10 grand a year more in his pocket).
- The best part is, the class is only 2 hours and will be presented twice. AMI-Approved for Credit.

**Shop Efficiency**—The average repair shop only has their techs actively working on cars about 50% of the time they're at work. If you have several slow days, your week is lost, because you can't make up the lost ground.

This 3 hour class explains the mysteries of shop efficiency and how to drastically improve it. George will give you many simple tools to overcome this and make your shop efficient.

All you have to do is increase shop efficiency from 50% to 75% and you've increased sales by 50%!!! Think what you can do with that money.

You'll learn about scheduling, diagnosing, inspecting, production, parts distribution and much more in an easy to master format. Anyone can do it, George makes it easy. AMI-Approved for Credit.

## Wayne Colonna

President of ATSG.



- Wayne started his career in the transmission industry after attending the Lincoln Technical Institute in 1975.
- He has been a rebuilder for franchise shops in the New Jersey and New York area, and brings to ATSG over 26 years of experience.
- He is also the Technical Editor of Transmission Digest. ATSG is a technical support service for the Automatic Transmission Industry.
- ATSG offers a Technical Hotline, Books, Software, Bulletins, Seminars, and Technical Courses to the Automatic Transmission Professional. ATSG has 10 full-time technicians with hands-on experience available to answer your tech problems on both foreign and domestic automatic transmissions.

## Classes Taught by Wayne Colonna

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**For the Automatic Transmission Technician**

Wayne Colonna will present a variety pack of information extracted from ATSG's 2007 National Seminar Presentation of problems with fixes for Domestic, Japan and Europe manufacturers. Diagnostics, parts updates and interchangeability information will also be included in this information packed session.

## Bill Fulton

- Recognized by Motor Service Magazine as one of the top three Automotive Technical Instructors in the country
- ASE Certified Master technician with L-1 certification
- Author of Mitchell's "Advanced Engine Diagnostics" manual and several Lab Scope and Driveability manuals
- Owner and operator of Ohio Automotive Technology, which specializes in automotive aftermarket technical training seminars and is a beta-test center for Snap-on and MAC tools 15 years of Training and R&D experience, including 7 years for Mitchell
- Former instructor for PrecisionTune, OTC, Standard Motor Products, and Vetronix
- Contributing author for Underhood Service magazine



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### Classes Taught by Bill Fulton

#### The Anatomy Of A Primary Vs Secondary Waveform & The Profitable Guide to DSO Diagnostics

- Yes, you can pinpoint the exact cause of a misfire by monitoring the primary or secondary using your DSO.
- The 10 minute scope check. Is it practical and profitable? Yes! We will prove it, and you can be the judge!
- A close look into the DI, EI, COP & COP DIS Systems
- How can we manually control cop units with internal drivers? Find out how!

#### The Fundamental Laws of Electrical Troubleshooting 101 & DVOM Diagnostics

- Ohms law. Does it Apply to you? Yes! We'll prove it, and you can be the judge.
- 3 Critical Voltage Checks
  - A. Open Circuit Voltage
  - B. Voltage Drop Checks
  - C. Dynamic Voltage Checks - When, Where & Why?
- Multimeter test lights & noid lights. Do you need to know the loading effect? Yes, and we'll prove it!
- Ammeter readings in manual mode & amp probe readings using your DVOM
- The ohmmeter functions. When, where & how!
- Min/max modes - DVOM Sampling Rates
- Understanding Feed Side, Ground Side, Reversed & Forward Biased Components
- AIC vs DIC Component Testing

## John Thornton

- Co-writes the "Diagnostic Dilemmas" column, and specializes in driveability/engine performance, engine controls and electronics. His technical expertise and informative articles have earned him the respect of fellow technicians. John is the owner of Pro-Tec Auto in Naperville, Illinois and has been in the business for 24 years.
- John is a monthly contributor to Underhood Service magazine. He also teaches driveability and IM240 training classes in the Naperville area, as well as ABS and electronic transmission classes in Chicago and Milwaukee.

### Classes Taught by John Thornton

#### J2534 - What is it? Does it work? Do I need it?

In 2004 SAE (Society of Automotive Engineers) adopted a new method for reprogramming on-board vehicle controllers. This new method uses a new tool, the J2534 Pass-Through device, and the O.E.'s website to allow a technician to install and code new controllers via the internet (without the use of a factory scan tool).



## Mike Cleary

- A certified Ford Motor Company Senior Master Technician and Diesel Specialist, Shop Foreman and Technician Training Coordinator in a California Ford dealership
- Respected as one of the country's leading Ford Senior Master Technicians, Mike's 25 years experience and knowledge base can be surpassed by few other technicians in today's industry.
- Mike has learned first hand that to be proficient and profitable in the automotive industry he must keep current with his own professional automotive training. He keeps abreast of the latest technology and developments by attending Ford Motor Company training on a regular basis.

- In 2000, Mike received a two-year appointment to the Ford Motor Company Professional Technician Society Advisory Board, where he provided valuable insight to Ford Motor Company regarding such issues as labor time standards, tooling, service publications, vehicle serviceability, and technician recognition, recruitment and retention.
- Mike Cleary's Seminars are exclusively designed to incorporate Mike's daily on-the-job, time-proven diagnostic and repair strategies in the areas of Ford driveability and electronics. Original up-to-date material is presented through manuscripts, mixed media presentations and/or hands-on learning.

### Classes Taught by Mike Cleary

**Ford Electronic Transmission Diagnostics** - Gain an understanding of the various electronic transmission control system components and how they interface. Emphasis is placed on: **E4OD (4R100), 4R70W, 5R55E, AX4N, and AX4S** transmissions. You will learn to differentiate between electronic control system malfunction versus a transmission mechanic malfunction. Learn electronic transmission control operating strategies and characteristics, and develop individual diagnostic strategies to facilitate quick and efficient diagnosis of transmission problems.

## Dave Hobbs

- Worked as an Auto Repair Technician for 15 years (1973-1988)
- Since 1988, has been an Automotive Technical Adviser and Training Instructor with Delco Electronics
- ASE-certified in Brakes, Electrical/Electronic Systems, Heating & Air Conditioning, and Engine Performance
- Teaches Automotive Systems Theory and Update classes at Ivy Tech State College in Indiana and also for MACS (Mobile Air Conditioning Society)
- Worldwide Member of SAE's Service Technicians Society (STS)
- Member of the International Automotive Technicians' Network (iATN)
- Has served as an Advisory Board Member for the Kokomo (Indiana) Automotive Area Career Center
- Thoroughly enjoys and has a special talent for bringing very complex automotive systems down to earth for the average guy or gal out there who's trying to make a living repairing today's vehicles

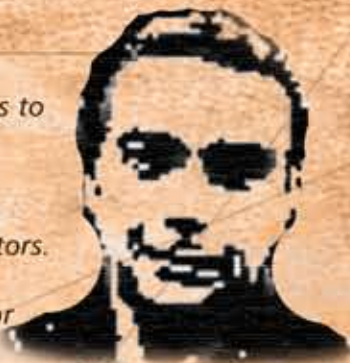
### Classes Taught by Dave Hobbs

**Powertrain Technology Update for GM** - Dave Hobbs gives you a first hand look at what's new so you can stay on top of what's under the hood with GM vehicles. All the latest in powertrain changes. This course is invaluable to anyone who is doing drivability work on GM vehicles. What you DON'T know CAN hurt you! Covers: Exhaust Cam Phasing, Displacement on Demand, CAN Serial Data, Electro-Viscous Fan Clutches, GM's Iridium Hybrid Pickup, Throttle by Wire, Regulated Voltage control, Compression Sensed Ignition Systems, GM's Automatic Crank Feature, Wide-Range Air-Fuel Resistance Calculated Oxygen Sensor Heater Temperature and much more.



## John Forro

An A.S.E. Master certified automobile technician with L-1 Advanced Engine Performance certification as well. John has authored 12 automotive manuals to date, produced several automotive training videos appeared in many of the industry trade magazines and won the Motor Top 20 tool award for Silver Bullets. John is also certified in heavy duty trucks, A/C Recovery, body mechanical, state emissions and is also one of the State's lemon-law inspectors.



John has been and continues to be a full time working automotive instructor and technician, which enables him to relate to the student's needs as technicians, which enables him to relate to the student's needs as technicians. John has taught several of the nation's leading companies.

John is extremely proud of AST is committed to its first rate reputation which he feels will only be maintained by providing the highest standard training classes and materials along with customer satisfaction that is unsurpassed by any other in our industry!

## Classes Taught by John Forro

Mode \$06 Misfire Diagnostics: Now that you have an understanding of Mode 6 is, we will show you how to use Mode 6 to help diagnose real world problems such as misfires on Ford Vehicles. This course will walk you through the procedures to apply Mode \$06 diagnostics on several rough running Ford vehicles.



## Reggie Thompson

Reggie has been in the automotive industry for over 35 years and is presently the owner and operator of "Ask Reggie" Training, Consultant, Speaker and Management Company. He holds ASE certifications in Brakes, Alignments, Engine Performance, Air Conditioning, Electrical Systems, and Parts Specialist. Reggie's education and training is balanced out with real world hands on experience at many shops. He has spoken to over 46 shops on subjects such as air conditioning, tire and wheel alignment, and ASE preparation. He is also a motivational speaker for the Cheltenham Boy's Detention Center.

## Classes Taught by Reggie Thompson

- Understand the relation between Temp and Pressure
- The negative and positive effect nitrogen has on an A/C system
- The best ways to leak check an A/C system
- Checking relative data stream information
- Cabin air filters: customer satisfaction missed and revenue
- The coolant system the over looked diagnostics
- "Black Death" How do we handle it and stay out of trouble
- Automotive manufacturers problems and their solutions
- Retrofit R134a or Re-retrofit R134a that is a question
- Refrigerant identification and equipment sealant removers
- Ask Reggie's 10 diagnostic step: "Trust the simple procedures"
- New innovations, technology, and the future A/C systems



## AVT's Sanibel Conference 2007 Agenda

Instructor	Class	Time	Location
<i>Thursday, January 11th, 2007</i>			
George Witt	Shop Efficiency	6-10	West Wind
<i>Friday, January 12th, 2007</i>			
John Forro	Mode 6 Diagnostic	8-9:50	SCA (A)
Dave Hobbs	GM Technology	8-9:50	SCA (B)
Mike Cleary	Electronic Trans	10-12	SCA (A)
Bill Fulton	Drive Cycle Diagnostics	10-12	SCA (B)
Lunch		12-1	
John Thorton	J2534	1-4	SCA (A)
Reggie	Temp vs Pressure	1-4	SCA (B)
<i>Saturday, January 13th, 2007</i>			
Mike Cleary	Electronic Trans	8-9:50	SCA (A)
Dave Hobbs	GM Technology	8-9:50	SCA (B)
John Forro	Mode 6	10-12	SCA (A)
Bill Fulton	Drive Cycle	10-12	SCA (B)
Lunch		12-1	
Wayne Colonna	Insights	1-2:30	SCA (A)
George Witt	Selling Skills	2:40-4	SCA (A)
John Thorton	J2534	1-4	SCA (B)
<i>Sunday, January 14th, 2007</i>			

**Pack Yer Bags, and Git off Mer Island!**

## Do **NOT** Use these **Excuses** Not to Train:

**"If it sounds like an excuse, it IS an excuse!" -David Sandler**

1. Don't Have Time
2. Free Training
3. My guys are ASE Certified
4. Too Expensive
5. I'm selling the business to my son
6. Been doing this for 15 years
7. It's on Sanibel, I don't want to pay the toll
8. I have Mitchell and All-Data
9. My tool guy will come around sometime and train me
10. I've got a buddy at the dealer
11. It's in season... It's the wrong time of season
12. Won't drive over a Bridge
13. I can't get away
14. Not in the Budget
15. I'm so good, I can fix your car by listening to it over the phone
16. I'm "certified"
17. I went last year
18. I went to one within the last 6 months
19. I have to check with my accountant
20. I have to check with the wife
21. My scanner tells me what's wrong with the car
22. My auto parts store allows me to return parts until I fix the car
23. I have a tech line
24. I'm broke
25. I've never had a problem
26. I'm the best in town
27. Fax me something
28. I got all of that down
29. I'll let you know later
30. Get back to me in 2 weeks
31. I never train in the fall / spring / winter / summer
32. I'm in for the year after next for sure!
33. I only do Imports
34. I only do Fords
35. I'm busy
36. I'm slow
37. I want to keep my techs stupid
38. How come you don't have it up here?
39. If I train my techs, they will leave my company
40. If it's not free, I'm not going
41. I could teach the class
42. I have a diagnostic 8-ball
43. It's on a Weekday / Weekend
44. It's during the day/night
45. The 11-14th is bad for me
46. I don't see these cars in my shop
47. I don't know your instructors
48. Never heard of you
49. I don't have that type of equipment
50. Get back with me later
51. We have all that information
52. You're from Florida
53. I've already been to a class like that
54. I worked at the dealer
55. I have taxes to pay
56. I have to pay off my Christmas Debt
57. Maybe next year
58. I will see if my techs want to go
59. I heard that January is the peak of Hurricane Season
60. I have enough Training
61. That stuff is just a bunch of Theories
62. This can't be used in the real world
63. What is Oh-Bee-Dee?
64. I only work on Europeans
65. I only do GM
66. I'm the only mechanic in town
67. This won't bring any more money into my shop
68. Efficiency is for bean counters
69. It's not a good fit for me
70. Why train now when I haven't for years?
71. I'm going to open a new garage soon - Call me Then
72. I won some training a year ago and haven't used it up yet
73. I'm saving my money for a Texas Hold'em Poker Tournament
74. Next week I'll be a Body Shop
75. Next week I'll be a Brake Center
76. Next week I'll be a Detail Shop



**AMI** AUTOMOTIVE  
MANAGEMENT  
INSTITUTE®

**eAutoClub.com**®  
Customer Focused, Customer Driven...



Draw schematics with Jim Linder on the beach and meet with other top end technicians.

*Friday Night  
Hospitality Night*  
Come out, meet people, socialize, smooze, & have a few drinks!  
Located at the Westwind Conference Center

*Saturday Night  
Casino Night & Dinner*

Food, fun, and your chance to hit it big!  
Located at the Sanibel Community Center



Ye are invited to TEAM AVI's  
10th Annual Automotive Technical Conference!

*What is it, ye ask?*

Only one of the largest technical conferences in the colony of Florida!

*Where it be held at?*

On beautiful Sanibel Island, Florida!

*When it be held?*

January 11th-14th, 2007  
Exhibitor Setup on January 10th



1.800.718.7246  
e-mail: plouwers@auto-video.com

# Registration 2007



Automotive Video Inc's Sanibel Conference

*Date* January 11th-14th, 2007

*Fax* 239.561.9111

*Location* 2173 Periwinkle Way  
Sanibel, FL 33957  
(via) SW Regional Airport (RSW)

*Mail To* Sanibel Conference 2007  
Automotive Video Inc.  
6280 Arc Way  
Fort Myers, FL 33912

## Technician Information

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_

Cell Phone: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_ OPT in for E-Newsletter: \_\_\_\_\_

Your AVI Rep: \_\_\_\_\_

## Conference Options (Mark with an X)

- \$249.95 includes all Friday and Saturday
- \$150.00 includes a Thursday night dinner and "Shop Efficiency" with George Witt
- \$349.95 for the complete AVI Sanibel Seminar 2007 Package
- Check here to take off 10% if you are an ASA Member, Florida Automotive Industry Member, or ATSG Member

## Payment

Check: Check Number: \_\_\_\_\_ Total Amount: \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Questions? Call Automotive Video Inc 1-800-718-7246

*Ahoy, Ye Exhibitor and Event Sponsors!*

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*How can ye join the crew? There be 3 ways!*

*Vendor Booth, Sponsorship or Door Prize*

**Vendor Booth Space: \$300.00**

**Sponsorship Levels**

**Silver Sponsor: \$500.00**

**Gold Sponsor: \$750.00**

**Instructor Sponsor: \$1500.00**

**Anchor Sponsor: \$3500.00**

**All Sponsorship Levels include a  
8x10 Exhibit Space Plus Meals  
and Conference Admission for  
two! Ye'll be needin' to provide  
a door prize.**

**\*Fender Cover Sponsor: \$1500.00**

**(limited to 10) Must be Silver Sponsor or Higher**

**For Sponsorship Levels of Silver and Higher, there be extra special  
entitlements. Ye need to contact Capt. Paul Louwers or First Mate  
John Blockley at TEAM AVI's home port for details.**

**1.800.718.7246**

e-mail: [plouwers@auto-video.com](mailto:plouwers@auto-video.com)

*Vendor / Sponsor*  
**Registration 2007**

**Automotive Video Inc's Sanibel Conference**



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*Sponsor Information*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_

Cell Phone: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_ OPT in for E-Newsletter: \_\_\_\_\_

Your AVI Rep: \_\_\_\_\_

*Sponsor Options* (Mark with an X)

- |  |  |
|--|--|
| <input type="checkbox"/> \$300.00 Vendor Booth Space | <input type="checkbox"/> \$1500.00 Instructor Sponsor    |
| <input type="checkbox"/> \$500.00 Silver Sponsor     | <input type="checkbox"/> \$3500.00 Anchor Sponsor        |
| <input type="checkbox"/> \$750.00 Gold Sponsor       | <input type="checkbox"/> Fender Cover Sponsor \$1500.00* |
|  | <small>*Silver Sponsorship or Better Required</small>    |

*Payment*

Check: Check Number: \_\_\_\_\_ Total Amount: \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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