



**Training Managers Council**  
ATMC

# **Annual Conference**

**April 16 - 18, 2024**

**Hilton Peachtree City**

**Hotel and Conference Center**

THANK YOU to all  
our Conference Sponsors!



mazda





## Welcome back to Peachtree City, Georgia!

On behalf of the ATMC Board of Directors, I would like to welcome all new and returning members to the 2024 ATMC Annual Conference in Peachtree City, Georgia.

The ATMC conference is an opportunity for the transportation training community to come together and discuss new trends, opportunities, best practices, and solutions to training programs. It opens doors to connect with other training professionals in a collaborative and non-competitive way to improve the quality and effectiveness of our training programs. It provides the ability to learn from our peers and experts in the field and to help others by sharing information, tactics, and strategies where we have seen success. It is the opportunity to come together, to work together, and to grow together. Without the support from all of you, the ATMC wouldn't be the great conference and audience that it is today, and we thank you for all your support and efforts.

This year, we have an exciting conference packed full of engaging topics. As always, we are starting off with our OEM and Aftermarket roundtables, that will discuss various topics within the transportation training community. In addition, we will have several guest speaker presentations and multiple discussion groups focused on the following topics:

- Best Tools for Training
- Technician Recruitment/Retention
- Artificial Intelligence in Employee Training
- Gamification in Learning and Development
- Microlearning
- Adaptive Learning Platforms
- Virtual Reality and Simulations in Training

The conference will wrap up with the ATMC Benchmark Survey, providing the audience with key statistics related to the transportation training community.

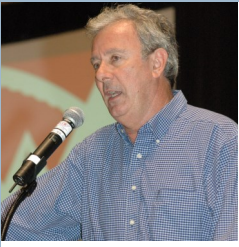
The ATMC Conference is here to bring us all together and talk “shop” and we hope that every one of you takes the opportunity to reach out to someone new, to learn new best practices and to walk away knowing that you are better equipped to make a change to your training program.

Thank you for your continued support for the ATMC and I look forward to meeting you all throughout the week.

Chris Chartron

Chairman ATMC

## PRESENTERS



**George Arrants** is Vice-President of the ASE Education Foundation, working on an initiative to partner the automotive, medium/heavy truck, and collision industries with education and open opportunities for student work-based learning and apprenticeships. George previously chaired the TMC Supertech Competition for 14 years. He has also worked closely with the U.S. Department of Labor, Employment and Training Administration, where he led the automotive strategic development team advising the agency's "High Growth Job Training Initiative."



**Terry Banks** is the Automotive Director at Crane Morley. Terry embarked on his career after realizing that sooner or later, everyone needs transportation. He has worked in the corporate environment at Toyota and Mazda and on-site at over 1,000 dealers providing innovative solutions and training programs.



**Bernard Hyland**, Colonel U.S. Army (Ret), is the Executive Vice President for Strategy and Commercial Services at Educational Resource Systems, Inc. (ERS). He is an accomplished expert in strategic and operational planning; individual, institutional, and international training; organizational change and performance management. Following nearly 30 years of military service, Bernie is well known for developing the automotive industry's top U.S. Department of Labor and GI Bill® approved service technician apprenticeship and OEM technical training programs. His clients include, among others, Audi of America, Ford Motor Company, Jaguar Land Rover North America, Kia America, Mercedes Benz USA, Midwest Automotive Designs, and Volvo Car North America.



**Elie Massabki** is the CEO of Mechanics Marketplace and founder of Skilled2Hire, a company focused on fixing the skilled labor shortage and enabling successful careers in the Automotive industry. Elie has 30 years of experience in leading organizations, developing talent and building effective team members.



**Thom Pratt** has more than 20 years of experience leading the development of innovative learning and on-the-job performance improvement solutions for the transportation industry. He believes that applying the right tool for the right job in training benefits from a complete toolbox of the classics, as well as blending the latest AI, mixed and virtual reality into the most effective system. His partnership with the enterprise teams at Microsoft and Meta provides a window into what's working today and on the adoption roadmap for the future.



**Ana Salcido** is a Technician Recruitment Manager for Navistar, supporting technician recruitment, hiring, and retention for the International and IC Bus dealer network. Ana joined Navistar in 2012, performing various roles in the company's Aftersales organization. She started as a Project Manager for the Global Region, then managed the Service Products Support Team for four years working with dealers, fleets, and customers to provide support in areas such as diagnostic and programming software, electronic service tools, and essential tools.



**Matt Shepanek** started with ASE in February 2022 as the VP, Credential Testing Programs. Prior to this position, Matt has spent his entire career in the automotive industry starting out as a technician, working for in training and development for an automotive supplier and then 19 years with VW/Audi as a Technical Curriculum Designer (7 years) /Technical Training Manager (12 years).



**Scott Wiemels** is the CEO and founder of 24G, a Digital Agency and technology incubator. He also holds the position of president at DRIVE, a revolutionary workforce enablement platform. At DRIVE, Scott leads a team dedicated to reshaping the automotive industry's learning landscape by fostering constant engagement, campaign-based learning methodologies, and workforce enablement. As a leader, Scott fosters a culture of joy, exemplified by acquiring a 44,000-square-foot bowling alley transformed into 24G's headquarters in 2017.



**Bob Witte** has 45 years of experience in the aftersales automotive segment. Bob has held various roles at BMW, showcasing his expertise and dedication. He started as an apprentice technician and worked his way up to Aftersales Training Manager. In his current capacity, Bob is the Military and STEP Recruiting Manager, and he oversees the BMW Youth Initiative Program.



**David Yin** is Peterbilt Motors Company ARTech Product Manager. His career includes previous positions in Peterbilt Product Engineering as a Mechanical Engineer, PACCAR Quality as a Six Sigma Black Belt, Peterbilt Customer Service as a Compliance Manager, and a Publications Manager. As the Compliance Manager, David was responsible for maintaining Peterbilt's compliance with the TREAD Act. David is the primary inventor of the patent for Peterbilt ARTech – an application that uses Augmented Reality for Service Technicians.

## ATMC 2024 Conference Agenda

	Time	Event	Location	
<b>Tues., 4/16</b>	7:30 - 11:00 am	Badge Pick-up	Registration Area	
	7:30 - 9:00 am	Breakfast for OE Roundtable Participants	Peachtree Foyer	
	9:00 am	OE Roundtable—Closed Session	Peachtree Ballroom C	
	12:00	Lunch for OE Roundtable Participants	Terrace Restaurant	Hosted by AirPro
	12:30 - 4:00 pm	Badge Pick-up	Registration Area	
	1:30—4:00 pm	OE Roundtable resumes—Closed Session	Peachtree Ballroom C	
	1:30—4:00 pm	Aftermarket Roundtable	Peachtree A & B	
	6:00 - 8:30 pm	Badge Pick-up	Registration Area	
	6:00 - 8:30 pm	Opening Reception	McIntosh Foyer	Hosted by Toyota
<b>Wed., 4/17</b>	7:00 am - 4:00 pm	Badge Pick-up	Registration Area	
	7:00- 8:30 am	Breakfast	McIntosh Ballroom	Hosted by Mazda
	8:30 am	Opening of General Session Matt Shepanek, Chris Chartron	Caledonian Amphitheater	
	8:45 am	Introductions		
	9:00 am	Right Tool for the Right Job Thomas Pratt, Terry Banks (Crane Morley)		
	10:15 am	Break		
	10:30 am	Technician Recruitment/Retention and Training's Role Panel Discussion: George Arrants (ASEEF), Bernie Hyland (ERS), Elie Massabki (Skilled2Hire), Ana Salcido (Navistar), Bob Witte (BMW)		
	12:00 pm	Lunch	McIntosh Ballroom	Hosted by Hayes Autogroup
	1:30 pm	Discussion Roundtables - Topics to be voted on.	# 1 - Highland # 2 - Canterbury	

	<b>Time</b>	<b>Event</b>	<b>Location</b>	
Wed., 4/27	2:30 pm	Break		
	3:00 pm	Report Out from Discussion Roundtables	Caledonian Amphiteater	
	3:30 pm	iPad Training and Diagnostic Tools David Yin , Mike Arzamendi (PACCAR)		
	4:15 pm	AR/VR Demos	Canterbury	
	5:00 pm	Adjourn		
	6:00 pm	Reception	McIntosh Foyer	Hosted by ATech
	7:00 - 9:00 pm	Dinner	McIntosh Ballroom	Hosted by ASE & Bridgestone
Thurs., 4/18	8:00 - 9:00 am	Breakfast	McIntosh Ballroom	
	9:00 am	24G - Driving Engagement in Training Scott Weimells (24G)	Caledonian Amphiteater	
	10:00 am	Break		
	10:15 am	ATMC Training Benchmarks Survey Summary Matt Shepanek		
	11:00 am	Closing Remarks Matt Shepanek, Chris Chartron		
	12:00 pm	ATMC Board Meeting—Closed Session	Canterbury	

**Thanks for attending! We look forward to seeing you back here in Peachtree City next year. Mark your calendar for April 15-17, 2025.**

# ATTENDEES

Name	Organization	e-Mail
Howard Abrahams	Toyota Motor North America	howard.abrahams@toyota.com
Alexandra Aikens	Latitude Learning	alexandra.aikens@latitudecpg.com
Daniel Aldrich	Christian Brothers Automotive	dan.aldrich@cbac.com
George Arrants	ASE Education Foundation	garrants@aseeducation.org
Mike Arzamendi	PACCAR	mike.arzamendi@paccar.com
Earl Bailey	Snap-on, Inc.	earl.p.bailey@snapon.com
Terry Banks	Crane Morley	tbanks@cranemorley.com
Ruben Basurto	Isuzu Commercial Truck of America, Inc.	ruben.basurto@icta-us.com
Jim Bennett	Automotive Training Institute	ksdee@autotraining.net
Kenneth Benson	ASE Education Foundation	Ken.benson@aseeducation.org
Angela Bexley	GPC/NAPA Autotech	angela_bexley@genpt.com
Jake Branham	Southeastern Freight Lines	jacob.branham@sefl.com
Erin Brennan	Goodheart-Willcox	ebrennan@g-w.com
Mike Brock	Immersed Technologies, Inc.	mbrock@immersedtechnologies.com
Jamey Brooks	Gulf States Toyota	jbrooks@gstoyota.com
Marc Brune	Mentor Mentee	marc.brune@mentormentee.com
Derek Bryant	ASE	dbryant@ase.com
Chris Chartron	Toyota Motor North America	chris.chartron@lexus.com
Mike Coley	ASE Education Foundation	mcoley@ase.com
David Collier	VPS a V2X Company	david.collier@gov2x.com
Curtis Crisp	Peterbilt Motors Company	curtis.crisp@paccar.com
Samer Damer	Mentor Mentee	samer.damer@poweredbyu.com
Jonathan Davisson	Mazda	jdavisso@mazdausa.com
Todd Dawn	Allison Transmission	todd.dawn@allisontransmission.com
Colin Duncan	Great Dane	cduncan@greatdane.com
Tim Dwyer	ConsuLab	tdwyer@consulab.com
Kye Grisham	Christian Brothers Automotive Corporate	kye.grisham@cbac.com
Joshua Hall	Daimler Truck North America	joshua.hall@daimlertruck.com
Nathan Harrier	Ford Motor Company	nharrier@ford.com
Cheryl Harrison	ASE	charrison@ase.com
Maureen Haskell-Wodnick	Penske Transportation Solutions	maureen.haskell-wodnick@penske.com
Timothy Hatcher	Automotive Maintenance and Repair Assn.	timothy.hatcher@motorist.org
Ted Hayes	Hayes Chrysler Dodge Jeep	tedhayes@hayeschrysler.com
Katherine Henmueller	Coordinating Committee For Automotive Repair	kah@ccar-greenlink.org
Greg Hill	Peterbilt	greggory.hill@paccar.com
Rick Hill	Stellantis	rick.hill@stellantis.com
Sam Houston	ATech Training	shouston@atechtraining.com
Bernie Hyland	Educational Resource Systems (ERS)	bernie.hyland.o6@gmail.com
Drew Jablonowski	DRiV inc. Garage Gurus	andrew.jablonowski@driv.com
Gregg Jaglinski	Elitek Vehicle Services	ggjaglinski@lkqcorp.com
Dave Johnson	ASE	djohnson@ase.com
Scott Jones	Nissan North America	scott.jones2@nissan-usa.com
Mark Jurkovski	Subaru of America	mjurko@subaru.com





## 2024 BOARD of DIRECTORS

**CHAIR:** Chris Chartron, Toyota Motor Sales

**VICE CHAIR:** Rob Morrell, WORLD PAC

**PAST CHAIR:** Josh McFarlin, AirPro Diagnostics

**TREASURER:** Colin Duncan, Great Dane

**SECRETARY:** Dave Johnson, ASE

**DIRECTORS:**

Earl Bailey, Snap-on

Erin Brennan, Goodheart-Wilcox Publisher

Maureen Haskell-Wodnick, Penske Truck Leasing

Rick Hill, Stellantis

Ana Salcido, Navistar

Anne Simmons, Independent Training Specialist

Michael D. Williams, TAG Truck Center

**STAFF:** Matt Shepanek, ATMC President

## ASE Accredited Training Providers

ACDelco Technical Training	Mr. Lube
Car ADAS Solutions	Mr. Lube Canada LP
3M Automotive Aftermarket Division	Navistar, Inc.
AkzoNobel Automotive & Specialty Coatings North America	Nissan North America, Inc.
Alternative Fuel Vehicle Institute (AFVi)	Old Dominion Freight Line, Inc.
ATech Training, Inc.	Penske Truck Leasing
Automotive Video Innovations (AVI)	Polyvance (Urethane Supply Company)
BASF Automotive Refinish Division	PPG Industries
BMW of North America	Pro Spot International, Inc.
CAR-O-LINER Company	Repairify
Electude	Saint-Gobain Abrasives
Federal-Mogul Motorparts Garage Gurus	SEM Products, Inc.
Great Dane	Sherwin-Williams Automotive Finishes Corp.
Hunter Engineering Company	South Florida Technical Training, LLC
iCEV	Standard Motor Products
Jiffy Lube International, Inc.	Subaru of America, Inc.
Lexus, A Division of Toyota Motor Sales, USA, Inc.	Toyota Motor North America
Martin Senour Automotive Finishes	Valspar Refinish, Inc.
MEG Corp.	Valvoline Global
Melior, Inc. dba Today's Class	WORLD PAC Training Institute
Motor Coach Industries	ZF Aftermarket

# CONFERENCE MAP

