

**ATRA's
Powertrain
expo
2006**



*ATRA's Going to Walt
Disney World®
Join the fun - Bring
The Family*



Registration Information

www.atraonline.com/events/expo
800-428-8489

Register for ATRA's Powertrain Expo by 9/1/06 to receive a discount

*“Special discount Theme Park tickets
for ATRA Convention Attendees!”*

- Save 10% with Advanced Purchase of select tickets
- One Multi-Club visit to *Downtown Disney®* Pleasure Island nightclubs included in all Multi-day *Magic Your Way* Meeting/Convention Base Tickets.
- Choice of tickets to fit your needs: After 2pm, After 4pm or the Multi-Day Meeting/Convention Tickets.

For more information please visit
www.atraonline.com/events/expo



OCTOBER 5-8, 2006
Orlando, Florida



HOTEL ACCOMODATIONS

**Discounted Room Rate
\$135 single/double**

Mention ATRA to get discounted rate

Disney's Coronado Springs Resort

1001 West Buena Vista Drive
Lake Buena Vista, Florida, 32830

Phone: 407-939-1020

Fax: 407-939-1012

ATRA has reserved a block of rooms at \$135 per night, but you must make your reservations before **September 3, 2006**.

When making your reservations be sure to mention you are with the Automatic Transmission Rebuilders Association group or ATRA to get your room rate.

Reservation deadline is September 3, 2006.

Seminar Line-Up

THURSDAY, October 5

Road Testing for Results
Dennis Madden, ATRA

Hydraulic Fun-Damentals
Dennis Madden, ATRA

R&R; The do's and don'ts
How to Diagnose the vehicle before and after the rebuild
Lance Wiggins & Randall Schroeder, ATRA

What Works? and What Doesn't?
Rodger Bland, ATRA

FRIDAY, October 6

Rebuilding, Diagnostics, and Problems/Fixes on New Hondas
Sean Boyle, UTI

Ford 4R70E/4R75W interchange and updates, PTO operation for Torqshift and Torqshift updates and procedures
Bill Brayton, ATRA

Diagnosing the most common Torque converter failures caused by Engine & Transmission concerns
Joe Rivera, ProTorque

Those Darn KM's; Hyundai's Last Venture
Dennis Madden, ATRA

Customer Panel
Bob Cooper, Elite

Should I Grow, Shrink or Go:
Larry Kuperman, Summit Business Systems

Creating Sales for General Repair
Maylan Newton, Educational Seminars Institute

Don't let Drivability profits drive away!
David Skora, ATRA

R&R the do's and don'ts— Presented in Spanish. Los Si's y los No's de las instalaciones
Reese Blalock

Contamination: Do the little things really matter?
Wayne Russell, Russell Transmission

ATF fluid issues and understanding which fluid is right for your transmission
Laurie Strasser & Steve Kemp, Afton

722.6: What you need to know to fix Chrysler, Dodge, Jeep, Mercedes, Jaguar, and Freight Liner
Weldon Barnett, ATRA

Good Customer Service will Bankrupt you
Bob Barstow, Automotive Distribution Network

Good Guys Transmissions & Auto Care
Thom Tschetter, Lubegard

Your Marketing Stinks!
Glenn Troub, GT Enterprises

SATURDAY, October 7

The new 6L80 inside and out
Steve Garrett, ATRA

4L60E Wear and Repair. Also A Preview of the GM 6L80
Presented in Spanish. GM 4L60E - Los desgastes y los arreglos. También una prevista del 6L80.
Noe Gomez, Alto Technical Director Mexico

Advanced Engineering-How Will It Affect Your Rebuilds-Your Business??
Al Avila, Raybestos

Ford's latest and up-to-date information on its most common problems
Steve Lavallee, TEST Research

Essential Electrical Checks for the Diagnostician
Dan Marinucci, TSN

Meet The Superstars!
Bob Cooper, Elite

The Blueprint for Success!
Mike Lee, Management Success!

Winning Employment Compensation Strategies/Unless it's Win-Win... Everyone Loses
Scott Johnson, ProfitBoost, LLC

Racing Transmission Technology
Roy Baker, Alto Products

Real World Problems, Real World Fixes for 2006
John Parmenter, Precision International

Quick Troubleshooting and Diagnostic Procedures using the Scan Tool and reprogramming procedures
Mike Van Dyke, ATRA

V/B Repairs during Rebuild on 4R100 TCC, 48RE TCC, 5R55W/N/TCC, 5L40E and many more
Bob Warnke, Sonnax

Be Car Care Aware: vehicle check-up demo
Rich White, AAIA

Dealing with Extended Warranty Companies
Kit Lindsay, Lindsay Transmission

Tomorrow's Tech is Ready for your shop today
Tom Fortune, Pierce Community College

Is Your Website working for you?
Michael Habif, APD Transmissions

SUNDAY, October 8

48RE new model updates and rebuilding procedures
Randall Schroeder, ATRA

Ford 4R70E/4R75W interchange and updates, PTO operation for Torqshift and Torqshift updates and procedures
Bill Brayton, ATRA

What you need to know to fix Chrysler, Dodge, Jeep, Mercedes, Jaguar, Freight Liner, 722.6
Weldon Barnett, ATRA

The new 6L80 inside and out
Steve Garrett, ATRA

Enhancing Phone Skills
Ray Warner, Diablo Transmission

ATRA New Member Orientation
Kelly Hilmer, ATRA



Disney's Coronado Springs Resort, Orlando, Florida

OCTOBER 5-8, 2006

Schedule **At-A-Glance**

Thursday, October 5, 2006

- 6:00 am – 2:00 pm 3rd Annual Red Girdley Memorial Golf Tournament
Sponsored by Toledo Trans-Kit
- 12:00 pm – 8:00 pm Registration
- 2:00 pm – 8:30 pm ATRA's Kick-Off Seminars



Friday, October 6, 2006

- 7:30 am – 5:00 pm Registration
- 7:30 am – 9:00 am ATRA Member Meeting
- 8:30 am – 10:30 am Technical and Management Seminars
- 10:30 am – 11:00 am Coffee Break
- 11:00 am – 12:30 pm Technical and Management Seminars
- 1:00 pm – 2:00 pm ATRA Luncheon

- 2:00pm – 7:00 pm Trade Show**
7:00 pm Cocktail Reception

Sponsored by Raybestos Powertrain

Sponsored by Transtar Industries



Saturday, October 7, 2006

- 7:30 am – 5:00 pm Registration
- 8:30 am – 10:30 am Technical and Management Seminars
- 10:30 am – 11:00 am Coffee Break
- 11:00 am – 12:30 pm Technical and Management Seminars
- 11:00 am – 5:30 pm Trade Show**
- 4:00 pm – 5:00 pm Long Timers Annual Meeting

Sunday, October 8, 2006

- 8:00 am – 10:30 am Registration
- 8:30 am – 10:30 am Technical and Management Seminars
- 10:30 am – 11:00 am Coffee Break
- 11:00 am Testing and Certification

Program subject to change without notice.

Bring the Family

and meet your Transtar Family

Disney's Coronado Springs Resort

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Transtar Industries, Inc. & ATRA would like to cordially invite you & your family to join us, your extended family for the 2006 Powertrain Expo in

Disney's Coronado Springs Resort
1001 West Buena Vista Drive,
Lake Buena Vista, Florida,
32830-1000, USA
PH: (407) 939-1000,
FX: (407) 939-1012
Reservations: (407) 939-1020

TRANSTAR
TRANSTAR INDUSTRIES, INC.

Building our business by helping you build yours