



**Training Managers Council**  
ATMC

# **Annual Conference**

**April 18 - 20, 2023**  
**Hilton DFW Lakes**  
**Executive Conference Center**  
**Grapevine, Texas**

*Thank you* to all our  
Conference Sponsors!





# Welcome to Texas!

On behalf of the ATMC Board of Directors, I would like to welcome you to the 2023 ATMC Annual Conference here in Grapevine, TX.

We have a full agenda, starting with roundtable discussions for the OEM and Aftermarket. In addition, there will be several presentations and roundtable discussion groups targeted at Training and Development Managers. The conference will culminate with the ATMC Training Benchmarks Survey presentation, where critical areas of how our training consumers view training offerings, as well as industry technical statistics, are shared with the group. Scheduled sessions will address areas that include:

- ◆ Using a learning application to deliver bite-sized chunks of content to learners and to allow them to prove their knowledge.
- ◆ A panel discussion on EV Training Solutions that should give some insight into the challenges of developing and delivering EV training.
- ◆ Instructor facilitation skills – what do you do to keep your instructors on top of their game?
- ◆ Best practices for virtual/instructor led classroom learning in a post-Covid world.
- ◆ Diversity and inclusion in the training workplace.

The scheduled sessions, as well as the roundtable discussions, were items that came from our post-conference survey last year. Additionally, the many available networking opportunities allow for the sharing of best practices and solutions related to developing and delivering training programs. Our goal for every ATMC Conference is to provide valuable information and knowledge that you can take back to your organization and use to improve the development and delivery of your programs. Thank you in advance for making this a productive and successful conference!

Josh McFarlin  
Chairman ATMC

# PRESENTERS



**Colin Duncan** is the Senior Manager of Organization Learning for Great Dane Trailers. He is responsible for technical training and onboarding programs, learning development and delivery, and learning systems across Great Danes manufacturing and after-market facilities. Previously, Colin consulted in instructional design, training integration and strategic organizational development. His career includes work with New Zealand government organizations and senior manager roles with New Zealand Industry Training Organizations working with training development portfolios.



**Corey Glassman** works with ASE as the Electric Vehicle Consultant, creating the ASE Electrified Propulsion Vehicles (xEV) High-Voltage Electrical Safety Standards, but is no stranger to ATMC, serving as President in 1998 and again in 2007. Corey has been an automotive technician and an instructor for Tactical Air Command and Denver Institute of Technology. He recently retired from Fluke Corporation after 31 years as Automotive Program Manager, Training Manager and Curriculum Developer/Instructional Designer.



**Ron Kato** is the ASE Education Foundation Field Manager for California, Nevada, and Hawaii. In this capacity he helps automotive, collision, and truck programs obtain or maintain ASE accreditation, thereby elevating the quality and standards of their program, while also promoting work-based learning opportunities and internships. Ron has over 40 years of automotive technical training experience starting as a technician, curriculum, and multimedia developer, and most recently as technical training manager at Toyota Motor Sales, U.S.A. in Plano, Texas.



After 20 years as an auto technician, **Ryan Kooiman** joined Standard Motor Products in 2010 and has been Director of Training since 2013. He oversees the Professional Training program, Product Category Specialists, Tech Line Services, Engineering Test Facility in Irving Texas, and is involved with sales and marketing. Ryan also founded the West Michigan Auto Repair Society, chaired the MI chapter of SAE, and has attended numerous ASE test-writing workshops (including the new ADAS test). He is still ASE Master Certified and enjoys getting his hands dirty when he can!



Growing up in Florida, **Josh McFarlin** learned to use his hands to fix things at an early age. In 1996, he began his technician career at a local Ford dealership, eventually progressing to a Ford OE Service Engineer. In 2005, Josh moved to the education and training side of the industry, first with Raytheon Professional Services and later with I-CAR where he played a vital role in the senior management team while launching 85% of I-CAR training online. In 2018, McFarlin completed his MBA and in 2019, joined AirPro Diagnostics as Executive Vice President, Operations.



**Dustin Peugeot** co-founded Matrix Trade Institute in 2018, following 16 years as General Manager and then COO of a Ford/Lincoln Dealer Group in greater Cleveland, OH. Previously, he spent 5 years as a partner with Ford's domestic marketing arm, J. Walter Thompson's Ford Regional Advertising Force. Dustin is passionate about creating new and innovative ways to attract, grow and retain Fixed Ops personnel, the heart and soul of the automotive business, using a more efficient combination of hands-on training and technology.



**Matt Shepanek** started with ASE in February 2022 as the VP, Credential Testing Programs. In that role he manages the ASE staff that develops, maintains, and assembles the ASE credential tests. As of May 2022, he became President of the ATMC and assumed management of the day-to-day operations. Matt has spent his entire career in the automotive industry starting out as a technician, working for an automotive supplier in Technical Training Development and then serving 19 years with VW/Audi as a Technical Curriculum Designer (7 years) /Technical Training Manager (12 years).



During nearly 27 years in the automotive field, **Niel Speetjens**, Senior Manager, ADAS/EV Specialty Training at I-CAR, has developed a diverse skill set, both as a business owner and staff Subject Matter Expert, and currently is assisting with I-CAR's plans for a second technical center. His diagnostics expertise and work in leading technologies like ADAS and electric vehicles provides him with a rich background to draw from for his other passions for technical training and speaking. He holds a number of certifications (including High Voltage Technology Trainer), has authored articles for the automotive trade press, and has spoken at multiple industry events and seminars.



**LeRoy Thompson** is the Managing Director of Thompson & Associates, a consulting and training firm. In 2022, HR Trends magazine recognized them as one of the top ten Diversity, Equity, And Inclusion companies.

## ATMC 2023 Conference Agenda

	<b>Time</b>	<b>Event</b>	<b>Location</b>	
Tues., 4/18	7:30 - 11:00 am	Badge Pick-up	Val Verde	
	7:30 - 9:00 am	Breakfast for OE Roundtable	Windfall Dining Rm	
	9:00 am	OE Roundtable—Closed Session	Spicewood Rm	
	12:00	Lunch for OE Roundtable	Windfall Dining Rm	Hosted by Worldpac Training Inst.
	12:30 - 4:00 pm	Badge Pick-up	Val Verde	
	1:30 pm	OE Roundtable resumes—Closed Session	Spicewood Rm	
	1:30 pm	Aftermarket Roundtable	Delaney Rm	
	6:00 - 8:30 pm	Badge Pick-up	Meritage Foyer	
	6:30 - 8:30 pm	Opening Reception	Meritage	Hosted by ATech Training
Wed., 4/19	7:00 am - 4:00 pm	Badge Pick-up	Val Verde	
	7:00 - 8:30 am	Breakfast	Windfall Dining Rm	Hosted by Hayes Family Dealerships
	8:30 am	Opening of General Session Matt Shepanek, Josh McFarlin	Val Verde	
	8:45 am	Introductions		
	9:15 am	Matrix Trade Institute Learning App Dustin Peugeot		
	10:30 am	Break	Val Verde Foyer	
	10:45 am	EV Training Solutions Panel Facilitated by Matt Shepanek. Niel Speetjens, Tom Rayk, Cory Glassman		
	12:00 pm	Lunch	Windfall Dining Rm	Hosted by Toyota
	1:30 pm	Discussion Roundtables (pick one)		
		◆ Instructor Facilitation/Presentation Skills - What do you do to keep your instructors on top of their game? Facilitated by Anne Simmons.	Spicewood Rm	
		◆ Best Practices for Virtual/Instructor-Led Classroom Learning in a Post-Covid World. Facilitated by Laura Lyons.	Su Vino	

	<b>Time</b>	<b>Event</b>	<b>Location</b>	
Wed., 4/27	2:30 pm	Break	Val Verde Foyer	
	3:00 pm	Report Out from Discussion Roundtables	Val Verde	
	3:30 pm	Diversity and Inclusion in the Training Workplace LeRoy Thompson		
	4:30 pm	Adjourn		
	5:30 pm	Reception	Windfall Dining Rm	Hosted by Hayes Family Dealerships & ASE
	6:30 pm	Dinner	Windfall Dining Rm	Hosted by Worldpac-STX 2024 & Bridgestone Retail Operations
Thurs., 4/20	8:00 - 9:00 am	Breakfast	Windfall Dining Rm	Hosted by Snap-on
	9:00 am	The Value of Being an Accredited Training Provider Ken Benson, Ron Kato, and representatives from organizations that are Accredited Training Providers: Colin Duncan, Ryan Kooiman, Mark Jurkowski	Val Verde	
	10:00 am	Break	Val Verde Foyer	
	10:15 am	ATMC Training Benchmarks Survey Summary Matt Shepanek		
	11:30 am	Closing Remarks Matt Shepanek, Josh McFarlin		
	12:00 pm	ATMC Board Meeting—Closed Session	Su Vino	

*Thanks for attending! We will see you next year in Peachtree City, GA — April 16-18, 2024.*

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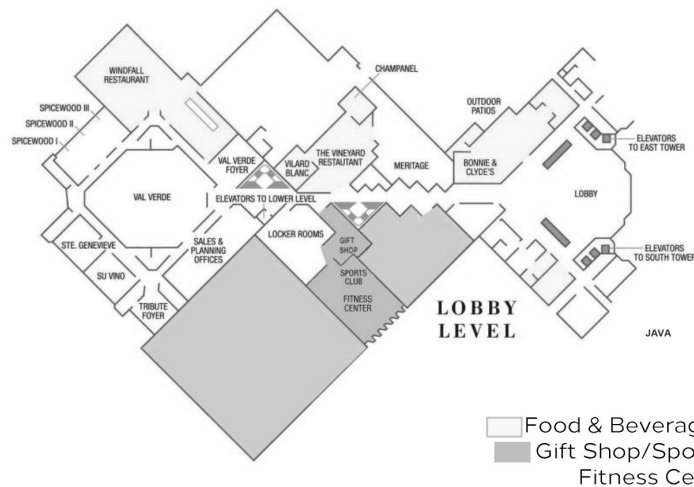
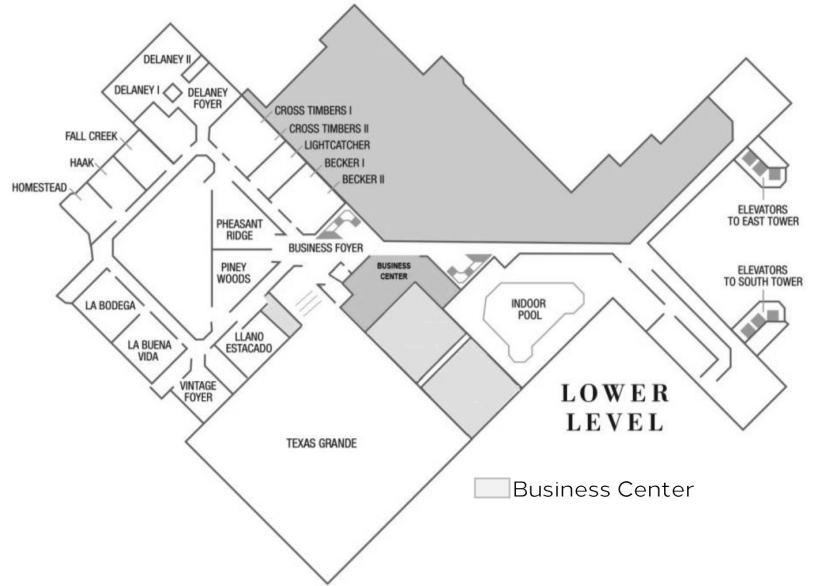
## ASE Accredited Training Providers

ACDelco Technical Training	Motor Coach Industries
3M Automotive Aftermarket Division	Mr. Lube
AkzoNobel Automotive & Specialty Coatings North America	Natural Gas Vehicle Institute
ASET, Automotive Spraying Equipment Technologies	Navistar, Inc.
ATech Training, Inc.	Nissan North America, Inc.
Axalta Coating Systems	Old Dominion Freight Line, Inc.
Automotive Video Innovations (AVI)	Penske Truck Leasing
BASF Automotive Refinish Division	Polyvance (Urethane Supply Company)
BMW of North America	PPG Industries
CAR-O-LINER Company	Pro Spot International, Inc.
EAST Training, Inc.	Saint-Gobain Abrasives
Electude	SEM Products, Inc.
Federal-Mogul Motorparts Garage Gurus	Sherwin-Williams Automotive Finishes Corp.
Great Dane	South Florida Technical Training, LLC
Hunter Engineering Company	Standard Motor Products
iCEV	Subaru of America, Inc.
Jiffy Lube International, Inc.	Toyota Motor North America
Low Kinney and Associates	Valspar Refinish, Inc.
Lexus, A Division of Toyota Motor Sales, USA, Inc.	Valvoline Instant Oil Change
Martin Senour Automotive Finishes	WORLDPAC Training Institute
Megatecch Corporation	Wurth Academy USA
MEG Corp.	ZF Aftermarket
Melior, Inc. dba Today's Class	

## Lower Level

Business Foyer  
 Business Center  
 Pheasant Ridge  
 Becker I  
 Becker II  
 Lightcatcher  
 Cross Timbers I  
 Cross Timbers II  
 Delaney Foyer  
 Delaney I  
 Delaney II

Fall Creek  
 Haak  
 Homestead  
 La Bodega  
 La Buena Vida  
 Vintage Foyer  
 Llano Estacado  
 Piney Woods  
 Texas Grande  
 Indoor Pool



Val Verde Foyer  
 Val Verde  
 Windfall Restaurant  
 Spicewood I  
 Spicewood II  
 Spicewood III  
 Ste. Genevieve  
 Su Vino  
 Tribute Foyer

Sales & Planning Offices  
 Sports Club / Fitness Center  
 \*Locker Rooms  
 Vineyard Restaurant  
 \*Villard Blanc  
 \*Champanel  
 Meritage (Private Dining)  
 Bonnie & Clyde's  
 Java

□ Food & Beverage Outlets  
 ■ Gift Shop/Sports Club  
 ■ Fitness Center

## Lobby Level

\*Side Room / Area

## Ballroom Level (Third Floor)

Cap Rock I  
 Cap Rock II  
 Cap Rock III  
 International I  
 International II  
 International III  
 International VI  
 William D. Tate Boardroom  
 Ted R Ware Boardroom  
 Conference Suite I  
 Conference Suite II

