

## WHAT IS ATMC?

ATMC was founded in 1984 to promote the advancement of training and professional development within the transportation service industry. Recently reorganized under ASE, ATMC continues to help members keep up with innovations in training, development, and delivery by facilitating interaction and communication among its members.



## WHO IS ATMC?

ATMC boasts a diverse list of members. In ATMC, members set aside competitive relationships to work together toward the goal of improving training. Many are among the “people to know” in the industry, including representatives of:

- Auto and Truck Manufacturers
- Training Developers
- Online Course Providers
- Aftermarket Professionals
- Fleets
- Related Professional Associations
- Diagnostic Equipment Suppliers
- Governmental Organizations
- Academic Institutions



## HOW DOES ATMC WORK?

ATMC promotes networking, communications, and professional development on many fronts.

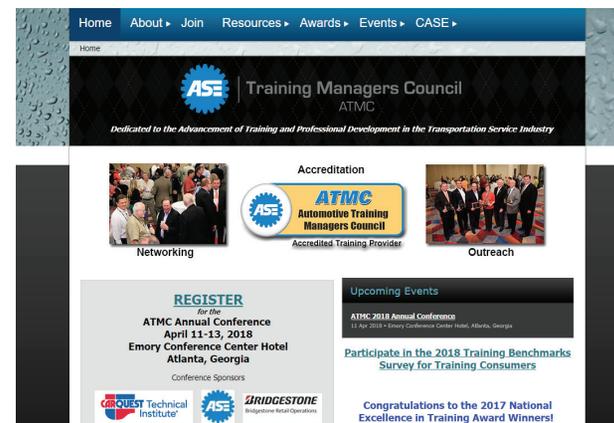


- ▶ Highlights up and coming issues in the field through ATMC’s annual conference (included in your membership fee)
- ▶ Hosts informal face-to-face networking events at major industry conferences
- ▶ Administers the ASE program that accredits providers of continuing automotive service education
- ▶ Disseminates news you need to know and encourages interactive sharing among members through atmc.org
- ▶ Emphasizes the importance of training by recognizing highly effective programs through ATMC’s National Excellence in Training Awards
- ▶ Interacts with collateral organizations to reinforce the importance of training
- ▶ Conducts an annual Training Benchmarks Survey

### Recent Events/Presentations

- The Power of Collective Wisdom
- How Can Technology Help Balance Training Costs?
- Training Benchmarks

For more information please visit our website: [atmc.org](http://atmc.org)

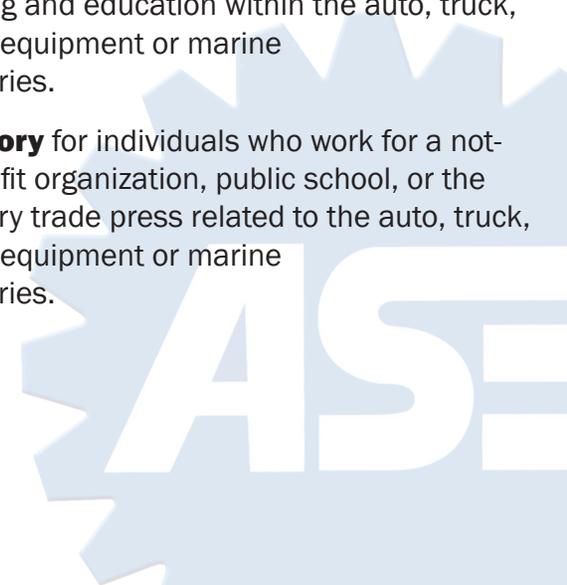


## 3 Types of Membership

**Corporate** for individuals actively involved in training and education within the auto, truck, heavy equipment or marine industries. Members who join at this level can include additional corporate colleagues at a reduced rate.

**Individual** for individuals actively involved in training and education within the auto, truck, heavy equipment or marine industries.

**Advisory** for individuals who work for a not-for-profit organization, public school, or the industry trade press related to the auto, truck, heavy equipment or marine industries.



## WHY JOIN ATMC?

As someone involved with training, you have a lot to keep up with: vehicle technology, cross-platform training, compliance standards,



and ever-expanding training delivery technologies. You also have ideas and experience that could be helpful to others. Wouldn't it be great to be part of a group that shares ideas and solutions? At its core, that is the reason to join ATMC.



ATMC has an affordable dues structure that includes the cost of conference registration. The benefits available to members are many, all of which support the goal of advancing training.

- ▶ Annual conference presentations on training issues important to your work in the field
- ▶ Networking events connected with automotive industry meetings
- ▶ ATMC National Training Excellence Awards, a prestigious annual recognition program
- ▶ ASE accreditation for Training Providers of continuing automotive service education
- ▶ Members-only section of the ATMC website that is informative and interactive
- ▶ Reference information collected from the ATMC Training Benchmark Study
- ▶ ATMC National Training Excellence Awards, a prestigious annual recognition program
- ▶ Industry recognition by related organizations such as AAA, AAIA, ADS, ASE, ASA, CCAR, MAP, NACAT, and NGVI

## What Training Managers are saying about the ATMC Conference

“Exceptionally well done and a very valuable use of my time.”

“I look forward to using this information to help our training department move forward with technology.”

“Great meeting. Met other attendees with similar situation and found ideas on how to improve our situation. Contacts made will bear fruit down the road.”

“Excellent networking, benchmarking and learning opportunity.”

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