

Winter 2026



MAP
TECHNICAL CONFERENCE
BUILDING TRUST THROUGH STANDARDS



Baurjan Khussainov

AI EXPECTATIONS VS. REALITY: HOW IT ACTUALLY WORKS IN THE REAL WORLD

Baurjan Khussainov, Verrafied

This presentation cuts through the hype surrounding artificial intelligence to provide a practical, real-world perspective on AI capabilities. We will explore how AI is being applied within Fortune 500 companies, highlighting both effective use cases and notable missteps. The discussion will also touch on AI's growing use in the automotive industry.



Alex Bebiak

SAFE TREAD ALLIANCE

Alex Bebiak, Safe Tread Alliance

Tire tread depth plays a critical role in wet-weather braking and overall road safety, yet current U.S. replacement standards often fail to reflect real-world performance. This presentation combines national crash data, independent testing, and the story behind the Safe Tread Alliance to highlight how worn tires contribute to preventable crashes and fatalities. Attendees will also explore how global approaches such as Europe's Regulation R117-04 could inform safer standards, improved consumer education, and reduced roadway risk in the United States.



Dirk Fuchs

EV REPAIR – WHAT A SHOP NEEDS TO KNOW

Dirk Fuchs, Energy Security Agency

ESA Director of Engineering Dirk Fuchs will share in this one-hour presentation his experience in EV Repair. Dirk will share a new study what he has conducted with NFPA on best suppression methods to show the consequences of battery fires. He will then dive in Battery technology and share common failures what also create repair possibilities. Tool requirements will be discussed and the presentation will be rounded up to discuss different levels of High Voltage training which will be rolled out with MEMA in the beginning of 2026.



Joshua Linton

Boosting Aftermarket Technician Confidence. Defining EV Safe Service in the Aftermarket

Joshua Linton, Midtronics

As electric vehicles rapidly enter the aftermarket, safety gaps are becoming a critical operational risk. In this session, Joshua Linton will talk about what EV safety really means for aftermarket service environments today. He will highlight where uncertainty exists, why traditional assumptions fall short, and how clear, repeatable safety verification practices can improve confidence, consistency, and outcomes as EV volumes grow. This presentation is designed to equip aftermarket leaders and technicians with a practical mindset for working safely around high-voltage vehicles, now and into the future. Joshua will also cover the need for 12V testing in EVs, as low-voltage batteries serve a very different function in these vehicles.



Donny Seyfer

The Definition of “Security” and the Evolving Landscape for Technicians

Donny Seyfer, National Automotive Service Task Force

The rise of technology driven vehicle theft and fraud has caused automakers to add more layers of security into the repair ecosystem. Tools have additional security that you may or may not see. Technicians are increasingly being asked to prove that they are a live professional prior to performing some seemingly unrelated vehicle services.

Together let's take a look at the motivations and methods behind vehicle security roles that affect your workplace.



Dylan Cole

Tire Safety 101

Dylan Cole, TECH Rubber Company

This presentation highlights key considerations involved in proper tire service and safety. It covers how tires function in real-world conditions, the factors that affect repair decisions, the importance of correct load and inflation, and accepted repair practices. Attendees will leave with a clearer understanding of how these elements come together to support tire performance, reliability, and customer confidence.



Chuck Abbott

Thermal Management Update

Chuck Abbott, Orbia

This session provides an update on recent regulatory and technical developments impacting automotive thermal systems. It highlights changes under EPA SNAP Title 27, including newly approved automotive refrigerants and associated use conditions, and reviews current SAE J3332 retrofit best-practice guidance. The presentation also shares insights from recent OEM testing of heat pump systems used in PHEV and BEV applications, offering context for how evolving technologies and regulations may influence future service and retrofit considerations. Attendees will gain perspective on what these developments mean and how service providers can begin preparing for what's ahead.



Scott Stone

How SNAP and the AIM Act Are Shaping the Future of Refrigerants

Scott Stone, Glencoe Strategies LLC

This presentation will frame the SNAP 27 rulemaking in the context of the broader HFC transition. The AIM Act HFC phasedown will drive more substitutes to market over the next 5–10 years, elevating the importance of the SNAP process. Understanding how SNAP works, and how SNAP 27 may set precedents for future substitute approvals, will increasingly matter for planning and procurement decisions by market participants.