



# San Diego Automotive Educators Conference 2025

12TH ANNUAL CONFERENCE HOSTED BY:



**SDTECHS**  
A TRANSPORTATION COLLABORATIVE

**SDAEC** *Where industry and education converges*

# Program of events.



**7:30 – 8:45 AM** Registration & Coffee & Cars /Shop Talk  
Networking

**9:00 AM** Opening Remarks

**9:05 – 9:40 AM** Keynote Speech Marques McCammon,  
President, Karma Automotive

**9:45–10:00 AM** (15) minute transition + housekeeping

**10:00 – 11:20 AM** Breakout Session 1 (Choose 1 of 4 Tracks)

- Track 1: High Voltage Training – EV101 Credential (\*must be preregistered for this breakout) | Baily Soto | Legacy EV
- Track 2: Customized Battery Management Systems Hands-On Workshop | Mark Weller | EV West
- Track 3: Hybrid Battery Diagnostics & Repair: Empowering the Next Generation of Techs | Peter Nielson | The Hybrid Guy
- Track 4: Industry and Administration discussion

**11:30 – 12:10 PM** Morning Plenary – Bridging Education & Industry (C.A.R.B., ASE, CA NCDA, & UTI)

**12:10 – 1:40 PM** Networking Lunch

**1:45 – 2:30 PM** Breakout Session 2:

- Scott Brown ADAS Unveiled: Beyond the Blink of an Eye

**2:30 – 3:15 PM** Closing Remarks & Initiatives

**3:15 – 3:30 PM** Raffle

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# Event Moderator

## **ROB ATTERBURY**

**Director of Professional Development  
ConnectED: The California Center for College and Career**

Rob Atterbury is a Director for District and Regional support for ConnectED: The National Center for College and Career, where he has been on staff since 2009. Rob began his career in the automotive industry, and later became a career technical education teacher, curriculum coordinator, director, and Associate Superintendent for high school transformation.



Rob has committed his life's work to making schools more relevant to students. He is passionate about improving instruction through real-world, standards-based, project-based learning designed to truly engage students. This approach is guided by the belief that providing every student with a continuum of work-based learning experiences better prepares them for college, career, and life.

When not supporting districts and schools in championing change, Rob can be found on the water boating, camping by the beach with his wife of 29 years, or seeing his grown children now find success in their careers.

Rob is a graduate of San Diego State University with a Bachelor's degree in Industrial Studies and a Master's degree in Education Administration from United States International University. He holds various teaching credentials and a Clear Administrative Services Credential from San Diego State University.

# Keynote

## **MARQUES MCCAMMON**

### **President, Karma Automotive**

Marques McCammon is the embodiment of fresh, new leadership in the automotive industry. He combines nearly 30 years of auto industry general management, product development, manufacturing, brand leadership and marketing experience with intimate knowledge of software-based automotive product advancement.

After graduating from North Carolina A&T State University (BS in Mechanical Engineering) and University of Michigan (Master's in Mechanical Engineering), he began building a resume that includes recognition by Crain's Detroit Business as one of 40 young executives making an impact in the Motor City, as well as the following:



- Creating the Dodge SRT-4, crafting the blueprint for Chrysler's SRT moniker and designing the first modern 4-door convertible (the ASC Helios)
- General Manager of the Car & Truck Division for Saleen Performance Vehicles
- General Manager of West Coast Operations for ASC (American Specialty Cars)
- Chief Marketing Officer for Aptera Motors
- General Manager/Vice President for Wind River
- Global Managing Director for Ricardo, Inc.

At Intel subsidiary Wind River, McCammon was responsible for automotive software products, where he oversaw development of the division's corporate business plans, led business and strategy development for auto-related merger and acquisition activity and directed a global team, including product and program management, engineering and marketing architecture.

At Ricardo, an international environmental, engineering and transportation company, McCammon led a worldwide team that focused on sustainable mobility solutions that balance short-term internal combustion needs with long-term electrification and autonomy requirements.

All this previous work led to McCammon being named President of Karma in April 2023.

McCammon quotes:

"I told my first recruiter at Chrysler that my career goal was to run a start-up company. With Karma, that dream has come true. Their business is at a crucial turning point, but the foundation has already been created by our elegant plug-in electric GS-6. Now it's up to my team and me to reinvigorate our brand and to create and implement alternate paths to revenue."

"The opportunity to lead Karma is like opening my favorite erector set on Christmas morning. It's magical – I'm holding everything I've dreamed of in my hands. The only question is what amazing vehicle will the Karma team create with all the pieces."

# Breakout Option 1



## **CUSTOMIZED BATTERY MANAGEMENT SYSTEMS** **HANDS-ON WORKSHOP**

This is an interactive course that will cover the battery management system (BMS). Familiarity with current electric vehicle terminology is recommended. BMS theory and operation will be introduced followed by building actual systems in several small group settings. This will include building a sample battery pack, wiring the cell taps plus programming and fault testing. There are a limited number of workstations with a laptop. If you want to work on your own Windows based laptop, bring it along.

Upon completion, attendees should be able to:

- (1) Describe the function/limitation of the BMS.
- (2) Configure the parameters of a BMS.
- (3) Diagnose faults and state of health.

### **MARK WELLER**



#### **CONTACT**

888.591.5830

[sales@evwest.com](mailto:sales@evwest.com)

EV West, based in San Marcos, California, was founded in 2009 and is a leader in the electric vehicle (EV) conversion industry. With over 15 years of experience, the company specializes in transforming classic cars into high-performance electric machines. EV West is known for its expertise in electric powertrains, battery systems, and custom builds, offering innovative solutions that combine sustainability with top-tier performance.

Around 2017, Mark Weller began working with EV West to develop training products and create curriculum that makes learning about electric vehicles fun and easy. His system-based training approach simplifies complex concepts, providing clear and easy to understand resources for builders, schools, and professionals across the country. This approach has helped schools build successful EV programs, equipping educators and students with the knowledge needed to excel in servicing EVs.

EV West's training resources empower individuals, schools, and businesses to confidently dive into the growing EV market. By combining extensive actual conversion experience with accessible learning tools, EV West helps everyone from beginners to experts explore electric vehicles.

# Breakout Option 2



## **HYBRID BATTERY DIAGNOSTICS & REPAIR:** **EMPOWERING THE NEXT GENERATION OF TECHS**

Join Pete Nielson for an in-depth, practical session designed to demystify hybrid battery diagnostics and repair. This breakout is tailored specifically for automotive instructors and vocational educators who are ready to bring real-world, cutting-edge hybrid technology into the classroom.

In this session, you'll learn:

- How to safely and effectively diagnose common hybrid battery failures
- Tools, techniques, and curriculum tips for hands-on battery testing
- The differences between NiMH, lithium-ion, and emerging sodium-ion technologies
- How to prepare students for the growing demand in hybrid and EV repair
- Cost-effective methods for reconditioning and replacing hybrid batteries
- Common misconceptions about hybrid systems—and how to address them in class

Whether you're updating your curriculum or just stepping into hybrid tech, this session will give you the confidence and clarity to train the next generation of hybrid experts.

### **PETER NIELSON**



Pete "The Hybrid Guy" Nielson is a nationally recognized expert in hybrid vehicle diagnostics and battery repair. With over 17 years of hands-on automotive experience, Pete has become a voice in the hybrid repair industry. He is the owner of MyNewBattery.com, one of only two sources in North America offering next-generation sodium-ion hybrid battery replacements.

Pete serves as a Subject Matter Expert for ASE on hybrid/electric vehicle technologies and is the founder of Hybrids of Hope, a nonprofit that provides reliable transportation solutions for families with immunocompromised children and veterans in need.

As a respected educator and communicator, Pete has published over 400 articles on TorqueNews.com and runs the popular "The Hybrid Guy" YouTube channel, where he shares deep-dive tutorials, product insights, and expert commentary to help technicians and consumers alike.

### **CONTACT**

435.669.0020

pneilson@certifiedautoconsulting.com



# Breakout Option 3

(must be pre-registered &  
must attend 2<sup>nd</sup> day)



## **EV101 CREDENTIAL**

This course will provide a brand-agnostic and hands-on training opportunity for automotive techs to upskill themselves with a new understanding of Electric Vehicle powertrains. The 1 hour + one full day (7 hour) training will focus on the fundamental functions of EV powertrains and explore key High Voltage Safety practices.

Trainees who complete this course will receive an EV 101 certification from Legacy EV. During the training, attendees will get to work with real EV powertrains and tooling on Legacy EV training benches.

This EV 101 Certification is a gateway certification to full EV certification, this entry level certification represents approximately 10% of the required course competencies to become fully EV certified.

## **BAILY SOTO**



Baily is a visionary in electrification education, currently serving as a Curriculum Specialist at Legacy EV. With a decade of experience in education, she is dedicated to both developing the next generation of technicians in the EV industry and upskilling the current workforce to meet evolving demands of new vehicle technology.

With her unique blend of education expertise, industry knowledge, and passion for empowering students and workers, she is a driving force in shaping the future of the EV industry. She has built high voltage safety certification training programs for businesses across the EV value chain, ensuring that employees are equipped with the necessary skills to work safely and efficiently in this critical field.

She has been instrumental in establishing multiple Career and Technical Education Programs in public schools in the US, having played an integral role in the areas of teaching, curriculum design, and coaching teachers. An Arizona State University alumnus, Baily holds a Master's degree in Secondary Education, with a concentration in STEM, is a former Teach for America Corps Member, and Leading for Change Alumni.

### CONTACT

(602) 518-3233

info@legacyev.com

# **Breakout** **for Industry, Admin,** **Community**

An open discussion for industry representatives, administration, and community to discuss:

- Challenges all niche pieces of the industry are facing
- Current efforts to address these challenges
- The plan for the future
- Call to action and our next steps

## **CONVERSATION LED BY:**



KIM MCPHAUL



OMAR SEVILLA



ROB ATTERBURY



# Bridging Education & Industry

This dynamic panel brings together leaders from across the automotive industry to explore how we can close the gap between classroom learning and real-world workforce needs. Panelists will share insights—highlighting what today’s students need to succeed and how educators can better prepare them for tomorrow’s jobs. Don’t miss this opportunity to hear directly from industry professionals about emerging trends, essential skills, and innovative partnerships that are driving the future of automotive education.

## **PANELISTS:**

LARRY RILLERA



ROB ATTERBURY



KIM MCPHAUL



VIRGINIA ODEN



BOB MAUGER



DR. STEVEN COYLE

# Panelist Bios

## **LARRY RILLERA**

Larry Rillera is a Staff Air Pollution Specialist with the California Air Resources Board. Larry leads teams for community equity, outreach and engagement, heavy-duty zero-emission transportation initiatives, and partnership activities. He serves on interagency teams, public-private-partnership ventures, and engages with communities, California Tribes, and businesses in helping to decarbonize the transportation sector while communities accrue direct benefits of investments.

Larry was the architect of several innovative state financing solutions for solar panel manufacturers, electric vehicle charging stations and ZEV manufacturing. He has established high voltage electrification programs, skills and curriculum development, and career pathway programs in California high schools, community colleges, four-year colleges, and with community-based organizations. Larry also brings knowledge and experience working with labor in renewable energy, oil refineries, and other industries.

He is a long time local activist including community biking, Big Brothers and Big Sisters, and other social and environmental areas.

Larry received a Bachelor of Science in Plant Science at the University of California at Davis and holds a Master of Public Policy from the University of Southern California.



## **KIM MCPHAUL**



Kim McPhaul is President of the California New Car Dealers Association (CNCDA) Foundation. For over 20 years she has worked with California's franchised dealers and for nine years in developing, implementing and growing workforce development programs that connect youth into automotive careers across California. Kim collaborates with California dealers, automotive manufacturers, educators, and youth organizations to build automotive service professionals career pathways.

Prior to this role, Kim served as Deputy Executive Director of the Orange County Automobile Dealers Association, where she managed their workforce development programs and launched the charitable foundation, OC Driven for Success, connecting student technicians with service positions in Orange County dealerships.

Contacts: [Kmcphaul@cncda.org](mailto:Kmcphaul@cncda.org) (916) 441-2599 [www.CNCDAFoundation.org](http://www.CNCDAFoundation.org)

# Panelist Bios

## **VIRGINIA ODEN**

Virginia Oden, Assistant Vice President with ASE Education Foundation is a dedicated professional with more than two decades of experience in recruitment and workforce development, with a passion for aligning education with industry needs.

She actively builds partnerships among field managers, administrators, instructors, and industry leaders to address the skills gap and strengthen the automotive workforce. In her current role, she leads program accreditation and certification initiatives, helping to uphold rigorous training standards and ensure students are fully prepared to meet the demands of today's evolving industry.



## **BOB MAUGER**

Teaching wasn't part of my original plan. After exploring various careers and volunteering at my daughter's school, I discovered a passion for working with students—especially in Special Education. While earning a degree in Social and Criminal Justice, I became increasingly interested in Child Development, which led me to a role as a Paraeducator supporting emotionally disturbed students. That experience, paired with my hands-on background in mechanical repair passed down from my father, inspired me to pursue a CTE credential in Transportation.

Over the past nine years, I've revitalized a struggling automotive program into a nationally recognized pathway. Through vehicle restoration projects and community outreach, my students and I have gained widespread recognition, including the 2021 B'laster Corporation Instructor of the Year award. In 2023, our work restoring a car for a grieving family was featured on national news outlets, People Magazine, The Washington Post, and The Kelly Clarkson Show.

Watching students grow into skilled, compassionate professionals fuels my dedication. Their drive to give back and pride in our program are what make it truly exceptional. My greatest accomplishments in education are, without a doubt, my students.





# Panelist Bios

## **STEVEN COYLE**

Dr. Steven Coyle is the National Director High School Development for Universal Technical Institute. He is in his 47th year of education having served as a teacher, coach, Principal and Superintendent as well as working in private education in various roles. He is considered an expert in CTE and has spoken at many events including state counselor conferences, administrator conferences, ASCA, FFA and many others. He is a board member of the STEM Ed Coalition in Washington, DC.



# Lunch Networking Experience

## **NETWORKING LUNCH**

Los Chuchy's Taco Catering Including:  
3 meats  
Handmade corn tortillas  
Cheese quesadillas  
Topping table  
Rice & beans  
....and authentic beverages.



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# ADAS Unveiled: Beyond the Blink of an Eye

Buckle up for an electrifying, visuals-packed journey with Scott Brown as he decodes the magic behind Advanced Driver Assistance Systems (ADAS). Discover the hows and whys powering these innovations, fueled by cutting-edge artificial intelligence and neural networks. With live demos of computer vision in action, Scott will spotlight the real-world hurdles service pros tackle daily—and reveal how mastering these systems can turn friction into smooth sailing.

## **SCOTT BROWN**



Scott Brown is the co-owner of Connie & Dick's Auto Service Center in Claremont, California, where he has been a driving force since joining the team in 1990 and taking ownership in 1993. An ASE Master Certified Automobile Technician with over 35 years in the automotive industry, Scott specializes in engine performance diagnostics and advanced vehicle technologies.

Under his leadership, Connie & Dick's has evolved into a cutting-edge facility equipped to handle modern vehicle systems, including Advanced Driver Assistance Systems (ADAS). Scott is also a respected educator, providing hands-on training to service professionals on emerging automotive technologies.

Beyond his business, Scott actively contributes to the industry through his roles on the boards of the Automotive Service Councils of California (ASCCA) and the National Automotive Service Task Force (NASTF). His commitment to excellence and innovation continues to set a high standard in automotive service and education.

# About

## San Diego Automotive Educators Conference

Omar Sevilla and Greg Quirin with San Diego Unified School District established the San Diego Automotive Educators Group over a decade ago and have been hosting annual automotive educators' conferences envisioning a platform to unite automotive

instructors and professionals. Their mission was clear: to navigate the intricate day-to-day operations of teaching automotive technology to high school and college students

across Southern California. With a shared passion for preserving the technical trade of automotive technology, Omar and Greg aimed to cultivate the next generation of highly skilled automotive technicians.

As automotive technical training programs faced decline nationwide, despite a soaring demand for automobiles, their cause became even more critical. Over the years, Omar and Greg dedicated countless hours to empower teachers and professionals with practical insights and success strategies in the field.

Their efforts bore fruit when they, along with Jonathan Kropp, established an Automotive Advisory Committee comprising 15 members. This committee convenes regularly to enhance the automotive education system in San Diego County, supporting over 25 local high school automotive programs and community colleges with a variety of programs.

In a significant stride forward, the creation of [sdtechs.org](http://sdtechs.org), a dedicated website and committee for this group and conference, they have successfully forged partnerships with numerous automotive businesses and manufacturers. These partnerships solidify their commitment to bolstering the pipeline of future automotive technicians, strengthening career technical education and ensuring a thriving automotive industry.

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# Committee

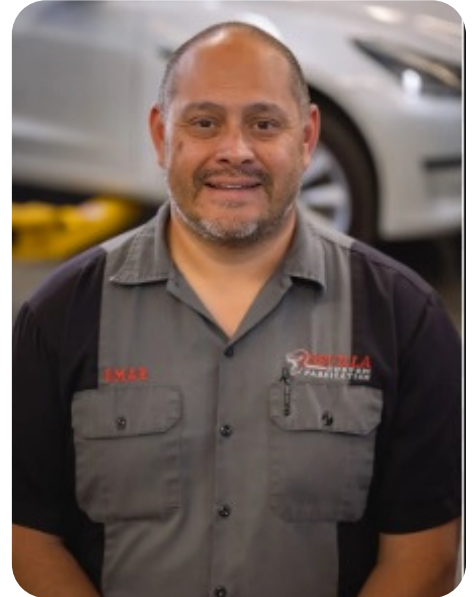
## **OMAR SEVILLA**

Omar Sevilla is a veteran automotive instructor at Madison High School in San Diego and a leading advocate for hands-on, future-focused technical education. With over a decade of experience, he co-founded the San Diego Automotive Educators Group, which organizes an annual conference.

Sevilla's commitment to innovation and student empowerment is evident in his leadership of a groundbreaking project where Madison High students collaborated with Team Vesco and ReVolt Systems to attempt a world land speed record for electric vehicles, aiming to surpass 375 mph. This initiative provided students with real-world experience in high-performance EV engineering.

Beyond the classroom, Sevilla serves on the SD Techs Committee, supporting over 25 high school and college programs across San Diego County. He also contributes to community events like the San Diego Electric Vehicle Association's technician forums, helping to bridge the gap between education and industry.

Through his dedication, Omar Sevilla is shaping the next generation of automotive professionals and advancing the integration of EV technology into technical education.



## **GREG QUIRIN**

Greg Quirin is a founding member of the San Diego Automotive Educators Group, established over a decade ago to bring together automotive instructors and industry professionals with a shared goal of strengthening the local transportation industry. A true automotive enthusiast, Greg has dedicated 28 years to career technical education within San Diego Unified, where he continues to champion trade-based career pathways.

Under Greg's leadership and vision, the annual San Diego Automotive Educators Conference has seen unprecedented growth, evolving into a major regional event. His long-term goal is to expand this initiative into a statewide platform that serves hundreds of automotive educators across California.

Greg's commitment to the automotive world extends well beyond education. He serves on the board of the California New Car Dealers Association Foundation and recently joined the Clean Transportation Technology Collaborative, partnering with KARMA Automotive to advance innovation in the field.

A passionate contributor to the land speed racing community, Greg is an active team member of a high-profile racing crew, lending his mechanical and electronic expertise while documenting the team's journey through social media.

Greg continues to inspire and lead efforts that bridge education, industry, and innovation in the ever-evolving world of transportation.



# Committee

## **JON KROPP**

Jon Kropp is the Director of Workforce at Southwestern College, where he leads strategic initiatives and grant-funded programs that strengthen career education across five campuses. With over 17 years of experience advancing transportation and sustainability projects for San Diego's regional community colleges, Jon has played a key role in developing statewide strategies to support zero-emission vehicle adoption and workforce alignment. His efforts have helped secure more than \$25 million in funding, including \$6 million in CEC funding that accelerated ZEV program adoption at more than 20 colleges throughout California.

In addition to his leadership in higher education, Jon is the founder of Rocket 1 Group LLC, a consultancy that helps organizations navigate workforce trends through data-driven insights, strategic planning, and digital solutions. He also co-founded the Mobilize Summit, a pivotal event that convenes hundreds of educators and industry leaders to explore the future of mobility and workforce training.

Jon brings deep expertise in curriculum development, nonprofit strategy, web & graphic design, as well as community engagement. He holds a BBA from Gonzaga University and an MS in Management and Project Management from Northeastern University.



## **TALENA HANDLEY**

Talena Handley is the Founder & CEO of Girlie Garage, a brand on a mission to empower women through hands-on automotive education. With an Associate's degree in Automotive Technology, a Bachelor's in Business, and 17 years of industry experience, Talena helps women feel confident about car care and avoid being taken advantage of at repair shops.

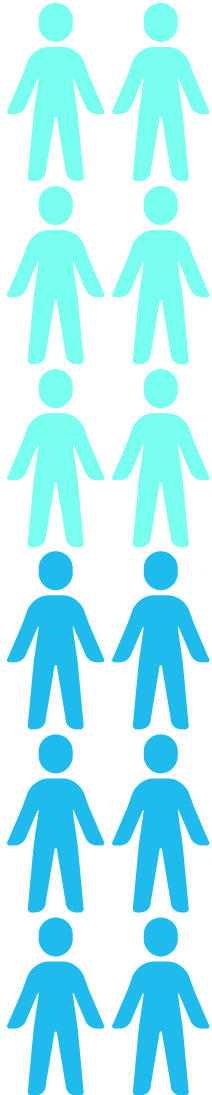
Through Girlie Garage, she blends technical knowledge with a personal, supportive approach—making auto education both useful and meaningful. Her content and consulting services reach people across the U.S., with the goal of demystifying maintenance, repairs, and automotive resources.

Based in San Diego, Talena actively supports local small business organizations and mentors upper-division students through the Aztec Mentor Program at San Diego State University. She's also committed to seed-funding student entrepreneurs in the future. In recognition of her work, Talena received the Outstanding Minority, Woman, Veteran, DBE-Owned Business award from the San Diego Regional Chamber of Commerce.

Outside of work, Talena loves riding motorcycles (30+ years) and has traveled to over 20 countries. Connect with her on Instagram, YouTube, TikTok, and Facebook @GirlieGarage or on LinkedIn: [linkedin.com/in/talenahandley](https://www.linkedin.com/in/talenahandley).



# Thank you.



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