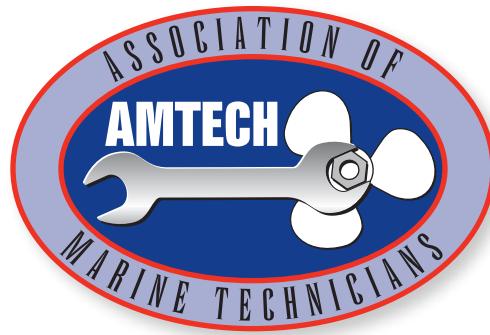


**“DEDICATION TO SERVICE EXCELLENCE  
THROUGH QUALITY EDUCATION”**

**THE  
JOB  
HASN'T  
CHANGED.**



**WE'VE JUST  
UPGRADED THE TOOLBOX**



AMTECH is a non-profit 501(c)(6) association that provides its members with many benefits and services. Although most members are individual technicians and marine businesses with a strong commitment for service, AMTECH members are comprised of manufacturers, aftermarket manufacturers, educators, associations, distributors and associations. AMTECH provides a voice for the marine service community at large, and represents its interests when communicating with the marine industry. AMTECH members have access to the association's web site that provides an online diagnostic service as well as bulletin board, classified ad section for buying and selling parts, employment listing opportunities, business specialties and many other services. Members at the Business Level are also listed on an online consumer search feature that allows consumers to locate their local AMTECH business when in need of service. Members also receive newsletters and discount specials from supporting members of AMTECH.

Another major contribution AMTECH makes to the industry and its members is through its quality education and training courses. AMTECH training is conducted by its education division, the Marine Career Training Institute of North America (MCTINA). Although courses are available to anyone interested in obtaining training, AMTECH members receive price discounts for all training courses depending on their membership level. Some engine manufacturers accept AMTECH course credits.

By joining AMTECH you not only improve your personal technical skills, but you also support an organization that is dedicated to improving career opportunities for all technicians. If your career is based on a strong service commitment, then AMTECH is the association for you and your organization. Make this investment in your career and join us today!

*"I truly believe that the workshops taught at AMTECH's National Marine Service Expo trade show by the guest instructors from the major engine manufacturers are BETTER than some of the factory-sponsored training courses I have taken. Many of AMTECH's workshops are taught by people who have had a hand in the development of the system they are teaching."*

—Tom Green

## THE AMTECH MISSION

To set service standards and enhance the skill and professionalism of all marine technicians, and to improve the quality of marine service and repair industry-wide.

## GOALS

To network the marine service community as a means of staying abreast of the latest developments in marine technology . . .  
to encourage continued education and support for all marine technicians . . . to honor the association's Code of Ethics . . .  
to strengthen the industry's consumer base by providing excellent customer service.

## ORGANIZATION

AMTECH is a not-for-profit 501(c)(6) association that is governed by its Board of Directors. The daily duties of the association are performed by the President, Vice President and Secretary/Treasurer who are elected by the dues-paying members of the association. AMTECH supports the development of the industry's certification initiative and continues to encourage industry cooperation. Understanding the important role of service, AMTECH works with all marine-related organizations to provide information for all marine technicians and service professionals.

## BOARD OF DIRECTORS

The board is composed of marine dealers, technicians, educators, and original equipment and aftermarket manufacturers, representing all areas of the marine industry. Its primary function is to oversee and approve the business of the association so that it represents the entire industry's service community.

## CODE OF ETHICS

The AMTECH Code of Ethics is presented with the understanding that ethics—i.e., moral principles, values, duty and obligation—are a condition of individual character and cannot be legislated. The purpose of this code is to set forth minimum standards to which the Association of Marine Technicians desires its members and directors to adhere as they strive to serve. Members judged by the AMTECH directors to be in breach of these standards shall be subject to forfeiture of their membership in the organization.

## NATIONAL MARINE SERVICE EXPO

AMTECH's annual service trade show and convention is the only program dedicated to the marine technician. Held every January in Orlando, it provides in-depth training and support for the service professional.

# Individual MEMBERSHIPS

## **BASIC MEMBERSHIP**

**\$75 PER YEAR**

*\$15 Application Fee (one time only)*

### **Upon joining AMTECH you will receive**

- 1 Wall Certificate
- 1 Shirt Patch
- 1 Small Decal
- Listing on the AMTECH web site's Technician Roster
  - All back-dated Newsletters and Tech Bulletins
- Access Code to AMTECH web site for Tech Info Exchange

### **During the course of your membership you will receive**

- 2 to 4 Service Writer Newsletters per year
  - AMTECH E-Mail Message Updates
- 10% Discount to AMTECH Field Training Workshops
- 10% Discount to NMSE Trade Show Workshops

## **SILVER LEVEL MEMBERSHIP**

**\$125 PER YEAR**

*\$15 Application Fee (one time only)*

### **Upon joining AMTECH you will receive**

- AMTECH Loose-Leaf Binder with Indexes
- Special "Silver Level Membership" Wall Certificate
  - 3 Shirt Patches
  - 3 Small Decals
  - 1 Large Decal
- Listing on the AMTECH web site's Technician Roster
  - All back-dated Newsletters and Tech Bulletins
- Access Code to AMTECH web site for Tech Info Exchange

### **During the course of your membership you will receive**

- 2 to 4 Service Writer Newsletters per year
  - AMTECH E-Mail Message Updates
- 20% Discount to AMTECH Field Training Workshops
- 20% Discount to NMSE Trade Show Workshops

## **GOLD LEVEL MEMBERSHIP**

**\$250 PER YEAR**

*\$15 Application Fee (one time only)*

### **Upon joining AMTECH you will receive**

- AMTECH Loose-Leaf Binder with Indexes
- Special "Gold Level Membership" Wall Certificate
  - 5 Shirt Patches
  - 5 Small Decals
  - 3 Large Decals
  - Free Tee Shirt (member must specify size)
- Listing on the AMTECH web site's Technician Roster
  - All back-dated Newsletters and Tech Bulletins
- Access Code to AMTECH web site for Tech Info Exchange

### **During the course of your membership you will receive**

- 2 to 4 Service Writer Newsletters per year
- 25% Discount to all other AMTECH Field Training Workshops
  - 25% Discount to NMSE Trade Show Workshops
  - 25% Discount on ALL AMTECH Merchandise

## **MEMBERSHIP UPGRADES**

*Members may upgrade to any higher membership level at any time. Your existing membership will be pro-rated and you will be invoiced the difference for the remainder of your membership period. Upon renewal, you will be billed the rate of your most current membership level. There will be a \$25 Processing Fee for any returning member whose membership has lapsed.*

# Business MEMBERSHIPS

## BASIC MEMBERSHIP

**\$150 PER YEAR**

*\$15 Application Fee (one time only)*

### Upon joining AMTECH you will receive

- AMTECH Loose-Leaf Binder with Indexes
- Special Wall Certificate for the Current Year
- 1 Shirt Patch, 1 Small Decal and 1 Large Decal
- Listing on AMTECH web site's Dealer Consumer Search
- Listing on AMTECH web site's Technician Roster
- All back-dated Newsletters and Tech Bulletins
- Access Code to AMTECH web site's Tech Info Exchange

### During the course of membership you will receive

- 2 to 4 Service Writer Newsletters per year
- 10% Discount for ALL employees to AMTECH Field Training Workshops
- 10% Discount for ALL employees to NMSE Trade Show Workshops

## GOLD LEVEL MEMBERSHIP

**\$250 PER YEAR**

*\$15 Application Fee (one time only)*

### Upon joining AMTECH you will receive

- AMTECH Loose-Leaf Binder with Indexes
- Gold Level Membership Wall Certificate
- 5 Shirt Patches, 5 Small Decals and 3 Large Decals
- Free Tee Shirt (member must specify size)
- Listing on AMTECH web site's Dealer Consumer Search
- Listing on AMTECH web site's Technician Roster
- All back-dated Newsletters and Tech Bulletins
- Access Code to AMTECH web site's Tech Info Exchange

### During the course of membership you will receive

- 2 to 4 Service Writer Newsletters per year
- 25% Discount for ALL employees to AMTECH Field Training Workshops
- 25% Discount for ALL employees to NMSE Trade Show Workshops
- 25% Discount on ALL AMTECH Merchandise

# Supporting MEMBERSHIPS

Many O.E. manufacturers, aftermarket manufacturers, distributors, schools, associations and associate members industry-wide have joined to support the efforts of AMTECH. These companies realize the importance of service and they are dedicated to helping set service standards for all marine technicians. These companies and organizations see service as an integral part of the marine industry's success, and we ask for your support to improve service industry-wide.

• Associations . . . . .	\$ 200.00	• Manufacturers: Associate Level . . . . .	\$ 500.00
• Distributors . . . . .	\$ 250.00	• Manufacturers: Basic Level . . . . .	\$ 1,000.00
• Schools . . . . .	\$ 100.00	• Manufacturers: Silver Level . . . . .	\$ 1,500.00
• Associate Membership . . . . .	\$ 250.00	• Manufacturers: Gold Level . . . . .	\$ 2,500.00

*\$15 Application Fee for All Levels (one-time only)*

### Upon joining AMTECH you will receive

- AMTECH Loose-Leaf Binder with Indexes
- Listing on the AMTECH web site as a Supporting Member
- Special Wall Certificate for the Current Year
- All back-dated Newsletters and Tech Bulletins
- 1 Shirt Patch and 1 Small Decal
- Access Code to AMTECH web site for various forums

### During the course of your membership you will receive

- 2 to 4 Service Writer Newsletters per year
- AMTECH E-Mail Message Updates



The Marine Career Training Institute of North America (MCTINA) is the non-profit training division of the Association of Marine Technicians, and it was formed to provide the marine industry with a source for technical training for all areas of marine service. The Association of Marine Technicians has realized that the industry's workforce requires improved education and training that is needed to provide the necessary core skills to meet the industry's advancing technological needs. This is especially important in the area of marine engine repair. In the past, most marine technicians acquired their repair skills via on-the-job-training (OJT). This has been a fairly accepted practice throughout the industry for years, and in many cases a technician who gained his or her experience through this type of training could repair the engines of the day. However, with the current generation of engines, and the change in overall engine technology, OJT has not been able to keep pace with these advances. The newer systems of today require a higher technical skill than engines of the past, and this problem will only continue to worsen in the future.

*"The Massachusetts Marine Trade Association brought the AMTECH 'Electrical Troubleshooting' and the 'Management Training' workshops to Massachusetts this past year. The classes were so well received by our members that we had to run two sessions for each course. The instructors did a great job and your fees were very reasonable. We trained over 70 technicians in crucial industry areas. We are looking forward to bringing the entire array of AMTECH training offerings to Massachusetts this year. Congratulations on providing this vital service for the industry, and doing it so well. We look forward to additional valuable course offerings in the future as well."*

— Ed Lofgren  
Education Chair, Massachusetts Marine Trade Association

## MANUFACTURER COOPERATION

Many engine manufacturers in the marine industry have become strong supporters of AMTECH and MCTINA training. The core fundamental skills the technician acquires from MCTINA training will enhance his or her ability to be successful when attending manufacturer product-specific training. It is extremely important that solid, core fundamental skills be acquired by all marine technicians in order to successfully improve their technical skills in the future.

## IMPORTANCE OF SERVICE

Marine dealerships are realizing an efficiently-run service department is not only its own profit center, but by providing quality service for the customer, the service department becomes the number one source for future sales by maintaining a loyal customer base. This makes the

service department a dual service center for the dealership. With more people leaving the marine industry due to poor, prolonged and/or incompetent service than any other single reason, service is taking on more of a critical role in the success of the dealership, and the marine industry in general. Customers are willing to pay for good quality service, and by becoming a service-oriented dealership, your dealership will dominate the competition.

## INDUSTRY TRAINING

MCTINA programs are available in one-, two- and four-day training workshops. Many courses can be modified to meet the needs of the sponsoring organization and they can be lengthened, if necessary, to provide more comprehensive training. While many technicians currently employed in the industry cannot afford to lose work to attend school for training, they may find MCTINA very convenient; in many cases, training is available in a location not too far from home. MCTINA training can provide advanced technology training on a specific system, or basic core fundamental skills. Either way, MCTINA can meet the industry's needs by offering one-stop training programs that meet the technical and management needs of the industry.

## SPONSORS

AMTECH and MCTINA are currently working with a number of Marine Trade Associations, Distributors, Manufacturer's Representatives and other organizations to bring needed training to areas throughout North America. MCTINA training is affordable and offers the convenience of bringing training to your area. If your organization would like to learn more about training sponsorships and/or developing a revenue stream through an education partnership with MCTINA, contact us today.

*"I can't afford to fall behind in the service side of this business. AMTECH has become a major source of technical information for our trade."*

— Buck Clark

# OUTBOARD ENGINE AND SYSTEMS TRAINING

## 4-Stroke Outboard Systems and Troubleshooting

This two-day seminar supports all 4-stroke outboard engines. Upon completion of the program the student will have a clear understanding of 4-stroke systems. We will discuss the practical theory and each system's function as they relate to the engine and to each other. Emphasis will be on finding engine failure faults, service procedures, and the test equipment required. This program is tailored to all technicians regardless of experience.

## Outboard Systems Troubleshooting Made Simple

If you are in outboard service, you can't afford to miss this class. Designed to give you the proper foundation to repair marine engines, this two-day course will help reduce your troubleshooting time by 50% or more by learning how to effectively determine whether the problem is ignition, fuel, mechanical or other. Learn a simple, universal systematic approach to troubleshooting.

## Outboard Direct Fuel Injection (DFI) Technology

This program is tailored to all outboard technicians regardless of your level of experience. Important basics will be stressed, along with in-depth servicing and time-saving diagnostic procedures that are field proven. After taking this two-day course, you will be able to reduce your service and troubleshooting time on any DFI system.

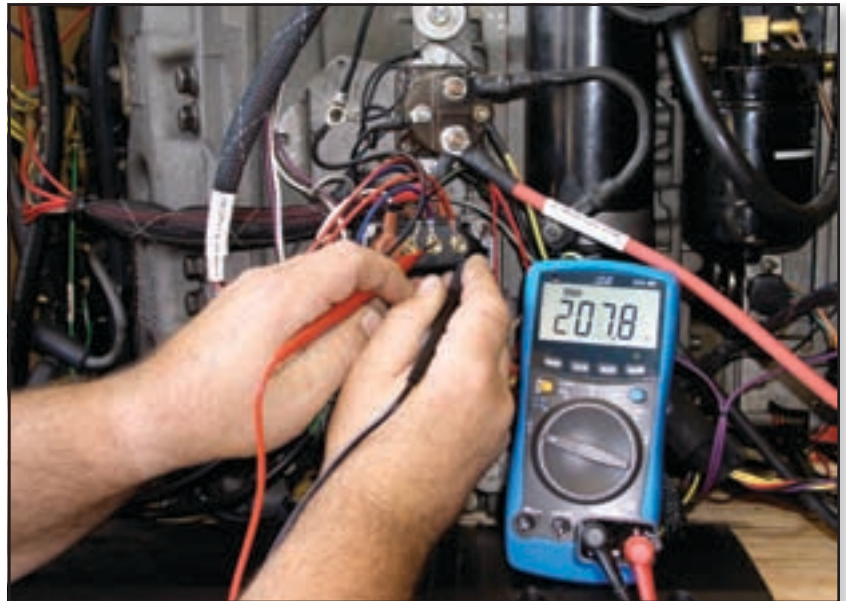
## Outboard Electronic Ignition Troubleshooting

This two-day course will cover the fundamental principles needed to troubleshoot the electronic ignition system on outboard engines, the number-one problem in outboard repair. You will gain a better understanding of the ignition components and how the ignition system operates. Discover new tips and techniques that will build your confidence and greatly reduce your troubleshooting time. This course is a must for all career professionals interested in staying abreast of the ever-changing outboard engine technology. You don't have to be an electronics expert to be effective repairing these systems.

## Outboard Electronic Ignition School (40-Hour Workshop)

This in-depth 40-hour program is conducted through four ten-hour days of training and it will cover the following: basic electrical theory; complete understanding of the various outboard systems (i.e., ignition, charging, timing, coils, spark plugs, etc.); optical ignition systems; optical sensors; electronic fuel injection (EFI); direct fuel injection technology (DFI). Upon successfully completing this 40-hour course, students will earn the designation of "Outboard Electronic Ignition Specialist."

**NOTE:** This course is conducted at the CDI Electronic manufacturing facility in Madison, Alabama. Students will be given a plant tour of the manufacturing operation to better understand how these systems are manufactured and how to effectively troubleshoot and repair them. This course is taught annually in December and February.



# INBOARD AND I/O GASOLINE ENGINE AND SYSTEMS TRAINING

## Sterndrive System Troubleshooting and Repair

This course is designed to introduce the technician to a systematic approach to sterndrive troubleshooting. A brief overview of the basic marine engines will start the course. Sterndrive-specific components will be shown and their importance will be discussed. The course will then concentrate on problem areas that are typically found in the field, and how that will affect the performance of the system or how they can potentially cause a major system failure. The proper identification of outdrives and their maintenance will be reviewed as well as an inspection process for the drive and transom assembly. The "trim system" will be explained, as well as time-saving tips on how to troubleshoot the system. Course topics that will be covered are: Engine Mechanical Systems; Shifting—Steering Systems; Transom Assembly Inspection; Outdrive Maintenance; Trim Systems; Abnormal Noise Detection; Vibration Causes and Cures.

## Inboard I/O Engine and Systems Troubleshooting and Repair

This course is designed to provide a systematic approach to inboard gasoline engine troubleshooting. By applying a systematic approach to troubleshooting, proficiency and accuracy is dramatically increased. The course will provide a sound fundamental knowledge of the engine, and the problems associated with each system. On day two, performance problems will be discussed and the class will be broken into small groups to "brainstorm" customer problems and complaints. The "open-forum" style of training is unique and provides the technician with "real-world" problem-solving skills. The following will be covered: Engine Mechanical Systems; Engine Electrical Systems; Engine Fuel Delivery Systems; Shifting—Steering Systems; Transom Assembly Inspection; Outdrive—Transmission Inspection; Trim Systems; Abnormal Noise Detection; Vibration Causes and Cures.

# DIESEL ENGINE AND SYSTEMS TRAINING

## Diesel Engine Troubleshooting and Repair

After taking this course the technician will understand the operating principles of a marine diesel engine. The injector system, which is the heart of the diesel, will be covered and the technician will be instructed on how to maintain and diagnose diesel systems. The course will also show how diesel troubleshooting differs from the marine gasoline engines. Diesel exhaust systems are much larger than gas engines and they require more airflow, so exhaust backpressure must be kept to a minimum. The course will also cover electronic controls and "common-rail" technology. The following will be covered: Fuel Injection Systems; Exhaust Systems; Engine Mechanical Systems; Engine Electrical Systems; Engine Fuel Delivery Systems; Abnormal Noise Detection; and Servicing The Diesel.

# BASIC TROUBLESHOOTING SKILLS

## Principals of Troubleshooting

Learn about the basic theory of troubleshooting in this two-day course. These skills will be applicable to all types of troubleshooting with special emphasis on the marine engine and electrical systems (including the new CAN Bus technology). By following these basic steps to troubleshooting, you will decrease time spent finding the bug(s) and increase your accuracy of finding the real cause. As a result, you will reduce your customer's repair costs and increase his satisfaction. The two-day class will consist of about 60% class presentation and 40% demonstration of diagnostic equipment and techniques. The material is of general nature and will apply to troubleshooting of all marine engine systems including outboard, inboard, stern-drive and diesel. You will see demonstrations using a variety of equipment and test meters. These principles can be applied to any field.

## Electrical Systems: Troubleshooting and Theory

The two-day Electrical Systems course teaches the proper fundamental knowledge and theory of electricity and how it interfaces with marine systems. Learn practical application of low-voltage systems in current production powerboats. The instructor will reduce complex theory to simple terms and concepts. Heavy emphasis is placed on troubleshooting, demonstrations and hands-on training. This is a needed fundamental course for all marine technicians.

## Computers and Introduction to Engine Diagnostics

This two-day course will review basic EFI controls and functions. Discussion and demonstrations will be on engine analyzers and what they do. The course will cover the manufacturer-specific diagnostic software that is being used in the industry. Basic troubleshooting tips will also be discussed, as well as computer operation for marine applications.

# PERSONAL WATERCRAFT TRAINING

## Basic Watercraft Maintenance and Repair

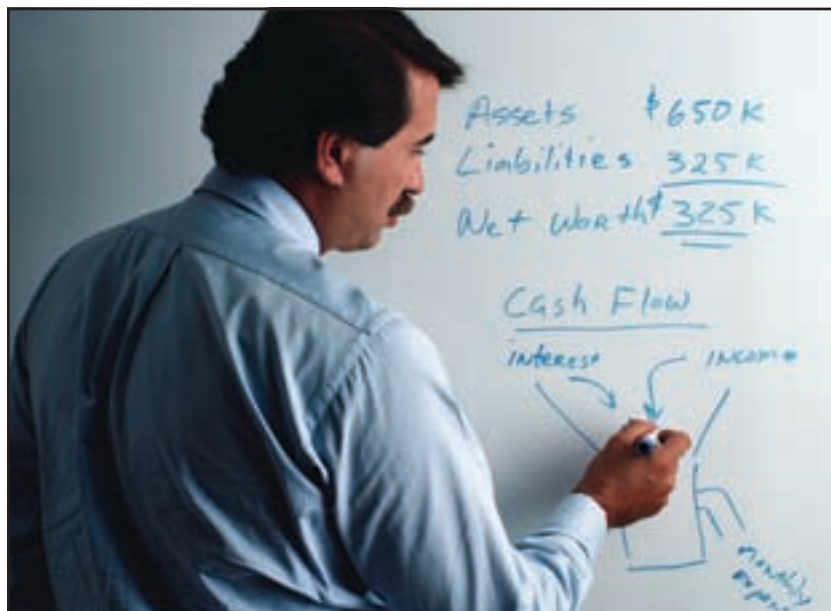
So often overlooked in the powersports industry, lack of proper maintenance is often the root cause of system failures. Learn why simple maintenance procedures are critical, and how they will help prevent the majority of system breakdowns. The following systems will be covered during the two days: propulsion, electrical (starting; ignition; charging), cooling system, exhaust system, fuel system (carbureted and fuel injection), 2- and 4-stroke theory. The instructor will also go over troubleshooting techniques so you will be able to quickly identify the system's failure mode.

The goal of this course is to show you how these systems work and how they relate to each other. After attending this course you will feel more confident tackling these systems, and you will be able to repair most any PWC on the market today.

## BUSINESS MANAGEMENT TRAINING

### Management Training For Marine Businesses

This management course stresses the importance of customer service and employee relations in Part 1 of the course. It provides the student with sound management skills that are necessary to effectively operate any business successfully. The instructor will use his personal experience in operating a marine dealership in order to put these management skills in action. Part 2 of the course will cover shop budgeting, flat rates, service writing, inventory control, labor rates, time management and more. The student will learn efficient ways of operating



a profitable marine business. This course is ideal for owner/operators, managers, as well as any employee that deals directly with the public. This course can be taken in two parts or taken separately, depending on the student's requirements.

*"Medart Marine has been a firm believer in AMTECH training for many years; we have sponsored many training classes at our Dealer show and during the winter months at our facility in St. Louis, Missouri. We have always been able to fill all the classes with eager technicians from dealerships from many states. Our dealers tell us of the quality and benefits they receive from attending AMTECH training sessions. Medart is excited to see the arrival of new classes for the upcoming season. We look forward to many years of Training for the Marine Industry."*

—BARRY SLOTNICK  
General Manager, Medart Marine

*"The marine industry's cream-of-the-crop are in AMTECH and surfing AMTECH is like having a factory school right in your shop or home."*

—DAVID EASTWOOD  
Carteret Community College

*"I run a small one-man shop and do not qualify to run a franchised operation. My [AMTECH] membership has more than paid for itself by giving me access to information that I would otherwise have not been able to obtain."*

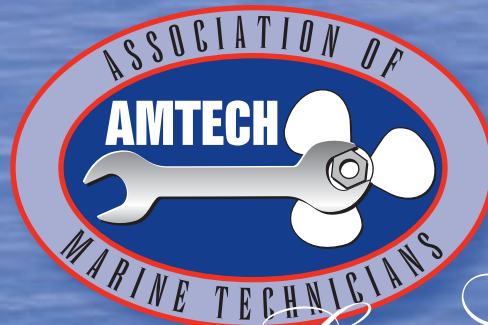
—STEVE LOVE

*"I'm a dealer for a major outboard manufacturer, along with the two major sterndrive and inboard manufacturers. I learn something new every time someone posts something to the AMTECH Tech Info Exchange."*

—JOSEPH PEKORA

*"I have been a member of AMTECH for years and I just wish my Savings Account gave me the same return for my investment as my membership in AMTECH has."*

—MIKE SOWELL



*Dedicated to Service Excellence*

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