

The ASSCA Advantage

TO ELEVATE AND UNITE AUTOMOTIVE PROFESSIONALS AND GIVE THEM VOICE



The ASSCA Advantage is:

- ✔ Membership that pays for itself!
- ✔ Free Legal Consultations
- ✔ Free Business Management Advice
- ✔ Membership Rebate from Digital Financial Group
- ✔ Free HR Services

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Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940
www.ascca.com

The ASCCA Advantage




The ASCCA Advantage outlines the value of ASCCA membership. We are proud to be able to offer a number of discounts and intangible benefits that are uniquely provided by our association.





Corporate Partners - Increasing Your Membership Value

BUSINESS SUPPLIES, EQUIPMENT & SERVICES		
	<p>AESwave specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave.</p>	<p>Carlos Menchu, 877.351.9573 info@aeswave.com www.aeswave.com</p>
	<p>AutoZone's partnership with ASCCA will get you special pricing for Platinum Level Membership, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more! Check out their electronic ordering software which can help save you time and money.</p>	<p>Jim Gray, 704.301.1500 jim.gray@autozone.com www.autozone.com</p>
	<p>Opus IVS is changing the game in aftermarket diagnostics by going beyond the diagnosis stage. We empower technicians to meet the challenges of today's increasingly complex vehicles through a range of advanced diagnostic, programming, and remote assistance services. Our fully-integrated diagnostic support system combines dealer-trained technician expertise with diagnostic technology to ensure we make our customers more profitable by finding faults faster and more accurately, as well as repair more cars, faster with fewer mistakes.</p>	<p>Kevin Fitzpatrick 631.486.3506 kevin.fitzpatrick@opusivs.com www.opusivs.com</p>
	<p>Provides maintenance services, equipment training & consumer education materials. Increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving your customer's driving experience and vehicle performance.</p>	<p>Eric Waln, 949.337.2484 Eric Elbert, 805.490.6080, EricE@petrospecsBG.com www.petrospecsinc.com</p>
	<p>California Employers Services has been making compliance easy since 1997. We know the laws and how they are being enforced. Everything that we provide is customized to your business' needs. Ask about our 30 day trial or our special packages and prices. ASCCA members can email or call for advice on California Labor Laws and Cal-OSHA questions!</p>	<p>Dave Fischer, 559.472.3542 cesyes@hotmail.com www.ces today.com</p>
	<p>Mail Shark approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people. They'll make it easier for you to grow your car count, manage your budget.</p>	<p>Josh Davis, 484.648.8626 josh@themailshark.com www.themailshark.com/ascca</p>
	<p>NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognized automotive, collision, and truck service centers. NAPA's mission is to help all member businesses increase their car count and sell more services.</p>	<p>John Hartman, 619.300.4910 SoCal District Sales Manager john_hartman@genpt.com www.napaonline.com</p>
	<p>Get access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform every day, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more.</p>	<p>Sergio Gonzales, 916.962.3270 ASCCA@oreillyauto.com www.oreillyauto.com</p>
	<p>WORLD PAC supplies automotive replacement parts directly from the most respected manufacturers in the industry. Their speedDIAL Parts Catalog and Fulfillment Ordering System can check real-time parts availability. Technical Training, Business Management Solutions, and other services for independent shops are taught by experienced professional instructors.</p>	<p>Rob Morrell, 510.755.6058 rkmroll@gmail.com www.worldpac.com</p>





EDUCATION PROVIDERS

	<p>ATI has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years.</p> <ul style="list-style-type: none"> They are the industry leader in automotive business coaching providing expert management and consulting services. Get weekly business coaching from an industry expert and classes in marketing, hiring, finance, leadership and sales. 	<p>Jim Silverman, 301.575.9140 jsilverman@autotraining.net www.autotraining.net</p>
	<p>DRIVE is the premiere automotive and truck repair consulting and training company. With over 25 years of experience, their continuing aim is to provide shop owners with best-in-class training, organizational skills and management tools. The goal of DRIVE is to fully arm shop owners with every executive and management ability needed to win.</p>	<p>Carolyn Gray 818.863.1077 cgray@driveshops.com www.driveshops.com</p>
	<p>Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel.</p> <ul style="list-style-type: none"> ASCCA Members have exclusive access to discounted training courses. Save \$800 on every Service Writer course and \$55 on every seminar. (Space limited.) FREE 30 minutes of business consulting advice per month. 	<p>Maylan Newton 866.526.3039 maylan@essiseminars.com www.esiseminars.com</p>


INSURANCE & LEGAL SERVICES

	<p>Armstrong & Associates provides ASCCA members with A+ rated property casualty company policy options and an exclusive workers' compensation program including comprehensive safety & claims services. You'll receive the utmost care and service along with the most competitive insurance programs. Includes an enrollment discount of \$100</p>	<p>Customer Service, 530.668.2777 www.armstrongprofessional.com</p>
	<p>Competitive dental & vision plans exclusively available to ASCCA members.</p>	<p>Mat Nabity, 916.286.0918 mnabity@coremarkins.com</p>
<p>Molodanof Government Relations</p>	<p>FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!</p>	<p>Jack Molodanof , 916.447.0313 jack@mgrco.org www.mgrco.org</p>




INTERNET MARKETING, WEB DESIGN & SEARCH ENGINE OPTIMIZATION

	<p>Through internet marketing, Broadly gets great customer reviews on Google, Facebook, and other review sites. ASCCA members get a FREE account set-up (valued at \$200).</p>	<p>Laura Nelson, 800.693.1089 marketing@broadly.com www.broadly.com</p>
	<p>The Kukui All in One Success Platform provides solutions for custom online marketing tools, website design, customer relation management, search engine marketing, email marketing and customer retention, and revenue tracking tools. Kukui will help you track stats about new clients, your customer retention rate, and will help you track areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design.</p>	<p>Patrick Egan 805-259-3679 patrick@kukui.com or Jimmy Lea jimmylea@kukui.com www.kukui.com</p>
	<p>Upswell Marketing is proud to offer a Multi-Channel Marketing Platform where our clients have access to powerful direct mail and digital services to help grow their business. We will help you use your data to make buying decisions, offer in-house financing, and our weekly flex pay and flex mail programs make us very affordable. In addition, ASCCA Members will be offered \$250 off their first customer mailing and 10% off all our digital programs.</p>	<p>Cynde Wright 430-377-0069 cwright@upswellmarketing.com www.upswellmarketing.com</p>
	<p>Join the nation's largest network of elite auto repair shops. RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. RepairPal shops gets 8-10 new customer contacts per month, with an average repair order over \$500. (Estimated new business \$48,000/year)</p>	<p>Evan DeMik, 415.595.3346 evan@repairpal.com www.repairpal.com</p>


MERCHANT SERVICES

	<p>Receive up to a \$350 rebate on your ASCCA State dues when you use DFG to process your credit cards. Call for a free no obligation consultation.</p>	<p>Shannon Devery 877.326.2799 www.digitalfg.com/</p>
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SOFTWARE PROVIDERS

	<p>ALLDATA's automotive diagnostic and repair software, with OEM-direct repair information for accurate car repairs, is trusted by more than 400,000 technicians in more than 100,000 shops nationwide. Covering more than 38,000 engine-specific vehicles, ALLDATA provides auto repair shops a suite of products to help increase the daily car count, improve processes and provide quality repairs to keep customers satisfied.</p>	<p>Chuck Bennett 512.285.0307 Charles.bennett@alldata.com www.alldata.com</p>
	<p>Tekmetric features make it easy to monitor and manage your auto repair business. We know what it takes to run a successful shop and that's why our features focus on improving the interactions between your customers, service writers, and technicians. Leverage your business data and grow profitably.</p>	<p>Sunil Patel 832-930-9400 sales@tekmetric.com www.tekmetric.com</p>
	<p>The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. Ask for a special ASCCA member rate.</p>	<p>Matt Ellinwood, 415.890.0906 x106 matt@shop-ware.com www.shop-ware.com</p>

UNIFORM SERVICES

	<p>Nationally recognized supplier of customer and employee apparel & janitorial services with thier special ASCCA package. Keep your employees on brand, your bathrooms stocked, floors clean, and much more. Let Cintas take care of your shop's maintenance needs and get exclusive pricing with your ASCCA membership.</p>	<p>Jessica Essad, 775.813.8954 EssadJ@cintas.com http://cintas.com/</p>
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ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

Local Chapters – Chapter meetings give members unprecedented opportunities to meet, network and trade ideas with colleagues in your local area.

Proudly Display Your ASCCA Affiliation – Use of ASCCA sign, code of ethics, and logo for use on invoices, customer forms, etc.

Communications – The ASCCA Independent newsletter, email broadcasts, news alerts, member benefit flyers and our website.

Member-to-Member Communications – The ASCCA TeamTalk list serv provides members to communicate directly with their peers on a broad range of topics facing shop owners throughout California.

Government Affairs & Political Representation – Bill tracking, reading and analyzing constantly changing information and tracking bills via our website. Representation at government meetings, lobbying, etc. Hugely beneficial because it ultimately affects your bottom line.

Educational Foundation - ASCCA members can also participate in the association's educational foundation that raises funds for scholarships issues to students entering into the automotive aftermarket.



Scan to learn more about your member benefits
<http://asca.com/resources/memberbenefits>

