

# East Bay Chapter 16

Automotive Service Councils of California, Volume IX, Issue II

June 11, 2019



Automotive Service Councils of California  
Professionals in Automotive Service ~ Since 1940

[www.ascca.com](http://www.ascca.com)

#### BOARD OF DIRECTORS 2017

##### President

Kamil Targosz ..... 510-209-8049

##### Vice President

Roy Doral ..... 510-352-4221

##### Past President

Art Ratner ..... 510-540-7093

##### Secretary

Bob Stauder ..... 510-658-3070

##### Treasurer

Ann Brocato ..... 510-540-7093

##### Chapter Representative

Jason Simms ..... 510-524-4099

##### Meeting Director

Art Ratner ..... 510-540-7093

##### Board Members

Marty Segarini ... 510-465-1429

Sean Stephens .... 510-548-7140

Melissa Stephens . 510-548-7140

### Inside this Issue ...

- ◆ Member showcase ~ Chris Lingle, German Auto Sport
- ◆ Art's Rant
- ◆ Vendor Fair opportunity ~ Chapter 20, July 17th
- ◆ May Team Weekend recap
- ◆ BAR Advisory Group minutes
- ◆ Random Thoughts ~ Jerry Kubitsky, Chapter 24

## Chapter 16 June meeting

PRESENTS...



**CompuTrek**  
Automotive Management Systems

A leader in on-site coaching, training and implementation of proven Management, Production and Selling Systems.

[www.CompuTrekSystems.com](http://www.CompuTrekSystems.com)



DAVE SCHEDIN, CEO  
MASTER AUTOMOTIVE  
COACH & TRAINER

## 2019

### Tuesday

### Dinner 7:00 pm JUNE 18th

### EAST BAY CHAPTER 16 MEETING

### RSVP

Kamil Targosz

By Phone  
510-209-8049  
Or

[kamil@MechanicGrid.com](mailto:kamil@MechanicGrid.com)

## INCREASE GROSS PROFIT \$\$\$

### With Proven Automotive Systems

#### LEAD PEOPLE...MANAGE SYSTEMS!

The ability to manage is always easier when

#### PROVEN RESULT-BASED SYSTEMS

are in place for you and your team to maximize results!

#### VALUABLE SYSTEMS YOU WILL LEARN:

- List of Production Systems
- List of Value Presentation (Selling) Systems
- List of Management Systems
- Meeting focus of **TWO MAJOR CASH FLOW INCREASE SYSTEMS!**
  - Estimating to trigger more GP \$ Increase
  - Predictive Maintenance to trigger more GP \$ Increase
- **BONUS!!** Receive a simple formula to show Labor Profitability for your specific business



JP's Family Restaurant & Sport Lounge  
3600 Castro Valley Blvd  
Castro Valley, CA 94546

COMPUTREK COACHING & TRAINING  
Physically, Virtually & Remotely Connected  
throughout the USA & Canada  
Where YOU are...there WE'LL be!

## Membership Recognition Corner

### *Chapter 16 Appreciates its Associate and Branch Members*



**General Auto and Truck Parts**  
**Steve Jones, Hector Gonzalez**  
**4425 International Blvd**  
**Oakland, CA 94601**  
**510-533-3333**  
**<http://www.generalauto.com/>**

- Serving Alameda County (California) for over 60 years
- ASE Certified Counter People to assure the best service
- A full Distribution Center and retail location with a warehouse that is longer than a football field!
- Serving Fleet, Industrial, Government, Heavy Duty, and Retail Customers
- We make Hydraulic Hoses
- Automotive Paint supplies and custom mixing
- Proud member of CAWA (California/Nevada/Arizona Automotive Wholesalers Association)
- Proud Member of ASCCA (Automotive Service Councils of California)

**Mechanic Grid**  
**Kamil Targosz**  
**3524 Breakwater Ave, #111**  
**Hayward, CA 94545**  
**510-209-8049**



Online Marketing for Independent Auto Repair Shops



**NAPA Auto Parts, KKR Automotive**  
**Dale Smith**  
**37300 Cedar Blvd, Suite E**  
**Newark, CA 94560**  
**510-796-3601**  
**<https://www.napaonline.com/en/ca/newark/store/26235>**

In 1925, a group of independent auto parts sellers met in Detroit to form the National Automotive Parts Association. Their mission was simple: improve the distribution of auto parts to serve the people and businesses who increasingly relied on cars and trucks for their transportation needs.

NAPA-branded stores and AutoCare Centers serve auto service professionals, do-it-yourselfers and everyday drivers with quality parts and supplies to keep cars, trucks, and equipment performing safely and efficiently.

In the U.S., more than 500,000 part numbers are distributed across 57 distribution centers, 6,000 NAPA AUTO PARTS stores, and more than 16,000 NAPA AutoCare and AutoCare Collision Centers nationwide.



**SC Fuels**  
**Mark Williams, Brian deDeaux**  
**1800 W Katella Avenue, #200**  
**Orange, CA 92867**  
**408-625-6059**  
**<https://www.scfuels.com/>**

Originally founded in 1930, SC Fuels is one of the oldest and largest, family-owned petroleum distributors in the United States. We serve more than 11,000 customers annually, ranging from small family-owned businesses to Fortune 500 companies.

We deliver gasoline, diesel fuel, alternative fuels and other petroleum products and related services throughout the western United States at the most competitive prices. Our leadership also extends to fleet card services with a fueling network of over 230,000 cardlock sites, truck stops and retail stations nationwide.

**Membership Recognition Corner**

**2019 Anniversaries**

**January**

**21 years!**

Paul Seghposs  
Glenmoore Auto Repair  
Member since 1998

**20 years!**

Dale Smith  
Napa Auto Parts  
Member since 1999

**18 years!**

Bob Stauder  
Stauder Automotive  
Member since 2001

**15 years!**

Andy Shyers  
San Leandro High School  
Member since 2004

**7 years!**

Walt Commans  
ASE  
Honorary Member since 2012

**February**

**16 years!**

Stephen Small  
Chabot College  
Member since 2003

**March**

**7 years!**

Joe and Terry Klaus  
Fritz and Peters  
Member since 2012

**6 years!**

Sean and Melissa Stephens  
Berkeley Bob's  
Member since 2013

**April**

**24 years!**

Rick Guardino  
Dorso's Auto Repair  
Member since 1995

**23 years!**

Bruce Ackerman  
Ackerman's Servicing Volvo  
Member since 1996

**22 years!**

Monte Benedick  
Brake & Wheel Center  
Member since 1997

**April continued**

**14 years!**

Peter Brooks  
Pete's Gear Shop  
Member since 2005

**7 years!**

Jason Simms  
Argonaut Garage  
Member since 2012

**34 years!**

Steve Jones  
General Auto & Truck Parts  
Member since 2015

**June**

**8 years!**

Don Worth / Bruce Stafford  
Model Garage  
Member since 2011

**2 years!**

Mark Williams  
SC Fuels  
Member since 2017

**Chapter 16  
Member  
Showcase  
Chris Lingle  
German Auto  
Sport**

***This is your life Chris Lingle:***  
Chris Lingle, owner of German Auto Sport, BMW, MINI and Porsche specialists on infamous San Pablo Ave in Berkeley was born in 1977 in San Leandro at Vesper Hospital where his mother worked as a trauma nurse. His dad, Vincent William Lingle (call me Bill) encouraged his curiosity about cars, go carts and mini bikes, but it was his grandfather, Vincent Walter Lingle, who inspired greatness. That man was a talented electrical engineer who worked for FORD, designing the circuitry for car assembly plants that connected all electrical needs, especially the welding. He invented the conveyer belt, can you believe it? *Continued on next page*



## Chapter 16 Member Showcase

### Chris Lingle German Auto Sport

*continued*

Walter came to Rosemead, Ca when Bill was 10 and around 1957/58 put together that Ford assembly plant. Chris had other relatives who did things like design the Corvette and Corvair for Chevrolet. Father Bill was an entrepreneur, a jack of all trades and followed various opportunities which led back to New Mexico and Lafayette, Ca and finally settling in Moraga, Ca.



Chris, being an only child gave him plenty of attention but his dad motivated him with family choirs that instilled in him responsibility and put an allowance in his pocket. When he was only 8 years old they gave him a motor bike and he proudly maintained it. As his teen years approached Chris improved his automotive skills, working on family cars while their work ethic caused him to take odd jobs such as a stock boy, busboy and janitor through high school. He got so caught up in being independent he dropped out of high school and gained his degree later at a continuation school.

Chris had no interest in going to college and was ready for his first close encounter with professional auto repair. His dad brought the family BMW to Moran Motor Sport in Berkeley at the original funky location on Folger St and Chris was very interested in hanging out there, so he asked Steve Moran for a job. They put him to work cleaning and organizing and learning various tasks and, before long, he was managing the operation which freed Steve up to upsell more work on cars.

After 3 years of this on and off while watching Moran struggle to smooth out his often chaotic business, Chris was lured over to H Beck in Oakland and was so impressive as a BMW mechanic he became their lead technician after only four months. Two and a half years of that and Precision Motors, also in Oakland, reached out to him for service manager where he mastered Win Works and gained more confidence selling auto repair.

But then a major turn around occurred. Chris became a technical temp for Dynamic Office Solutions and commuted by BART to jobs near the San Francisco Stock Exchange for two years. That world was engaging but when two jets hit the World Trade Towers, the financial world went into a tail spin and Chris was laid off.

Chris depended on side jobs on automobiles to survive. He developed a connection with Bob and Walt at German Auto Salvage and began to work there on German cars. After one and a half years they offered him a chance to buy the business in Dec 2005 and he did, renaming it German Auto Sport. Unfortunately, the lease on 1453 4th Street was lost due to over-demands by the not so silent partner Steve Nechadom and Chris relocated to 707 Jones St, the old Attarco building and built a good reputation over the next 4 years.

One day Chris was approached by Dan Supica, owner of the failing European Motors on San Pablo Ave and Channing Way. Dan essentially got out of the auto repair business, becoming only the landlord, donating any customers who came looking for him to German Auto Sport. The year was 2012 and Chris was given a very reasonable first 5 year deal at \$5000 per month. The total square footage of the property is 8900 and has 5 working stalls and adequate parking for customer cars serviced by a staff of 5 people. Chris is interested in hiring another technician for the ever expanding demand he has built for trustworthy service. He is working on purchasing the property from Dan and securing a bright future for his family consisting of his wife of 23 years, Sheilagh Oliver, and their 7 year old son Spencer Lingle. A daughter, Cory Lingle, from a previous relationship is 23. Chris loves playing baseball with his son or supporting him in Little League. They live in Concord as homeowners for 22 years. Chris considers professional auto racing as a hobby (BMW V12 8 Series in 24 hours of Le Mans, won twice, yowsa!) and hangs out at Cars and Coffee gatherings. True Motörhead, a Chapter 16 hero.

*Art Ratner, June 2019*



## *On Tuesday, April 16th, 2019, Kamil staged a Chapter 16 meeting at ...*

On Tuesday, April 16th, 2019, Kamil staged a Chapter 16 meeting at the Chess School on San Pablo Ave in Berkeley. While we enjoyed tasty Indian food from Berkeley Chaat on University Ave, Kamil updated us on the Sacramento happenings. Our guest speaker, Pamela Gutman, Regional Director of The San Francisco Bay Area Regional Colleges, Advanced Transportation and Logistics Program, spoke of the coming needs for skilled technicians to handle increasing hybrid, electric and autonomous vehicles. Shop owners and managers shared war stories of our needs going forward. She offered millions of dollars in training money and Art's Automotive offered to stage training hosted by in house partner Paul Cortes, amongst other ideas that came out.



## *On a chilly, rainy night of May 15th, 2019, brave members of Chapters...*

On a chilly, rainy night of May 15th, 2019, brave members of Chapters 16 and 20 made their way to Orinda Motors and amidst an array of classic American cars, sat with a Bay door open and no heaters but kept ourselves warm with fresh hot tacos and by sharing the challenges we face as shop owners. It was titled as "A Shop Owners Forum, Today's Issues". Our moderator was Maylan Newton, who lead us through a maze of specific employee and shop management discussions that helped to enlighten those 27 of us attending, of which, 11 came from Chapter 16. A vendor, Air Med Care Network, offered travel insurance but was discrete about signing members up, who were enthusiastically remaining after the meeting to do so. (Patty Rex, 916-342-3221, discount for ASCCA).



## PLANS TO REVAMP SAN PABLO AVENUE : ART WANTS TO RANT ABOUT IT



Hello Chapter 16 ASCCA,

Art has been ranting about an issue that is threatening to devastate independent auto repair shops and many small businesses in large urban areas in liberal California as well as other areas of the country. I am talking about something that involves transforming organically grown major commerce boulevards and putting them on "Road Diets"! My immediate potential disaster is called The San Pablo Ave Corridor Project and includes 7 cities, two counties, multiple jurisdictions and twenty some odd miles of the former state highway 123, San Pablo Ave in the East Bay of the San Francisco Bay Area. The cities of Oakland, Emeryville, Berkeley, Albany, El Cerrito, Richmond and San Pablo house a great many auto repair shops and businesses serviced by a four lane road with parking along the curb.

Some idealistic college grads with City Planning degrees pressured by the Bicycle Coalition and money losing AC Transit Bus are getting countywide transit agencies to dream of a future with way less driving of private vehicles. The citizens will live in smaller condo boxes that they own or rent, they will either take the AC Transit bus with its dedicated Bus Only Lanes or ride a bicycle along the curb. The vision comes in three options: **1.** Bus and bicycle lanes. Reduce the driving lanes for cars and trucks to one lane with constant traffic jams because tow and delivery trucks have no recourse but to block the one lane and eliminate half or more parking spots to accommodate the bikes. Deliveries may get restricted to certain hours that curtail the flow of commerce in peak times. Or: **2.** Dedicated bus lanes with alternate side no parking during commute hours, which means one working lane during work hours, which is horrible in two ways, because only one lane open except during commute and that puts a freeway right off our curb; bikes would be routed on parallel streets. Or: **3.** Bicycles only along the curb with parking reduced to a joke. Actually parking is the last consideration for any of these "options".



*Typical delivery on San Pablo Ave*

They had the nerve to call the three public meetings "workshops" where we could give "input" and then tried to break us into groups to focus on the separate concepts instead of hearing from the community as one voice. This is a tactic employed by groups interested in gaining control of the masses through the "Green Agenda". If you resist you are labeled a climate change denier and green shamed. In my address at one of the meetings I encapsulated what this is: anti car, anti business...a ploy that purports to have humanity's best interest, even claiming to support the local economy while targeting mom and pop businesses.

As business owners we aren't necessarily in any position to influence the decisions being put forth because we are often not citizens of the specific cities involved. A survey was sent out to determine our delivery schedules but its true agenda was hidden and many survey forms went ignored. I took it on my own to bring copies of a newspaper story and meeting flyers to scores of auto repair, body shops and general merchandise stores along the avenue. No one seemed to know anything about it. I gained an ally in none other than our newsletter member profile, Chris Lingle of German Auto Sport, and we continued canvassing the street. We went into stores that had no independent parking and witnessed traffic jams at numerous intersections with current conditions.

At the meetings they played the "safety card" and the need to "calm" the flow of traffic. Let's face it, they think we are in Holland. If a city or group of cities isn't able to shout these plans down, then, after implementing in several cases after loud protestations, they restored the road to its previous condition to the tune of wasted untold millions of dollars. I had a chance to ask the mayor of Berkeley, after he handed me an award for being a Green Business, if he supported the road diet and its anti business implications, and I got the impression he would rather get excited about the appearance of an alternative future without cars. Bottom line is the distinct possibility of laying off employees to fit this image of this brave new world.

***Art Ratner, Art's Automotive, ASCCA Chapter 16***

[Art rants on KPIX, here is the video snippet](#)

Automotive Service Councils of California

# ASCCA Mt Diablo Chapter 20 brings you our 2019 Vendor Fair!

July 17, 2019 ~ 5:00 - 8:30 pm



## Vendor Fair at the hot summer days cool indoor venue of Zio Fraedo's

*You are invited! ...*

### Attendees:

One per shop free for Chapter 20 members

Additional ASCCA attendees \$30 pp

Non ASCCA attendees \$50 pp

★ ASCCA Chapter 16 will cover its members

★ *Chapter 16 Vendors also welcome ~  
see contact information below*



- 20+ Vendors
- Dinner
- Dessert
- Networking
- Raffle
- Give-Aways

### Zio Fraedo's

### Vendors ~ for details

Mary Kemnitz  
D&H Enterprises  
925-963-2924 or  
925-356-0683

### Event rsvp

Ginger Exner ~  
gexner6359@aol.com  
OR Céline Haugen ~  
editor20@sonic.net



611 Gregory Lane, Pleasant Hill, CA 94523

# BAR Advisory Group Meeting Summary

*Courtesy ASCCA Attorney, Jack Molodanof*



Below is a summary of the BAR Advisory Group meeting and Auto Body Workshop held in Sacramento on Thursday April 18, 2019.

## BAR Advisory Group Committee Meeting

1. **DCA News.** The current DCA Director, Dean Grafilo is leaving DCA. The Governor will be making a new appointment soon.
2. **Legislation and Regulations.** Legislation - AB 142 (Lead-Acid Batteries fees); AB 161 (Electronic receipts); AB 210 (Smog Check Exemption); AB 390 (Violations for muffler noise); AB 755 (Tire Tax); AB 949(unsafe used tire installation); AB 1359 (Towing oversight by CHP); AB 1538 (Auto Collision Coverage); SB 59 (Automated Vehicle Technology); SB 460 (Biennial Registration). BAR working on the following Regulations: STAR Program Clean-Up; BAR Licensing Form Updates; Certified Training Institution/Instructors updates; Smog Check Repair Assistance; Brake Lamp Stations and Adjusters updates. For more information contact Holly O'Conner, BAR at Holly.OConner@dca.ca.gov
3. **Cal-VISTA Project Update.** The smog check data base transfer from SGS to Cal-Tech is complete. CalTech is now the primary data center for smog check. The new RFP contract for ongoing smog check Maintenance and Operation should be awarded very within the next 30 days, pending negotiations. The contract transition to new vendor to take place Oct/Nov 2019. For more information contact Clay Leek, BAR at Clayton.leek@dca.ca.gov
4. **Permanent Diagnostic Trouble Codes (PDTCC) Implementation Plan.** PDTCC supported by 2010 model years and newer vehicle. Vehicles with PDTCC will fail smog check. Targeted implementation date is July 1, 2019. ET Blast notices will be going out shortly to smog stations. Conditions where the PDTCC can be ignored include: 15 warm up cycles and driven 200 miles. BAR estimates the failure rate on 2010 model year and newer vehicles will rise approximately 1% or 155 additional failures statewide per day. Also PDTCC's will be ignored when specific models tested have been identified having difficulty clearing PDTCC. BAR working on specific model list which will be available to smog stations. For more information contact Greg Coburn, BAR at Greg.Coburn@dca.ca.gov
5. **Product Labeling Regulations.** California Department of Food and Agriculture (CDFA) is in the process of developing new regulations for lubricants including transmission fluids specifications, advertising and labeling requirements. Current concerns involve ARD's adding additives to base fluid (Multivehicle Transmission Fluids) to meet OEM performance requirements. CDFA wants to create a working group to identify issues and address needs of consumers and auto repair industry. BAR and CDFA discussed holding public workshop after next BAR Advisory Committee to discuss possible solutions. For more information contact Allan Morrison, CDFA at Allan.Morrison@cdfa.ca.gov
6. **Disciplinary Case Processing Overview.** The BAR goal with regard to the most egregious cases (e.g. fraud) is to impose discipline within 540 days from initial investigation. In the 17/18 FY, the average was 808 days to impose discipline from initiation to decision effective date. Initiation of investigation can come from the following: complaints, auto body inspection, anonymous tips, smog inspection data, other sources. Investigative procedures include: undercover vehicles, video surveillance, adverting review and review of ARD paperwork. The BAR prepares report of investigation which is reviewed by headquarters. Once review is completed then submitted to Attorney General to prepare accusation and then served upon ARD. The ARD has options once served with accusation including settling or going through the hearing process. After decision by administrative judge then proposed decision maybe accepted or rejected. For more information contact Bill Thomas, BAR at Bill.Thomas@dca.ca.gov
7. **Enforcement Statistics.** Consumer complaints holding steady: Engine repair/performance account for 33% of consumer complaints; General repair maintenance 18%; Auto Body 15%; Transmission 9%; Smog 7%; Used car transactions 4%; vehicle warranty 2%; unlicensed activity 2%. For more information contact Bill Thomas, BAR at Bill.Thomas@dca.ca.gov

*Continued on Page 9*



## BAR Advisory Group Meeting Summary - continued



**8. Enforcement/Licensing Modernization (ELM) Overview.** The BAR along with DCA working on modernizing BAR software/website which will increase efficiencies in on-line applications and shifting to paperless processing and reducing costs. The BAR also planning on increasing standardizing for BAR. Starting to move BAR in the 21st century. BAR is looking for ideas to assist consumers, repair facilities, consumer/industry advocates, industry training providers. For more information contact Clay Leek, BAR at [clayton.leek@dca.ca.gov](mailto:clayton.leek@dca.ca.gov)

Next BAR Advisory Group Meeting is scheduled for **Thursday, July 18, 2019**

### Auto Body Regulatory Workshop

The BAR working on regulatory changes due to technical advances in collision repair and to clarify equipment requirements for the auto body industry. The goal is to make sure vehicles repaired correctly and safely. BAR is updating the definitions of OEM crash parts and Non-OEM crash parts. Equipment requirements include requirement that the body shop have all the equipment and current reference manuals for the types of vehicles repaired and repairs be made to OEM specifications. BAR also updating supplemental restraint systems. BAR seeking comments and input from stakeholders. BAR contacts Michelle Oberg at [Michelle.Oberg@dca.ca.gov](mailto:Michelle.Oberg@dca.ca.gov) and Mark Guess at [Mark.Guess@dca.ca.gov](mailto:Mark.Guess@dca.ca.gov)

All presentations from the BAG meeting and Workshop will be posted on BAR website shortly.  
[https://bar.ca.gov/About\\_BAR/BAR\\_Advisory\\_Group.html](https://bar.ca.gov/About_BAR/BAR_Advisory_Group.html)

*Jack Molodanof*

## ASCCA Efforts Help Defeat the California Tire Tax - WYNKR 6/11/2019

The Automotive Service Councils of California (ASCCA) efforts help defeat AB 755 (Holden), which would have increased the California tire fee from \$1.75 to \$3.25. On May 26, the bill was brought to the Assembly Floor where Assemblyman Chris Holden requested that the bill be placed in the inactive file.



ASCCA opposed this legislation from the beginning and made it one of its legislative goals to defeat during the annual Aftermarket Industry Legislative Day that took place on April 23.

[Click here to read press release](#)

## ASCCA's September Team Weekend - September 7-8 in Huntington Beach

Join us in Huntington Beach for the September Team Weekend. Registration is now open. Sign up TODAY!

ASCCA Education and Training on Saturday featuring:

- Future of the Auto Repair Industry with Bob Cushing, WORLDPAC
- Be a 5-Star Shop on Google, Facebook and More! with Jenna Simon, Broadly
- Auto Industry & Young Tech Involvement with John Gustafson, Gustafson Brothers Automotive
- [Click here](#) for more information on the Education and Training

September 7-8, 2019  
 Gustafson Brothers Automotive  
 19161 Gothard St, Huntington Beach, CA 92648

**ASCCA**  
 Automotive Service Councils of California  
 Professionals in Automotive Service Since 1940  
[www.ascca.com](http://www.ascca.com)

**Education & Training**  
 September 7, 2019 1:00 - 5:00 pm  
 Gustafson Brothers Automotive  
 19161 Gothard St.  
 Huntington Beach, CA 92648

Register Now!  
[www.ascca.com](http://www.ascca.com) or

**Agenda**

1:00 - 3:00  
**Future of the Auto Repair Industry**  
 Bob Cushing, WORLDPAC

3:15 - 4:15  
**Be a 5-Star Shop on Google, Facebook and More!**  
 Jenna Simon, Broadly

4:15 - 5:00  
**Auto Industry & Young Tech Involvement**  
 John Gustafson  
 Gustafson Brothers Automotive

**Special Speaker**  
  
**Bob Cushing**  
 Bob Cushing is President and CEO of WORLDPAC. His years of experience in the Automotive Aftermarket Industry has led him to believe in partnering with independent repair shops and owners in order to give them the best business solutions and tools possible. They're committed to offering the quality trained parts that independent shop owners depend on to get the job done.

**Other Speakers**

Contact Us  
[www.ascca.com](http://www.ascca.com) / 800-810-4272

Follow Us

[Click here to read more and register](#)



## May 2019 Chapter Reps Meeting - Excerpt



*Matthew Peralta, (former) ASCCA Deputy Executive Director*

### MINUTES

#### ASCCA Chapter Representatives Committee | May 2019 Team Weekend

##### Updates/reports

**Armstrong and Associates:** G. Dailey provided the committee an insurance update on behalf of ASCCA's endorsed insurance provider, reviewing workers compensation, the new state-mandated sexual harassment training, among other things.

**ASCEF:** D. Kusa provided an ASCEF update, noting that they are currently working on awarding 18 scholarships this year. ASCEF is currently searching for a new investment advisor and will update the board once they find one. He also reported that 5 cars were donated to the Cars 4 Careers program in the last week and encouraged attendees to promote the car donation program to their customers.

**Connected Cars:** C. Coquillet reported that the committee has been focusing on cybersecurity and tool training. She reported that the committee is working to develop the training curriculum for November Team Weekend in Sacramento.

**ETI:** G. Takikawa reported that the committee has finalized the training program for September Team Weekend. He also reported that the committee is working on ideas to help get more California high school automotive programs certified and asked the Chapter Reps to help encourage their members to participate on high school advisory committees. He also encouraged the Chapter Reps to include high school automotive teachers at their chapter training events. Lastly, he reported that the committee is continuing to work on building their online video training library.

**Government Affairs Committee:** D. Kusa provided a government affairs update and notified the committee of an important NASTF SDRM 2.0 progress report. He reported that Legislative Day had 40 attendees and the committee is focused on continuing to expand Legislative Day attendance in the future.

**Membership Committee:** L. Chesin reported that year to date, ASCCA has signed up 25 new members. He reported that the committee is finalizing recommended changes to ASCCA's liaison agreement and is developing new strategies to engage ASCCA's chapters and vendors to help enroll new ASCCA members. He encouraged the chapters to look over the monthly delinquent dues reports and work to follow up with those members.

**Public Relations:** J. Kubitsky reported that the committee has discontinued the countertop display contest. The committee is now working to highlight ASCCA members who are actively involved within their communities.

**Revenue and Benefits:** J. Eppstein reported that Auto Text Me is no longer an ASCCA partner. He reported that the committee is working on a new partnership with Cintas. He reported that revenue from Autozone is expected to dip since they have been providing discounts to non-ASCCA members and are working to clean up the list.

#### **ASCCA's May Team Weekend Recap** [WYNKR 5/27/19](#)

This past weekend, ASCCA leaders, committee members, and corporate partners convened in Sacramento for its Second Team Weekend of 2019. ASCCA President John Eppstein opened the meeting by welcoming those in attendance and leading them in the flag salute. He then introduced first time Team Weekend Attendees, Corporate Partners, and thanked them for coming and getting involved in ASCCA through committee meetings, Team Weekends, and chapter events. [Click here to read full Recap](#)



Automotive Service Councils of California  
Professionals in Automotive Service ~ Since 1940

## Random Thoughts

March 2019 ~ by Jerry Kubitsky



For many years now I have written the What Did I Miss column for the Chapter Newsletter. I've decided to try something different this year. I call it Random Thoughts and it's made up of ideas that I think can help our membership and their businesses.

My hope is that each month I can present some ideas that someone hasn't thought about and can take action on. Let me know what you think.

### Random Thoughts:

- Taking your employees out to dinner. Every year I take my employees out for Christmas dinner. It's a way to show my appreciation for their hard work. However you don't have to wait till Christmas, do you?
- Create a memory for one employee or several of them. Pay for a special weekend. Send them with their special someone to one of the nice hotels on the Bay or to Catalina. Give them some spending money to have a good time. They will remember the special weekend forever.
- Or make a weekend get away part of a bonus every quarter. Set a goal for them to reach.
- What's the last impression your customer has of you and your service? Make it special. Give them something other than the bill and a smile. Leave some movie tickets with a "thank you" card on the front seat or a flower. Be creative.
- How do you get ideas? By looking for them first. New ideas are all around you, but you have to train your mind to see them. Listen to Pod Cast like Remarkable Results or read Ratchet and Wrench or just go to the chapter meetings. New ideas are everywhere.
- How do you eat an elephant? One bite at a time. How do you get rid of junk in your shop. One small pile at a time. Have your team pick one area at a time and clean it up. Take photos.
- Are you a hero in your community. Are you part of a charity event. If so, contact Jerry Kubitsky at 619-463-9400. I have a new program with the Public Relations Committee and I'll help you get the word out.
- Legislation Day is Tuesday April 23, 2019. John Eppstein and I will be flying out Tues morning at 6:35 am and returning on a 3:55 flight back. You won't believe how great of a time you will have and how much of a difference you can make. For more information contact me, Jerry at 619-463-9400. There are several incentive programs for first time participants but you better hurry.
- Team Weekend: You have to go. Period. Bill Hass gave a great presentation on Leadership this last week and you get to see up close what gets accomplished by your State Board. I suggest you go up early Friday morning and take time to tour Sacramento. I love the Train Museum and Old Town but the Capitol is not that far away and is also a fun tour. Saturday night we always have a great big dinner and enjoy just relaxing with each other. Take a break from work. Next Team Weekend is May 18-19 in Sacramento. Come join us.

Till next time.

Sincerely,

Jerry Kubitsky

ASCCA Chapter 24

(619) 335-4324 7633 El Cajon Blvd #100, La Mesa, CA 91942



## Random Thoughts

April 2019 ~ By Jerry Kubitsky

- Reviews: Answer all reviews, good or bad. Thank the person for taking the time. Just a short sentence. If it's a bad review, look for the truth hidden in between "you're a no good #%&\$# son of a gun! Address the truth and either apologize or defend in a nice way. Don't hit send until the 3rd day. Do a re-read or have someone else read it first.
- Don't be a hoarder. Many shops keep old parts "just in case". Be selective on what you keep, but get rid of the junk. Unless you are working on old classics, you can find the part most of the time.

*Continued on next page*

## Random Thoughts : April 2019 ~ By Jerry Kubitsky ~ continued

- If you have one bathroom make it look great. Decorate. If you have two bathrooms, make sure the one for you customers is spotless but don't forget your employees' bathroom. They're important too. Include items for female hygiene as well as a place to hang a purse. It will be appreciated. Add some artwork and nice fixtures.
- Fresh coffee. Keurig is the way to go. We have a coffee maker in the back, but up front we have the Keurig coffee maker with a great selection. Many customers will pick up their car and make a cup while I go over their bill. It relaxes them. That's a good thing.
- Fresh Eyes. Anyone can walk into any business and see things that are wrong. Do it with your own business. See things as your customers may see them. Look for clutter, old signs, dusty shelves and other junk. Clean the floors. Use some deodorizers. Create a theme for your place such as old signs or modern displays.
- Learn new things. ASCCA meetings are great. You will hear something special only if your intent is to hear something special! I know. That's deep. We just had a great meeting about selling Diagnosis. Wonderful information that can be applied right away.
- Ideas are great but only if you implement them. Try new things and if they don't work, try something else. The freshness will help lift your spirits.
- Pictures are great both of dirty parts and the new ones. I'm able to attach pictures to my customer repair orders, but if nothing else, take some pictures with your cell phone, create a folder with the RO number and show them to the customer when they pick up their car. The best thing you can hear from your customer is "wow, I'm glad I got that fixed!"

Till next time.  
Sincerely,  
Jerry Kubitsky  
ASCCA Chapter 24



## ESi 2019 Northern California Schedule!

### 2019 Professional Business Development Northern California Schedule

Monday Evening 6:30PM to 9:30PM

July 22	Martinez	Service Advisors Roundtable	Sit down with your service advising peers to discuss the challenges facing service advisors in repair shops today. No subject is off the table! Phone shoppers, quoting prices, the internet customers, or owners and staff.	SERVICE ADVISORS
September 16	Martinez	11.5 Ways to Massively Grow Your Customer Base in 30 days	Need to get some new business and do so quickly? Lost too many customers over the last few years? Want some new marketing ideas or maybe some new ways to use the old ones?  In this workshop, you will learn the many tried and true ways to massively grow your customer base very quickly.	OWNERS/ MANAGERS
December 7	Martinez	Owners Roundtable	Sit down with other owners and managers to have an open honest and frank discussion on the Good, Bad and the Ugly of shop ownership today	OWNERS/ MANAGERS

**ASCCA Member Exclusive Offer!**  
ASCCA members pay only \$95 per attendee. [Click here to take advantage of this offer](#)

**Hagin's Automotive**  
3725 Alhambra Ave. Martinez, Ca 94553














## 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		
	ASCCA members get access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capital Report, as well as member discounts on ACA publications and events. Call to see how you can save up to \$600 a year!	Kathleen Schmatz, (301) 654.6664 kathleen.schmatz@autocare.org
	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.	Carlos Menchu, (877) 351.9573 info@aeswave.com www.aeswave.com
	This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more!	Jim Gray, (704) 301.1500 jim.gray@autozone.com
	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.	Eric Wain (949) 337.7484 Eric Elbert (805) 490.6000 Eric.E@petrospecsBG.com www.petrospecsinc.com
	Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit <a href="http://hotelstorm.com/ascca">hotelstorm.com/ascca</a> and use password Auto 1234 to get your discount.	concierge@hotelstorm.com www.hotelstorm/ascca
	LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.	Steven Poole, (562) 320.2398 SJPoole@lkqcorp.com
	The leader in automotive thermostats; fuel, oil and coolant caps sold to the North American automotive aftermarket. Their line of thermostats is one of the most advanced in the automotive industry, using state-of-the-art manufacturing equipment, with strict quality control and functional testing, ensuring high quality and long-lasting products.	Sean Ruitenber, (618) 599.5196 sean.ruitenber@moto-radusa.com
	Motul is the first lubricant manufacturer to pioneer the formulation of a 100% synthetic lubricant for automotive engines, the 300V, making use of Esters technology and issued from the aeronautical industry. Motul's 8100 line of 100% synthetic oils have OE approvals from manufacturers such as Porsche, Audi, BMW, Mercedes-Benz, and VW.	Nick Bagley, (909) 538.2041 n.bagley@us.motul.com
	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.	John Hartman, (619) 360.4910 NAPA SoCal District Sales Manager john_hartman@genpt.com
	Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members.	Michael Nitz, (855) 337.6811 Michael.Nitz@officedepot.com <a href="https://business.officedepot.com/">https://business.officedepot.com/</a>
	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.	ASCCA@oreillyauto.com

 Print & Direct Mail Made Easy	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.	Josh Davis, 484-648-8626 josh@themailshark.com www.themailshark.com/ascca
	DFC is the leading manufacturer of award-winning automotive braking systems. They maintain a huge selection of brake parts for all domestic and foreign vehicle applications. Their engineers, product managers, and R&D staff work hard to give their customers first-to-market advantage.	Dan Biezonsky, 951-200-0953, danb@dynamicfriction.com, http:// www.dynamicfriction.com/
<b>EDUCATION PROVIDERS</b>		
	The ACT Group is a partnership of long time automotive industry experts. Former Technicians, Service Writers, Managers, General Managers and owners of automotive facilities offer their expertise in a strong variety of industry training classes. Discounts are available to ASCCA members, including \$200.00 off our Service Advisor Classes.	Ray Kunz, 916-588-0775
	ATI has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years. <ul style="list-style-type: none"> <li>• 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.</li> </ul>	Jim Silverman, (301) 575-9140, jsilverman@autotraining.net, www.autotraining.net
	Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel. <ul style="list-style-type: none"> <li>• ASCCA Members have exclusive access to discounted training courses.</li> <li>• Save \$800 on every Service Writer course and \$55 on every seminar. (Space limited.)</li> <li>• <b>FREE 30 minutes of business consulting advice per month.</b></li> </ul>	Maylan Newton (866) 526.3039, maylan@esiseminars.com.
	25% discount on all ASE exam study guides.	James Hwang (310) 857.7633
<b>INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS</b>		
	iATN is the world's first and largest online network of automotive service industry professionals. -Get discounted access to up to 5 premium access accounts, free job ad postings, a private forum for your shop, and unlimited access to the iATN Knowledge Base that allows you to search iATN's databases of in-use industry knowledge compiled over the last 20 years.	Greg Montero (651) 628.5706 greg.montero@iatn.com www.iatn.net
<b>INSURANCE &amp; LEGAL SERVICES</b>		
	Includes an enrollment discount of \$100	Customer Service (866) 923.7767, www.armstrongprofessional.com
	Competitive dental & vision plans exclusively available to ASCCA members.	Mat Nabity, (916) 286.0918 mnabity@coremarkins.com
	<b>FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!</b>	Jack Molodanof, (916) 447.0313 jack@mgrco.org www.mgrco.org.
<b>INTERNET MARKETING, WEB DESIGN &amp; SEARCH ENGINE OPTIMIZATION</b>		
	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.	Todd Westerlund (925) 980.8012 Todd@kukui.com or Patrick Egan (805) 259.3679 Patrick@kukui.com www.kukui.com

 <p><b>BROADLY</b> BROADLY.COM</p>	<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>(800) 693.1089 marketing@broadly.com www.broadly.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>
<p><b>MERCHANT SERVICES</b></p>		
	<p>Receive up to a <b>\$350 rebate</b> 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>
<p><b>SOFTWARE PROVIDERS</b></p>		
	<p>A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control.</p> <ul style="list-style-type: none"> <li>Developed by a shop owner designed specifically for the challenges shop owners face, AutoText.me's software is easy to implement and will save you time while you solve common shop problems. Available as a benefit to all ASCCA shop owners..</li> </ul>	<p>Chris Cloutier (469) 546.5725, chris@autoflow.com, www.autoflow.com</p>
	<p>Members receive a promotional price for online diagnostic tool and telephone diagnostic services. New Identifix members received \$40 off each of the first 3 months and \$10 off every month after for annual savings of \$210</p>	<p>Customer Service (800) 997.1674</p>
	<p>The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. <b>Ask for a special ASCCA member rate.</b></p>	<p>Matt Ellinwood, (415) 890.0906 x106 matt@shop-ware.com.</p>
<p><b>UNIFORM SERVICES</b></p>		
	<p>Nationally recognized supplier of customer and employee apparel &amp; janitorial services with special ASCCA pricing.</p>	<p>Jessica Essad 775-813-8954 EssadJ@cintas.com</p>

**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.



Scan here to learn more about your benefits or visit <http://ascca.com/resources/memberbenefits>

**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.



Updated 1/30/19

[Click here to see clearer pages on ASCCA's website](#)

**Automotive Service Councils of California**  
One Capitol Mall, Suite 800, Sacramento, CA 95814  
P: (800) 810.4272 | F: (916) 444.7462  
info@ascca.com | www.ascca.com

## Mission Statement/Core Purpose/Code of Ethics

**MISSION STATEMENT:** To provide business resources for our members and to advance the professionalism of the Automotive Repair Industry.

**CORE PURPOSE:** To elevate and unite automotive professionals and give them voice.

**CORE VALUES:** Integrity, Compassion, Professionalism, Unity

**BHAG:** Make the public aware that ASCCA means skilled professionalism and inspired customer trust.

**CODE OF ETHICS:**

1. To promote goodwill between the motorist and the automotive industry.
2. To have a sense of personal obligation to each individual customer.
3. To perform high quality services at a fair and just price.
4. To employ the best skilled personnel obtainable.
5. To use only proven merchandise of high quality, distributed by reputable firms.
6. To itemize all parts and adjustments in the price charged for services rendered.
7. To retain all parts replaced for customer inspection, if so requested.
8. To uphold the high standards of our profession and always seek to correct any and all abuses within the automotive industry.
9. To uphold the integrity of all members.
10. To refrain from an advertisement, which is false or misleading or likely to confuse, or deceive the customer.



### *Hans Hiller's Training Resources*

**ESI** – Maylan Newton - Service advisor and Owner management training 888-338-7296

**Worldpac Training** – [worldpac.com/training](http://worldpac.com/training) – Offers both management and technical training, local classes available

**Car Quest CTI** - Offers technical training 1 class every 2 months, contact your sales representative for more details.

**Techelp** - Offers longer term training to bring your people up to speed with late model electrical systems and classes for smog update and new licensing. Call: 888-747-8888. Or see schedule at [www.tec-help.com](http://www.tec-help.com)

**ATG** – Automotive Training Group [www.atgtraining.com](http://www.atgtraining.com) – Advanced training various topics. 800-233-3182,

**RLO Training/Bottom Line Impact Groups** [www.rlotraining.com](http://www.rlotraining.com)

**ATI** – [Autotraining.net](http://Autotraining.net) – Offers coaching services for shop owners

**Elite** – [Eliteworldwidestore.com](http://Eliteworldwidestore.com) – On line and service advisor training

**SSF** offers European training topics (MZB, BMW, Porsche) <https://www.ssfautoparts.com/>



Contact information for  
ASCCA's attorney,  
**Jack Molodanof:**  
916-447-0313 [jack@mgrco.org](mailto:jack@mgrco.org)

### **ASCCA State Office's contact information:**

One Capital Mall, Suite 800, Sacramento, CA 95814  
Telephone: (800) 810-4272; Fax: (916) 444-7462

**Gloria Peterson** - Executive Director, Ext 104,  
[GPeterson@amgroup.us](mailto:GPeterson@amgroup.us)

**Kari Groff** - Deputy Executive Director, Ext 116,  
[kgroff@amgroup.us](mailto:kgroff@amgroup.us)



**CARS is a 501(c)(3) nonprofit.  
We make it easy to make a difference.**

<https://careasy.org/nonprofit/asc-educational-foundation-inc>