#### Automotive Service Councils of California

# MT. DIABLO—CHAPTER 20



ASCCA CHAPTER 20, Volume 14, Issue 5– NOVEMBER 2018

**NOVEMBER 3, 2018** 

# President's Message - November 2018

Hello Chapter Members,

Value of our Association.

ASCCA has been in existence for a long time. That shows us that there is a need and it works. Trade associations come and go. If the information and networking don't work they disappear. We won't.

Probably the most important thing you get is the voice we carry with our local, state and federal regulators, lawmakers and the BAR.

Your dues keep the association fueled, but it is the members who drive the association. We carry a bigger presence than we realize because most of the time we are so busy that we have a hard time seeing past our day to day. Everyone one of you matters more than you realize.

So, please make your chapter meetings next year, sit in on a Board meeting, go to legislation day and attend a state meeting in Sacramento as a guest. You might be surprised how hard everyone is working to make a better place for all of us. See you all soon.

Steve E.



Professionals in Automotive Service ~ Since 1940

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## **OFFICERS & BOARD**

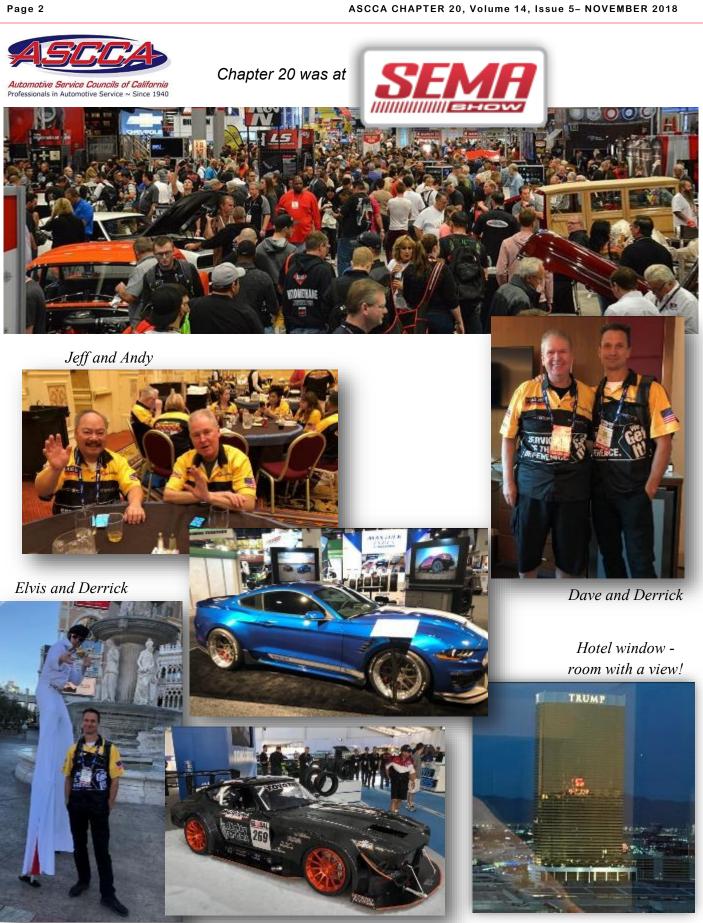
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## **ASC-CA Chapter 20 MISSION STATEMENT**

"To promote professionalism throughout our industry by upholding our state code of ethics and sharing our successes and failures with our members and future members". "To elevate and unite automotive professionals and give them a voice".





NFW



Autograph time

Victor, Jeff, Andy and Ted - our final dinner at the aftermarket jackpot event. A huge thank you to all the parts houses and manufacturers for an outstanding event - Mary

An engine with bling



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## Team Weekend - November 17-18, 2018 - Sacramento

Have you ever wanted to attend an ASCCA Team Weekend?

Ask almost any ASCCA leader what first ignited their passion for ASCCA, and chances are they'll tell you it was the first time they attended Team Weekend. ASCCA Team Weekends allow ASCCA members to exchange ideas with fellow shop owners, network with industry partners, and build camaraderie with other men and women passionate about automotive repair.

To help engage new Team Weekend attendees, ASCCA is excited to offer a program

allowing first-time Team Weekend attendees to apply for a reimbursed onenight hotel stay during Team Weekend!

Will you join us at our next Team Weekend?

<u>Click here to down-</u> load the brief application

and, once completed, email it to <u>mperalta</u> @amgroup.us

or fax it to the ASCCA office at (916) 444-7462.

All applications are subject to review and approval by ASCCA's Chapter Representatives Committee.

For more information on Team Weekend, and to register: https:// www.ascca.com/ ascca-2018november-teamweekend

## November 17, 2018 ASCCA November Team Weekend

Embassy Suites Sacramento 100 Capitol Mall Sacramento, CA 95814

REGISTER AT WWW.ASCCA.COM OR



## AGENDA

## 1:00 - 4: 00 PM

- Setting Your Shop Apart

  Attract the right customers by
  - knowing your WHY Develop and align your company's mission, values and ideal customers
  - How to create fanatical fans of your shop
- Low-cost marketing techniques
- Turn your shop into a destination by creating a comprehensive "Customer Experience"
- Build a referral machine
- Utilizing Social Media
- Creative ways to get people talking about you

#### 4:00 - 5:00 PM

- Women in Automotive
  - Why you want them
  - The benefits for your business
- The benefits for your customers
- Why it matters in the bigger picture
- of our industry and its future
- How to achieve it



# **BOGI LATEINER**

Bogi is a master mechanic and owner of the award winning auto repair shop , 180 Degrees Automotive in Phoenix, Arizona. A writer, a speaker, and a teacher, Bogi is passionate about improving the reputation of the automotive industry and changing the way women, in particular, feel about cars and the automotive repair experience. Bogi teaches automotive basics to women around the country, consults and teaches classes to repair shop owners and other small business owners, and appears as one of three female mechanics on All Girls Garage on Velocity Channel.

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Ace Auto Repair & Tire Ctr George Chavez 2560 San Ramon Vly Blvd. San Ramon, CA 94583 925-743-1552

Acalanes High School Grant Cusick 1200 Pleasant Hill Road Lafayette, CA 94549 925-935-2600

Alhambra High School Brian Wheeler 150 E Street Martinez, CA 94553 925-313-0440

Airbag Service & Techzone Matt Patterson 32 California Ave, Ste A Pleasanton, CA 94566 800-763-8588

All-Flow Muffler & Auto Danny Larson 3900 Pacheco Blvd Martinez, CA 94593 925-229-3044

Autotron Service Center Ryan Tunison 3688 Washington St. Ste F Pleasanton, CA 94566 925-484-2400

BG Fleming Distrib. Co. Christopher Smith 1011 Suncast Lane El Dorado Hills, CA 95762 916-223-0559

Burrough & Sons Automotv Tom Burrough 5154 Sobrante Avenue El Sobrante, CA 94803 510-222-3330

Clayton Valley Auto Svc Nancy Stich 1505 Rishell Drive Concord, CA 94521 925-682-2281

Commans, Walt ASE W. States Consultant 5312 Quail Ridge Terrace Anaheim Hills, CA 92807 714-974-3208

Contra Costa College Bobby Sturgeon 2600 Mission Bell Drive San Pablo, CA 94806 510-215-3976 D&H Enterprises Dave & Mary Kemnitz 2689 Monument Blvd Concord, CA 94520 925-356-0683

Devil Mountain Diesel Jason Loelieger Mark Fuenzalida 1500 3rd Avenue Walnut Creek, CA 94597 925-954-8582

Diablo Auto Specialists Tim Stussi 1413 Carlback Avenue Walnut Creek, CA 94596 925-932-6701

Dick & Ryan's Auto Repair Trevor Stoneham 1679 1st Street Livermore, CA 94550 925-373-9055

Digital Financial Group Shannon Devery 1329 Hwy 395 N., Ste 10 Gardnerville, NV 89410 626-476-9016

Dublin Car Tek Tim Johnson 6008 Dougherty Rd. Dublin, CA 94568 925-829-9300

European Auto Repair Carlos Showing 1573 Third Avenue Walnut Creek, CA 94597 925-944-5606

European Autotech Chris Murad 31 Beta Court, Ste J San Ramon, CA 94583 925-820-6460

Five Star Automotive Brian & Janice Andrews 1440 Concord Ave. Ste C Concord, CA 94520 925-609-7827

Frank's Auto Service Margaret & Dave Frank 1255 Boulevard Way Walnut Creek, CA 94595 925-942-3677

Fuenzalida, Bob Ch 20 Member Emeritus Cars R Us 2269 Bromfield Court Walnut Creek, CA 94596 925-683-2310 Gene's Auto Repair Tracy Renee 37 Tennessee Street Vallejo, CA 94590 707-642-1900

Gilmores Auto Service Phillip Sanders 2151 N. Broadway Walnut Creek, CA 94596 925-939-9430

Hagin's Automotive, Inc. Andy Hagin 3725 Alhambra Ave Martinez, CA 94553 925-228-5115

Hunt & Sons Tim Lockhart 485 Industrial Way Benicia, CA 94510 707-747-9500

JJ Auto Repair Victor & Teresa Gonzalez 6300 Brentwood Blvd, #A Brentwood, CA 94513 925-513-5927

Lehmers Concord Caroline Anderson 1905 Market Street Concord, CA 94520 925-827-2077

Liberty High School Jonathan Dorr 850 Second Street Brentwood, CA 94513 559-977-0181

M Service Dante Paulazzo 2008 Mount Diablo Blvd. Walnut Creek, CA 94596 925-932-8744

Mekatron Concord Ian G. Miller 1771 Concord Ave Concord, CA 94520 925-687-8300

Mendelson Autobody Ted Mendelson 38 Beta Court, Ste A5 San Ramon, CA 94583 925-838-2343 Monkey Wrenches, Inc. Ted Curran 8130 Brentwood Blvd Brentwood, CA 94513 925-634-4145

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Orinda Shell Auto Care Kathy Mitchell 9 Orinda Way Orinda, CA 94563 925-254-1486

Scott Phillips, CPA 3011 Citrus Circle, Ste 204 Walnut Creek, CA 94598 916-274-0600

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Superior Auto Parts Don Smith 1055 Detroit Avenue Concord, CA 94518 925-771-2231

Tuolumne St Auto & Elec John McLaughlin 635C Tuolumne Street Vallejo, CA 94590 707-648-3434

Walnut Creek Automotive Bill & Jeff Boaman 1855 Contra Costa Blvd Pleasant Hill, CA 94523 925-849-6440

West Coast Muffler & Tire Steve Elstins 2090 Market Street Concord, CA 94520 925-676-8376

50/50 Xtreme Auto Glass O'Neill Tasleem 2098 Market Street Concord, CA 94520 925-676-2000



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## **UNIVERSAL TECHNICAL INSTITUTE & PENSKE**

#### SCHOLARSHIP COMPETITION

Universal Technical Institute and Penske Automotive Group have teamed up to create a national scholarship program that will award nearly \$500,000 in scholarships to high school seniors pursuing higher education at UTI. Individual awards will be worth up to \$2,500.

2019 high school grads can participate in a scholarship competition' that covers basic knowledge in math, English, history, geography, ethics and technical knowledge related to auto, diesel, NASCAR, collision repair, motorcycle and marine industries. Students are required to bring calculators.

#### **OPEN HOUSE**

Participants have the opportunity to:

TOUR our campus and training labs

TALK to our experienced instructors

LEARN about scholarships, financial aid,<sup>2</sup> housing and Employment Services<sup>3</sup>

DISCOVER the value of our industry connections







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Saturday November 10, 2018 10:00 a.m.

> UTI-Sacramento 4100 Duckhorn Dr. Sacramento, CA 95834

#### FOR MORE INFORMATION, CONTACT:

Len Renery Irenery@uti.edu 510-335-5759

Visit UTI.edu



## CTI Season Line-up Concord, CA

Region#: GPI-519

Class #	Course Name and Description	Hours	Dates
STA-4000-4	J-2534 Domestic Programming Update	4	11/6/2018 (6:00 PM - 10:00 PM)
	J2534 is a constantly changing arena of technology. As the need for mandated OE diagnostic software being provided for use with a J D process. This class will focus on the need for J2534 today. The curry changing OE websites will be covered in detail. Topics will include: security configurations • J Device selection and management • OE and solutions	Device, technicians ha ent information for ha • Computer and oper	ave to be more familiar with the J2534 rdware setup, software configurations, and rating system setup • Java and Browser
Instructor:	Adam Robertson		
ATV-6001-8	Advanced Technology Vehicles: Advanced Driver Assist Systems	8	1/30/2019 (6:00 PM - 10:00 PM) 1/31/2019 (6:00 PM - 10:00 PM)
	You have seen them publicized on television. Advanced Driver Assi automate/adapt/enhance vehicle systems for safety and improved v and accidents by offering technologies that alert the driver to potenti safeguards and taking over control of the vehicle. Adaptive features braking, incorporate GPS/ traffic warnings, connect to smartphones correct lane or show what is in blind spots. These systems are enter diagnostic techniques that will enable you to keep these jobs profita	ehicle control. Some al problems. Others I may automate lightin , alert driver to other ing the aftermarket re	features are designed to avoid collisions to avoid collisions by implementing ng, provide adaptive cruise control, automate cars or dangers, keep the driver in the
Instructor:	Adam Robertson		
EET-5000-8	Effective Electrical Troubleshooting: Stop-Start Technologies	8	4/10/2019 (6:00 PM - 10:00 PM) 4/11/2019 (6:00 PM - 10:00 PM)
	Many vehicles are now being engineered with Stop-Start technology, vehicles is a cost-effective way to improve fuel economy and reduce system operates by cutting off the engine when the vehicle comes to when the driver releases the brake pedal. This operating strategy is electric systems, but is becoming more popular in non-hybrid vehicle manufactures using stop-start technology, dual battery and robust st system, diagnostic evaluation and repair methods and review impor equipped with Stop-Start systems.	e emissions without a o a complete standsti often utilized in full h es that use traditiona arter motor technolog	ffecting consumer acceptance. A Stop-Start II, and automatically re-starts the engine /brid-electric vehicles that have powerful I starter/battery configurations. We will cover gies, common components found on each
Instructor:	Adam Robertson		
TBD8HR	TBD8HR	8	6/19/2019 (6:00 PM - 10:00 PM) 6/20/2019 (6:00 PM - 10:00 PM)
	TBD 8 Hours		
Instructor:	Adam Robertson		
ocation: Fudd	brukers; 1975 Diamond Blvd Concord, CA 94523		
	Course Name and Description	Hows	Dates

As a member of a CTI Region, our promise to you is to deliver 6 classes every year. Above you can see the next three events that have been scheduled for this region with class descriptions and dates. In order to ensure we are meeting your needs the CTI instructor will give you options after each class to determine the topics for these future classes. This gives you input in what we deliver and allows you to see the class you helped select much sconer than ever before. This means whenever you look at your CTI Region Schedule, you'll always see the next three classes and will have the ability to help determine what we add to the schedule after each class.

You can see your current schedule at any time by visiting "www.ctionline.com" and clicking on the 'Class Schedule' link at the top of the page.

Email CTISupport@CARQUEST.com if you have any questions.

Here is our next CTI class and current schedule, the next class is on **November 6th**, it will be a J-2534 Domestic programming Update course, it will be at Fuddruckers in Concord from 6-10 PM. Hope to see all of you there.

Alex Bianes Commercial Account Manager Advance Auto Parts - 510-415-1949 - <u>alex.bianes@advance-auto.com</u> Page 7



## Leveraging Your Peers' Knowledge

September 1, 2018 Mitch Schneider

I've been distracted lately...really distracted. Trying to complete one project to the point some of the really important stuff I should be focused on is beginning to get dangerously close to those cracks everyone is always talking about.

I was fortunate enough to realize this while preparing three presentations for a recent speaking engagement. I was lucky in this particular instance; I got the message before I crashed and burned.

Looking back, I think it was the subject matter and content of each of the presentations that allowed me to recognize the inherent dangers I would confront if something didn't change: how each presentation seemed to rest seamlessly on the substance of the material that preceded it and how each was as relevant to me and my life as it was to every other shop owner in attendance.

The first of the three presentations focused on exit strategies and succession planning, something through which I just lived. More than that, it established the critical need to ensure your business reaches its fullest profit potential in order to ensure its sustainability throughout the process, so you have something to sell when the time comes.

The second presentation was devoted to "getting unstuck," the gap between knowing you have to do something and your ability to implement and execute. The difficult work in actually getting things done, especially if you aren't the only one involved.

The third presentation was all about "leverage." The need to compound effort and opportunity in order to achieve your vision. How to compound the benefit all the tools, training and technology have to offer when they are properly understood and deployed within the shop.

I'm afraid you will hear a lot about this concept of leveraging over time. Not only with regard to the obvious benefits in efficiency and productivity that leveraging your investment in tools, training and technology might enable, but with regard to an entirely different kind of leveraging that results from three critical "C-words": co-operation, collaboration and communication. And, perhaps, most important, the kind of leveraging that flows out of one additional "c-word," community!

It's a critically important word our industry has only just started to recognize, accept and understand. What I've come to realize is that all of us are smarter than any of us.

What does that mean? It means that our combined knowledge will ultimately prove superior to the individual effort of any one, single shop owner when that knowledge is shared, organized and available. And, when the individual shop owners who need it most aren't too stubborn or proud to take advantage of the fact it's there!



Does that sound a little too existential? Perhaps, but I've been hanging out at the highest levels of this industry for some time and I'd like to share just a few of my observations about this concept of community and its relationship to success in our industry.

First, the idea of community, of shop owners working together to move the industry forward while achieving personal and professional success, is nothing new. The history of independent repair shop owners organizing and working together to achieve mutual success is close to 80 years old.

Second, shop owners involved with other shop owners through outside associations or organizations are almost always more successful than shop owners who aren't. If you don't believe me, pick any five of these critical key performance indicators—gross sales, gross profit, gross profit on labor, gross profit on parts, net profit, average invoice, labor mix, the percentage of labor sales to total sales, labor content per job, service bay productivity, technician efficiency and effective labor rate—and compare the performance of affiliated shops with nonaffiliated shops.

With the exception of a few outliers, the affiliated shops will outperform non-affiliated shops every time because of their willingness to share critical information unselfishly.

And, finally, isolation is dangerous, debilitating and ultimately, self-defeating. It's a breeding ground for depression and self-pity, and the perfect home for a pervasive and destructive kind of helplessness that can suck the life right out of you and your business. While affiliated shops, shops actively involved in community, have a built-in group of cheerleaders and accountability partners who are vested in success and the future of our industry!

So, if you're looking for a recipe for success in our industry, the missing ingredient should be obvious: just add more successful shop owners!

*Ratchet+Wrench* is the leading progressive media brand exclusively serving auto care shop owners and operators through examining in-depth real world struggles, successes and solutions from the industry, providing our readers and users the inspiration, tools and motivation to help them succeed in the auto care industry. https://www.ratchetandwrench.com/articles/6914-leveraging-your-peers-knowledge

# Last ESi Concord class for 2018 is on December 3rd

December 3	Concord 6PM 9 PM	·	We all have done it, hired the wrong employee and had let someone go. Learn the basics of hiring the "right" employee. What should you ask, what should you know to get the right person for the job. Why testing is an important tool to	
December 4	San Jose 7 PM 10 PM	5 5	hiring correctly. Letting someone go improperly and failure to use these techniques could cost you BIG MONEY!	

*Pricing:* \$149.95 per person or \$249 for two or more. Pizza dinner included. OR....go to https://www.ascca.com/esi-special-offer-courses for ASCCA member discount - \$95 per attendee

## WYNKR ~ October 29, 2018

## Apply for ASCEF Scholarships Today!

Applications are currently being accepted for the Automotive Service Councils Educational Foundation (ASCEF) 2019 scholarships! Each year, the ASCEF awards 18 scholarships ranging from \$500 - \$1,000. These scholarships provide assistance to current under-graduates who are in the automotive service field.



To be eligible for these scholarships, an applicant must be a:

- California high school senior who plans to enroll in post high school technical and academic training or
- California college under-graduate in the automotive service field.

Applications must be submitted by March 31, 2019.

To apply online visit <u>https://www.automotivescholarships.com/scholarshiptype.cfm?type=39</u>.

The ASCEF is a nonprofit corporation dedicated to supporting and advancing the entire automotive industry through technical education and training, scholarships, and other industry inspired programs.

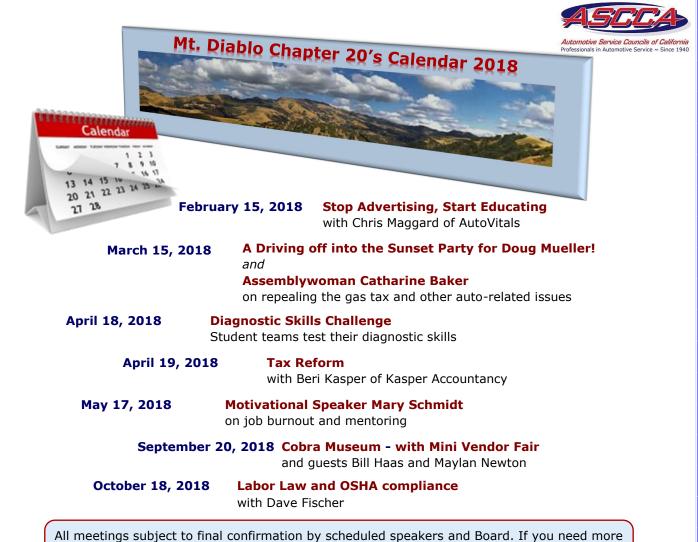
To learn more about the ASCEF, visit www.asc-ef.org.



## **Refer a Member Receive \$75**

You're eligible for a \$75 referral fee when you refer a new <u>Regular</u> or <u>Associate</u> member to ASCCA! Referral Awards are paid out when the member's annual dues are paid for their first year.

Contact Kari Groff in the ASCCA office if you have any questions at kgroff@amgroup.us or (800) 810-4272!



All meetings subject to final confirmation by scheduled speakers and Board. If you need more information about ASCCA Chapter 20's meetings, please contact Steve Elstins, West Coast Muffler, 925-676-8376 OR Mary Kemnitz, D&H Enterprises, 925-356-0683

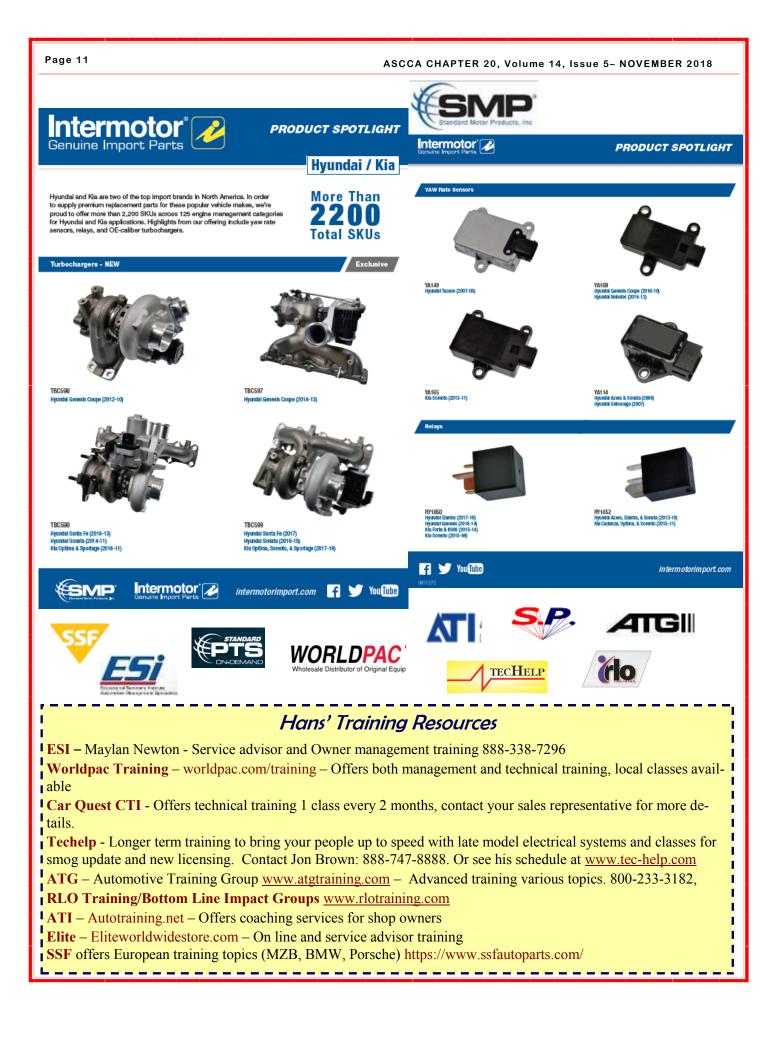


# Chapter 20 appreciates its Associate Members and Branch Members

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Standard Motor Products	Joe Schwartzbine	916-606-0985 jschwartzbine@smpsfa.com
Superior Auto Parts	Don Smith	925-250-1321 grayhackel3@comcast.net

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# L'Aventure Michelin Born in 1898, the Michelin company's unmistakeable mascot turns 120 this year. From humble beginnings in 1889,



the Michelin brothers built an empire that revolutionised travel and transformed Clermont-Ferrand into an engine of French productivity. By Anita Isalska 10/25/18

Clermont-Ferrand's cobblestoned lanes and lava-stone buildings look more quaint than revolutionary. But this French city changed the world of travel forever when, in 1889, brothers André and Édouard Michelin founded their tyre company here.

Distinctive architecture and geologically impressive countryside make present-day Clermont

-Ferrand, a city of around 145,000 in France's Auvergne-Rhône-Alpes region, an enriching place to explore. But there's another intrigue hidden among the jet-black spires and richly decorated *hôtels particuliers* (townhouses). Clermont-Ferrand's most famous pair of inventors not only changed modern transportation but built a brand that would eventually bestow some of the culinary world's highest accolades: Michelin stars, awarded to only the finest restaurants.

Travellers in France and beyond owe an enormous amount to the Michelin brothers. Raised in Clermont-Ferrand, the brothers set out to save their grandfather's ailing manufacturing business, but ended up achieving much more. Their tyre innovations, from removable bike tyres to rubber-tyred trains, helped to make personal transportation easier and more economical than ever before.



With the launch of Michelin Guides and maps in the early 20th Century, the brothers managed to make 'Michelin' a byword not only for tyres – today they are the world's second-largest tyre manufacturer by revenue – but also for travel and haute cuisine. One of the company's cleverest manoeuvres was to highlight food worth travelling for. The guides' coverage of restaurants with standout regional cuisine and well-stocked wine cellars coaxed drivers into travelling further (and, of course, they needed sturdy Michelin tyres to complete their journeys). With the advent of Michelin stars in 1926, awarded to the best restaurants in the guides, durable car tyres and the pursuit of exceptional *boeuf* 



bourguignon became forever entwined.

"Michelin anticipated the directions in which tourism was heading in the early 20th Century," said Prof Patrick Young, a specialist in 19th- and 20th-Century French history at the University of Massachusetts-Lowell. "What was innovative in the Michelin Guides was their incorporation of automobile transport, their more detailed information on routes [and] their rating system for hotels and restaurants."

Clermont-Ferrand was the original location of the Michelin head office and remains so to this day. Though an industrial city, Clermont-Ferrand has a bucolic setting: the sweeping Limagne plain is puckered by the Chaîne des Puys, which was <u>inscribed on Unesco's World Heritage list in 2018</u> due to its impressive geological properties. These 80 hills and cones are the remains of volcanoes that fell silent more than 7,000 years ago. The 1,465m-high Puy de Dôme is just visible from Clermont-Ferrand if you stand on the steps of the city's icon, its twin-spired Cathédrale Notre-Dame.

Travellers needn't stray far from Clermont-Ferrand's historical centre to learn about the Michelin legacy. Just a few kilometres east is <u>L'Aventure Michelin</u> (The Michelin Adventure), an interactive gallery and museum installed in an early 20th-Century building in Clermont-Ferrand's largest Michelin industrial site. So far 600,000 visitors have made the journey to see this temple to the brand since its inauguration in 2009.

"The story of Michelin and that of Clermont-Ferrand are closely tied," said Stéphane Nicolas, curator at L'Aventure Michelin. "The purpose of L'Aventure Michelin is to share Michelin's history, culture and values with as many people as possible."

The Michelin brothers' first breakthrough was a patent for the removable pneumatic tyre, which was tested out in the Paris-Brest-Paris bicycle race of 1891. Next, they invented the first automobile tyre, the first tyre able to handle speeds above 100km per hour, and the first removable rim. From 1929 they branched into rail transport: rubber-tyred *Michel-ine* locomotives first trundled along rail tracks in 1931.

The brothers were part of a wave of French visionaries that included engineering virtuoso Gustave Eiffel, fashion designer Coco Chanel and aviation pioneer Louis Blériot, responsible for the first manned flight between Great Britain

and Continental Europe. At the time, agricultural France was beginning to lean into an industrial future. There were fewer than 3,000 motorcars in the country when the Michelin brothers set up shop; France now has more than 32 million. The museum has a breath-taking range of automobiles and transport miscellany from this era of rapid change.

Continue reading the article:

http://www.bbc.com/travel/story/20181024-the-ingenious-story-behind-michelin-stars

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# The ASCCA Advantage



The ASCCA Advantage provides a comprehensive summary of 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. Please review the following benefit categories and be sure to make the ASCCA Advantage your first stop when looking for products and services you can trust.

# Endorsed Vendors and the Value They Bring to Us

## **INSURANCE & LEGAL SERVICES**

- EE & MB ASC Insurance Services Includes an enrollment discount of \$100. Customer Service (866) 923.7767, www.armstrongprofessional.com
- EE& MB CoreMark Insurance Services Competitive dental & vision plans exclusively available to ASCCA members. Mat Nabity, (916) 286.0918, mnabity@coremarkins.com
  - MB FREE LEGAL Service 30 minutes of free legal advice per month for all ASCCA members. A \$225 monthly value. Jack Molodanof (916) 447.0313, jack@mgrco.org, www.mgrco.org.

## EDUCATION PROVIDER

CP Automotive Training Institute –For 30 years, Automotive Training Institute has been helping thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses into the companies of their dreams.

ATI is the industry leader in automotive business coaching providing expert management and consulting services through one-day workshops and an all-inclusive Re-Engineering Program which includes weekly business coaching from an industry expert coupled with classes in marketing, hiring, finance, leadership and sales.

Whether you need training, coaching or a state-of-the-art business model, ATI has systems to help make the changes you want right away Jim Silverman, (301) 575-9140, jsilverman@autotraining.net, www.autotraining.net

CP & M8 CompuTrek — Automotive Coaching & Training with PROVEN automotive system solutions coupled with implementation & accountability coaching, of individuals & teams, typically yields \$200,000+ in NEW GP Dollars in 12 months! ASCCA Members will receive a complimentary, Level 1 Business Evaluation. Purchase of a full Stage One Training Package includes your next year's annual ASCCA Dues! A \$400/year value.

Dave Schedin, (800) 385.0724, dave@computreksystems.com

CP&MB Educational Seminars Institute (ESI) — Since 1984 ESI has been the forerunner in providing the independent repair shop with up-to-date full-facility training for the management team and personnel. ASCCA Members have exclusive access to discounted training courses as well as 30 minutes free business consulting advice per month. Save \$55 on every seminar registration and \$800 on every Service Writer course registration. (Space limited.) ESI services include personal coaching and consulting, service writer's school of America, educational programs and temporary fill-in service writer services. Contact Maylan Newton (866) 526.3039, maylan@esiseminars.com. Proud ASCCA members for over 30 years.

MB Motor Age Training – 25% discount on all ASE exam study guides. James Hwang (310) 857.7633

## MERCHANT SERVICES

EEE, CP & Digital Financial Group (DFG) — Credit card processing company. DFG pays \$350 for each ASCCA members state dues annually. Special member only rates. Call us for a free no obligation consultation. David Cherney and Shannon Devery (877) 326.2799

## SOFTWARE PROVIDERS

CP Autoflow— A comprehensive, cloud-based tool that offers simple solutions for workflow management, improved communications, digital wehicle inspections, and quality control. autoflow was created by Chris Cloutier of Golden Rule Auto Care to solve communication gaps that cause workflow delays and waste valuable rack time. Because autoflow is created and developed by a shop owner, the company is uniquely positioned to understand what owners and shops go through and their need for continual process improvement. autoflow has been proven to be an easyto-implement, timesaving solution to common industry problems and is available to benefit all shop owners.

Chris Cloutier (469) 546.5725, chris@autoflow.com, www.autoflow.com

- MB Identifix 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. Customer Service (800) 997.1674
- CP & MB Shop-Ware The New Standard in Shop Management. 100% cloudbased on any device. Take your shop fully digital and 100% paperless. Scott Alton at (415) 890.0906 x106, contact\_us@shop-ware.com. Ask for a special ASCCA member rate.

### **UNIFORM SERVICES**

EE& MB G&K Services — Nationally recognized supplier of customer and employee apparel with special ASCCA pricing. Thomas Dunne (619) 399.6078, DunneT@Cintas.com



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- CP & MB Kukui Corporation The Kukui All in One Success Platform is combined solution of custom online marketing tools, websites designed for higher conversion rates, customer relation management, search engine marketing, email marketing and customer retention, and revenue tracking tools. The Kukui solution empowers each of Kukui's clients with quantitative data showing their return on investment, the number of new clients based on their POS system, statistics revealing their customer retention rate, and areas to improve their business through the tracking of phone calls, appointment forms, and feedback from customer reviews. ASCCA members receive special pricing on custom website designs. Todd Westerlund (925) 980.8012, Todd@kukui.com, Patrick Egan (805) 259.3679, Patrick@kukui.com, www.kukui.com
- CP BMB Repair Pal 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. Our website gets millions of visitors each month from Google searching for "car repair estimate" and other phrases. In turn, each of our shops gets 8–10 new customer contacts per month, with an average repair order over \$500. (Estimated new business \$48,000/year.) We also get shops additional business through our partner program, CarMax, The Warranty Group, and USAA.

Russell Miller, rmiller@repairpal.com, www.repairpal.com

## INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS

IATN — The International Automotive Technicians Network (IATN) is the world's first and largest online network of automotive service industry professionals providing resources to members worldwide. ASCCA members enjoy a \$9-per-month discount off of the regular price of IATN Business+ premium membership, a savings of \$108/year. (Regularly \$45-per-month, ASCCA members \$36/month.) This membership provides your shop with up to 5 premium access accounts, free job ad postings, a private forum for your shop and unlimited access to the IATN Knowledge Base allowing one to perform research within iATN's databases of in-use industry knowledge collected over the past 20+ years. Scott Brown, (714) 257.1335 x3807 or cell (909) 257-9497, scott@iatn.net, www.iatn.net

### **BUSINESS SUPPLIES, EQUIPMENT & SERVICES**

- MB ACA— Access to Auto Care Association's publications, the Aftermarket Insider and the ACA Capitol 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@autocare.org, (301) 654.6664.
- Automotive Electronics Services, Inc (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, Toll Free (877) 351.9573, info@aeswave.com, www.aeswave.com
- CP & MB AutoZone 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
  - **BG Products** Provides maintenance services, equipment, training & consumer education materials. BG Products have been shown to increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving the customers driving experience and vehicles performance. Exact revenue estimates will vary from store to store, but the statement above is a universal truth. Eric Waln (949) 337.2484 / Eric Elbert (805) 490.6080, EricE@petrospecsBG.com, www.petrospecsinc.com.
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- CP & MB LKQ Corporation 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@lkgcorp.com
  - CP Motul A recognized specialist in synthetic lubricants, having been 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. Nicholas Bagley, (909) 538.2042, n.bagley@us.motul.com
  - NAPA Auto Care An integrated banner program that unites everything an independent repair business needs to prosper. Since 1984, the NAPA AutoCare family has grown to over 16,000-plus independently owned and nationally recognized automotive, collision, and truck service centers, making it the largest single aftermarket repair network in the country. NAPA's mission is to help all member businesses increase car count and sell more services.

John Hartman, NAPA SoCal District Sales Manager, cell: (619) 300.4910, John\_hartman@genpt.com

Office Depot – Streamlined business supply ordering process. Free delivery over \$50. Custom pricing and discounts for ASCCA members. Michael Nitz, 855-337-6811 Ext.12809, Michael.nitz@officedepot.com, https://business.officedepot.com/

CP & MS O'Reilly Auto Parts – O'Reilly has been dedicated to the Professional since 1957. ASCCA members that choose to partner with O'Reilly have access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform everyday, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, earlypay discounts, electronic ordering discounts, and more.

ASCCA@oreillyauto.com



Updated 4/27/18

MB Phillips 66 – Special pricing on Kendall GT-1 Motor Oil available to ASCCA members. Kendall Installers may be eligible for annual rebates.

Howie Klein (SCAL), (951) 903.8466, howie.klein@p66.com Jeff Landon (Central CA), (805) 296.0170, Jeff.A.Landon@p66.com Keith Westbrook (Valley/NCAL), (707) 448-8279, Keith.R.Westbrook@p66.com

## ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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, fax broadcasts, email broadcasts, special 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.

Education Programs – Attend ASCCA's Annual Summer Conference for educational opportunities for Shop Owners and Technicians. From business management to industry updates attending the Annual Summer Conference will keep you and your staff informed.

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.

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

EE = Exclusive Endorsed Vendor CP = Corporate Partner MB = Member Benefit Provider

## 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.



Moving Forward Together

CARS is a 501(c)(3) nonprofit. We make it easy to make a difference. https://careasy.org/nonprofit/asc-educationalfoundation-inc

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Contact information for ASCCA's attorney, **Jack Molodanof**: 916-447-0313 ~ jack@mgrco.org





The Jeff Stich



If you would like to make a donation: ASCEF (Automotive Service Council's Educational Foundation) Jeff Stich Memorial Scholarship 700 R Street, Suite 200 Sacramento, CA 95811



## ASCCA State Office's contact information:

One Capital Mall, Suite 800, Sacramento, CA 95814 Telephone: (916) 444-3568, (800) 810-4272; Fax:(916) 444-7462 Gloria Peterson - Executive Director, Ext 108, GPeterson@amgroup.us Kari Groff - Membership Services, Ext 116, kgroff@amgroup.us

