



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

# ASCCA

## Foothill Chapter 5

May 2019

### President's Message:

Greetings,

**HAPPY SPRING!**

Put some spring in your steps and join us Tuesday at Hanson Distributing for our Shop Night/Membership Drive.

Try and bring other shop owners with you. Share the benefits of being an ASCCA member.

We will have over 30 vendors to help educate us with their products.

We always have good times. If you have never attended one of these amazing events, you're in for a treat.

Next month BAR Chief, Pat Dorais, will be speaking at our regular monthly meeting at Mijares. Don't miss it!



Kirk Haslam  
President, ASCCA Chapter 5  
Advance Muffler  
1234 E. Walnut St.  
Pasadena CA 91106

### UPCOMING MEETINGS & EVENTS

May 7 - Shop Night at Hanson's Distributing

Jun 4 - BAR Chief Pat Dorais at Mijares

Jul 2 - Open Forum at Mijares

Aug 6 - TBD at Mijares

Sep 3 - TBD at Mijares

Oct 1 - Oktoberfest at Montrose Bowl

Nov 5 - TBD at Mijares

Dec 7 - Chapter Holiday Party

At our April meeting Liqui Molly educated us on the newest technology in lubricants and explained how their products meet the increased demands of today's high-performance vehicles.



**Shop Drawing**

Olive Auto Center was drawn in the Shop Drawing, and was present to win the \$320 prize. He generously donated his winnings to the Denise Johnson Scholarship Fund. In May, we won't have a shop drawing at the Shop Night at Hanson's. The prize will reset to \$200 for our June meeting. Remember, you must be present to win!



*Automotive Service Councils of California*  
Professionals in Automotive Service ~ Since 1940  
626-296-6961; ascca.05@gmail.com



**Hosted by HMC Auto  
Parts Stores at:  
Hanson's Distributing  
Company  
975 W. Eighth Street  
Azusa, CA 91702  
626-224-9800**

**Hanson's Distributing  
Hosts "Shop Night" for  
ASCCA Chapter 5  
May 7 at 6:30 pm  
RSVP with Jerry Acdan  
626-831-3052  
NASCAR Driver Ken  
Schrader  
Taco Truck  
In-n-Out Burgers  
Lots of Door Prizes  
Over 30 Vendors  
With Displays and Lots  
of Giveaways  
Admission is FREE!!!  
Come and Hear the  
Advantages of  
Belonging to the  
Oldest and Largest  
Automotive Trade  
Association in California!**

Take a few minutes and listen to other professionals in the Automotive Aftermarket Industry on the “Remarkable Results Radio.”  
(Ctrl/Click on the photo below.)

– Recommended by Gene Morrill

We Talk the Business of the Automotive Aftermarket

Hi, I'm Carm

I'm connecting aftermarket professionals willing to share their wisdom so we all rise to new levels of success.

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"The Podcast is Like a 40 Minute 20 Group". Andy Bizub

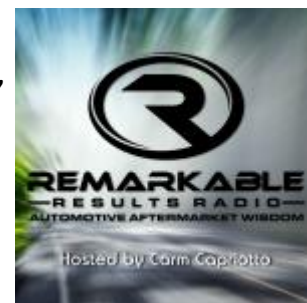
Hi Aftermarketers: Carm Capriotto here.

I'm the founder and host of *Remarkable Results Radio*, the only podcast, or occasionally called 'On Demand Audio', that interviews today's most inspiring and successful automotive aftermarket professionals.

Entrepreneurs from the service sector share their continuing journey to remarkable results. Industry trainers share their perspective on the steep learning curve we have. Business coaches provide their insights on what challenges there are to leading a profitable business. Industry thought leaders share their vision for the current state and future of the industry.

There are always great take-a-ways from each podcast and so worthy of your time invested to learn all you can about the service professional. Our podcast theme is to "Listen To Learn Just One Thing". If something you learn inspires a new idea or thought and you implement or become a better leader then you are better for having listened each week.

My purpose is to bring like-minded people together that want knowledge in a way that is easy to digest in their day to day life. I'm connecting people that care about building a stronger aftermarket and I'm fundamentally changing the behavior of how aftermarket professionals get their information, insights, training and strategies.



Click [Here](#) for complete bio.

# Creating A Healthy Work Environment In Your Auto Repair Shop

SHOPOWNER

Steve Feltovich

We spend one-third of our lives at work, and we frequently face physical and mental stress or anxiety. Or, we see it in others. Wellness is a significant issue today and will increase in importance if for no other reason than the cost factor.

It's no surprise, then, that wellness in the workplace is becoming a key area of focus for employers. Employees will care more for their work and the company if they know they're being looked after.

Healthy does not only mean a person's current medical condition. It can also be the atmosphere of the workplace and its surroundings. We've all heard, "The employees are your greatest asset." Your talent is the most critical resource for adding value to the business and its customers. By focusing on employee wellness, it can encourage teamwork, increase productivity, lower absenteeism and reduce workplace accidents.

The four aspects of creating a healthy workplace environment are:

- Workplace culture
- Physical environment (occupational health and safety)
- Health and lifestyle practice
- Supportive management

## Workplace Culture

Great company culture promotes a healthy work environment, which can keep employees productive, lower internal costs, enhance customer satisfaction and even help to retain the best workers. It all begins with the leadership of an organization creating a positive workplace culture.

Culture is how we act as a business every day. Every company has their own corporate culture that determines its value, and it usually creates a standard practice that employees generally follow. This culture which is practiced by employees daily is established by management's operating philosophy. The positive workplace culture tends to be healthier as everyone has nothing to be upset or unhappy about.

The most critical component of a great culture is hiring the right people for the DNA of your organization: people who are the most compatible with the organization's team members. Motivation of talent is changing from the traditional factor of compensation. It is now shifting towards the quality of the workplace experience (culture) and is directly connected to the idea of wellness. A lack of wellness among employees results in increased health care costs, absenteeism and a lack of motivation, affecting the peer network and productivity of the entire organization.

## Physical Environment

The physical environment relates to the building structure, parking lot, offices and workshop areas (tools and equipment). These all directly impact the health and safety of your employees. The condition of the environment must be safe, functional and aesthetically pleasing in order to truly enhance the workplace experience where well-being can flourish. Nobody wants to work in an unsafe or hazardous work environment related to the building, equipment or tools.

An example of occupational health and safety concern is making sure the technicians who work on hybrid vehicles are receiving the adequate training and equipment to safely work on these types of vehicles that pose a risk of personal injury or even death to the employee. Management's responsibility is to reduce employees' worry pertaining to their safety within the workplace. Additionally, management must enforce and coach safety practices.

Enforcing the wearing of work gloves and specific eye protection when welding, grinding and cutting metals is

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showing concern for the employee. I've walked into many workshop areas of collision repair shops in my 25 years of consulting and found technicians under vehicles supported by only a floor jack and not on safety stands. I immediately went to management to discuss the occupational safety violation. Why? Because this is management's fault, not the employee's. Management has not established the business rules for health and safety in the shop, period. The excuse is always the same: "I've told the tech about that so many times, he just doesn't listen." Once again, why the tech doesn't listen is management's responsibility to sort out and determine the appropriate course of discipline moving forward. More often than not, management has failed to set the standard, enforce it and then continue to police it to make sure it's being adhered to by all employees without exception.

## **Health and Lifestyle Practices**

Another great way to create a healthy workplace environment is by making sure that healthy eating habits are promoted; no "skipping" lunch breaks because the shop is too busy. Employees need to recharge by taking that break away from work pressures and having a healthy lunch time in order to rejuvenate their minds and physical body. This is much more productive in the end than burning people out because of workplace demands.

You can also provide healthy snacks – a bowl of fruit, a veggie plate or natural snack bars versus candy and high-sugar snacks – during meetings. Make sure employees take a five-minute break from their desks and get up and walk the shop floor to check on production, or go outside for a few refreshing minutes during a busy workday. Regular breaks will help relieve muscle fatigue and eyestrain and restore employees' level of concentration.

Think about how you can brighten up the work areas with more natural sunlight; the best source of vitamin D is sunlight. Vitamin D is a key nutrient for healthy bones and offers a slew of other potential health benefits. Being physically well means being able to maintain a healthy quality of life.

Research has found that financial concerns can lead to mental and physical distress. According to one study by GreenPath Financial Wellness, 58 percent of employers reported that financial "illness" plays a role in employee absenteeism – while 71 percent of employees say their top source of stress is personal finances. What a great opportunity to have an outside source conduct a session during the lunch break to educate your employees on their personal finances and how to manage their money responsibly.

Creating a healthy environment for employee well-being and wellness does not have to be difficult or costly. Simply working in a clean and comfortable office and workshop can have a tremendous effect on your employees' interactions. Above all, you can provide a workplace environment designed to support all of the efforts of the entire organization, and that's a state of well-being.

## **Supportive Management**

Everyone has personal problems that they're dealing with. Try not to ignore these, but instead get to the core of the problem and be supportive by showing genuine concern. Telling your employees that your office door is always open to them and their personal problems is the most effective way to communicate your support. Putting yourself in your employees' shoes and having compassion sends the direct message that you're in it for them and their families.

The success and wellness of employees requires management's support – not just talking about it or handing it off to someone else to develop another waste-of-time employee program, but visible and transparent action from leadership. Management's responsibility is to make the work easier for the employees by providing better tools, consistent and even workflow (not overburdening), and less stress physically and mentally. Do you really listen to the voice of your employees, or do you pass off the employees' concerns as unnecessary noise that interferes with conducting business from your perspective only?

Human resources are way too critical to overlook the importance of developing a plan that has a direct effect on the wellness and well-being of all employees. Well-being must be set as a priority and business strategy for lowering costs, increasing productivity, and retaining and attracting talent. The commitment and the

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leader's behavior must be seen in the "walk-the-talk."

How much does a lack of wellness in the workplace cost businesses? It's challenging to measure the financial impact accurately because of the limited amount of data. What we do know, however, is costs like health care, low productivity, increased absenteeism and lack of motivation all equate to lost revenue and profits. The best estimate from researchers on the subject indicates 15 percent (negative impact) of the total loaded costs per employee are lost on lack of wellness in the workplace. When one aspect of wellness is lacking, it's difficult for employees to feel and perform their best at work.

### **Competitive Workplace Advantage**

Employers who cultivate a positive, healthy culture will stand out from their competition. As millennials, who are set to make up 75 percent of the workforce by 2025, enter the world of work, it's this type of wellness culture and healthy workplace environment that they seek out. These components include physical, financial, emotional and social well-being. It's essential for employers and employees alike to understand how these different components of wellness influence one another. The key to a successful employee wellness program and maintaining healthier employees is learning how to connect all of the components of employee wellness.

### **Summary**

The most important thing that influences employee motivation and happiness – and ultimately how productive and efficient they can be – all gets down to their working environment where all healthy workplace aspects must be in place.

*Steve Feltovich is president of SJF Business Consulting LLC and works with dealers, independent collision repairers and MSOs to make business improvements and achieve performance goals. He can be reached at [sjfeltovich@gmail.com](mailto:sjfeltovich@gmail.com).*

Article courtesy [BodyShop Business](#).

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*Click [Here](#) for original article*

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# Bringing Your Business Ahead



*Kiley Wellendorf*

*This story was originally published in Ratchet+Wrench on April 25, 2019*

**SHOP STATS: Aram's Auto Repair** Location: **Fresno, Calif.** Operator: **Aram Tatarian** Average Monthly Car Count: **120** Staff Size: **5 (3 technicians, 1 service advisor/manager, 1 office assistant)** Shop Size: **5,000 sq ft**; Annual Revenue: **\$1.1**

Aram Tatarian moved his shop into the digital spectrum in Fresno, Calif., and was met with hesitation from his team members, as well as additional obstacles along the way. It turns out, even if you do have a plan, there are outside factors that come into play, despite the transition making sense in your head.

For Tatarian, becoming digital meant bringing his shop into the modern era—a move that was difficult for his team to get used to in the beginning.

“As a business owner, we have to be setting the vision for your business,” Tatarian says.

“What contributed to the increase is two things: the economy has turned around the last two years and there is some excitement in the market,” Tatarian adds. “The other thing was—I think they go hand in hand—we were able to connect with digital inspection and once we started really implementing that, we did notice a huge jump in repair order average and response from the customers was just very [eye-opening].”

Since moving into the digital spectrum, Tatarian has seen real changes in his shop floor and his process, increasing his former ARO of \$557, he says.

“The first year we implemented the digital inspection in 2017, our ARO jumped to \$715,” Tatarian says. “Last year, our ARO jumped to \$744, so we’ve seen increases every year with our ARO.”

When you take a leap of faith, sometimes things don’t necessarily work out, but with enough patience and faith in a process, it’s possible to make a shift in your business work. For Tatarian, finding success meant cross into new territory and jumping over obstacles along the way.

Tatarian shares instances of hesitation he was meant with when becoming digital, as well as how he was able to work through the process with his team.

## **“What we’re doing is successful; why do we need to change?”**

It can be hard to get out of your comfort zone when making a change in the business. For Tatarian, he wanted to stay ahead in the industry, but knew it meant tapping into an era that he was unfamiliar with: digital inspections.

“We wanted to be at the cutting edge of technology of what’s going on and what’s happening,” he says.

Tatarian didn’t grow up in the digital age, but he knew the opportunities that come with moving from paper to digital inspections could only grow his business.

“If you’re going to be a business in the future, you can’t wait for the future to get here before you get in it,” he says. “You have to get in it right now; if you wait too long, it might be too late.”

Although everyone might not be ready to take a leap of faith, it’s important to reiterate with your team why it’s important to try something new out with your team, as well as how you’re going to work to get there.

“You have to show as an owner that you’re invested in this and you want to see this implemented,” Tatarian says. “It’s not like the old days of, ‘If you don’t like it, you have to leave.’ You have to get your employees to be part of the solution.”

You have to be invested, he says.

“If you’re going to digital, you have to jump in there,” Tatarian says. “You will not be successful both ways—you have to make a decision and you have to move forward and find a way for your employees to buy into it.”

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“You can’t force somebody to do something if they chose not to do it.”

*Owner takeaway: When talking to your team about implementing a new procedure, explain your thought process behind it and discuss your plan.*

### **“What happens if it doesn’t work?”**

Not everything will work out as planned, and it’s important to have a plan of execution when you’re met with failure. The first digital inspection tool Fresno Auto Repair tried was not successful. The program was hard to follow, his shop was not really instructed on how it works, and moving to a whole new inspection process was a lot for his team.

“It was very difficult to maneuver, set up and understand,” Tartarian says. “It did not fit with what we were doing and how we were running the shop.”

The key, he says, was that his manager buys into the product, otherwise it becomes a chore to sell the product to the employees.

Without abandoning the idea of implementing digital inspections altogether, Tartarian decided to check out a presentation by AutoVitals with his service advisor. The two spent the whole day meeting with the company and make the move to the new system. Once the team got onboard the product, the shop began to notice everyday changes, he says.

“The guys are getting more comfortable using the digital inspection,” Tartarian says.

*Owner takeaway: As an owner, you have to make sure your management buys into what you’re doing, otherwise other difficulties will arise.*

### **“How long is it going to take us to get used to this?”**

After finding a digital inspection tool that Tartarian’s staff agreed with, the team decided to explore ways in which they could grow the ARO and reconnect with customers. In the past, the shop would inspect the vehicle, relay information to the customer regarding what they found, and then the customer would decide what service would be done.

“We’re here to take care of the customer and if we’re not doing the inspection consistently the same way, then we really are not doing them service,” Tartarian says.

Today, one new method that the shop has put an emphasis on is taking photos throughout the inspection process that are later presented to the customer.

“We were always inspecting the vehicles, but I think the difference is that pictures are worth a thousand words, and I don’t have to sell anything,” Tartarian says. “They have to make the decision to see what to do with their vehicle—it’s not our job to sell them stuff, it’s our job to give them the information they need.”

During each vehicle inspection, his staff takes time capturing photo evidence of “good” parts that do not need to be touched, as well as “bad” parts, or ones that’s may need to be looked at further.

“If they bring their vehicle in today and four months down the road, [customers] can see the inspection from four months to now [and] they can see the difference,” Tartarian says.

In becoming digital, the team discovered the importance of connecting with more advanced customer base, he says.

“Today’s customers do the research on their own before they buy or purchase the product,” Tartarian says. “What it’s done for the shop is, instead of sending the customer to Google and having them Google what they need, we’re getting them all of the tools that they need to find the information.”

*(Continued on page 10)*

*Owner takeaway: Try to include your team in figuring out ways in which to change a procedure; when everyone has the ability to bring new ideas in, it becomes easier to determine the best possible procedure for your business.*

## “What do our customers get out of this?”

In addition to digital inspections and communicating vehicle issues with customers, the shop has moved towards a more modern method of reaching customers—by text. Texting has allowed the shop to engage with customers more efficiently, Tatarian says.

“We are learning how customers respond because we all do the same thing,” he says. “When I go to purchase a TV, I go look around and see what’s what, and I go to Google and do a review search [to see] how good is this product.”

Communicating via text message has also allowed the business to bring in more customers and even change perspectives about the inspection process. Tatarian recalls a time where a customer was set on only getting a certain service done, but later changed her perspective after seeing provided photos from the digital inspection.

“When I saw the pictures I was sold,” he recalls the customer saying. “She was a new customer; there was no trust built yet, but the pictures sold the job.”

*Owner takeaway: Communicate with your team and keep track of results to determine how successful the new procedure is.*

*Ratchet+Wrench* is the leading progressive media brand exclusively serving auto care center owners and operators through examining in-depth real world struggles, successes and solutions from the industry. It provides our readers and users the inspiration, tools and motivation to help them succeed in the auto care center industry.

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Submitted by Kirk Haslam

# Professional Business Development Southern California Schedule

Saturday morning 9 AM to 12 PM

March 30	Irwindale Speedway	Don't just sit there do something!	All the knowledge in the world cannot make it happen. You must get up and take the 1st step, write the 1st word, drive the 1st nail. Our world is paralyzed by great ideas but not the discipline to implement them. Knowledge is not the power we seek, implementation of the knowledge we already have is the key to success. The most successful business owners have had the discipline to take the 1st step . 4 Essential Steps to Successful Implementation	ENTIRE STAFF
May 25	Irwindale Speedway	Business 101 for Employees	Teach your employees about business, the ABC's of Cash Flow and Basic P&L interpretation. Ever heard of the "6 Minute Factor," the "Pitfalls of Discounting" and "The Missing employee." Join us in determining what it could cost you and your business. Learn how 6 minutes per tech per day could be the difference between making money or closing your doors.	ENTIRE STAFF
July 20	Irwindale Speedway	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 14	Irwindale Speedway	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
November 16	Irwindale Speedway	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



**Irwindale Speedway**  
500 Speedway Dr. Irwindale 91706

# ASCCA Foothill Chapter 5 Member Benefits

**In addition to the State-wide benefits shown in the “ASCCA Advantage,” these are additional benefits available to Chapter 5 members.**

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
- 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
- 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the first Tuesday evening of each month. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly meal is included in your dues, plus we have a long-standing special where you can bring your spouse or business partner at no charge! Our Chapter Board of Directors schedules our programs and welcomes any suggestions you have on good speakers! Contact the chapter office with your suggestions. For the location and current speaker, look on the last page of this newsletter.
- 4. CHAPTER SEMINARS.** The Foothill Chapter Board of Directors and our Seminar Committee Chair, Raul Salgado of Raul's Auto Repair in Azusa and Covina, keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. Cost is minimal and sometimes free. This is a tremendous member benefit for you and your employees! Give Raul your ideas and suggestions for seminars & we will try to schedule the seminars you want. (626) 339-7566
- 5. MONTHLY & QUARTERLY NEWSLETTERS.** We send out an environmentally-friendly monthly email newsletter with helpful and informative articles, tech tips, contact lists and information, upcoming events, reports on recent events and vendor ads & information. Once a quarter you'll receive the newsletter from the State Association Office.
- 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.asc5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at [asca.05@gmail.com](mailto:asca.05@gmail.com) with questions or suggestions for the chapter web site.
- 7. CHAPTER JOB BANK.** The Foothill Chapter has established its own Job Bank Network for member shops. If you have a qualified applicant you can't use, or if you need to hire someone, send a summary email to [asca.05@gmail.com](mailto:asca.05@gmail.com) & your information will be forwarded to the entire Chapter 5 membership.
- 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at [gilbertmotors@yahoo.com](mailto:gilbertmotors@yahoo.com) for more information.
- 9. CHAPTER SOCIALS.** Our Socials Chairman, Jack Scrafield (818) 769-2334, arranges outstanding social events for us throughout the year. We've visited JPL, the J. Paul Getty Museum, had many "Day at the Races" at Santa Anita Race Track, toured the Autry Museum of Western Heritage, taken a murder mystery train ride including a delicious dinner, attended the races at Irwindale Speedway, had bowling dinner parties at Montrose Bowl, had several excellent parties, and toured the J. P. Nethercutt Collection of beautiful classic automobiles. Jack would like to hear from you with your suggestions for future social events.
- 10. ASCCA NET PRESENCE.** ASCCA has established a home page at <http://www.ascca.com/> The ASC web page has three target audiences: 1) ASC members now have a quick, easy reference on their computer to keep them abreast of what is occurring in the state association and within the automotive repair industry; 2) California shops that are not ASC members can learn more about the advantages of being an ASC member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASC members quickly and easily on the ASC web pages. All ASC members statewide are listed. Soon, your shop website will be able to have a link on the State site.
- 11. FREE CPA CONSULTS.** All ASCCA Chapter 5 members are entitled to a half-hour of free telephone consultation each month from chapter member Norm Blieden, CPA. The service is not limited to shop business though Norm has extensive experience in shop-related matters. This member benefit can save you a ton of money and a lot of headaches. Call Norm at 626-440-9511.

**Why try to succeed alone, and re-invent the wheel? Partner with others on the same path and learn from them, as well as teach them what you have learned. If you have questions about how to access these benefits, contact the Chapter 5 office at [asca.05@gmail.com](mailto:asca.05@gmail.com). or 626-296-6961.**

# How ASCCA Dues work in Chapter 5

## Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$800/yr. Associate membership dues are \$895/yr.
  - \$400 goes to the Chapter
  - The remaining portion goes to the State Association
- When memberships are held in multiple chapters, only the original membership pays the full State Association dues. Additional members pay reduced State dues of \$250/yr. All memberships pay full chapter dues.
- Annual payment is due in the Sacramento office on January 1 of each year.
- Payment plans are available upon approval by the Chapter & State Association. With all payment plans, automatic credit card payments or ACH are now required. There is a \$2.00 transaction fee for these payments. (Chapter 5 will cover the transaction fees for our members.)
  - Semi-annually: Due: January 1 & July 1
  - Quarterly: Due: January 1, April 1, July 1, October 1
  - Monthly: Due the first of each month
- If payment is not received according to the agreed-upon schedule, dues immediately become delinquent.
- If a member reaches 90 days delinquent, their ASCCA membership may be cancelled.

## What do you get for your dues? (This is the “short” list. See the ASCCA Advantage flyer for the full list.)

- Amazing connection with your peers in the automotive industry.
  - Older shop owners who have gone ahead & you can benefit from what they’ve learned.
  - Newer shop owners who need to learn from what you’ve experienced.
- A loud voice to the legislators who are passing laws which have a direct effect on how you can operate your business.
- Opportunities to meet the legislators with power in numbers. (They will listen better.)
- Great discounts from endorsed vendors (see the ASCCA Advantage flyer) which will more than make up for your dues costs.
- Timely communications regarding what’s going on in the industry.
- Access to seminars & classes at an ASCCA discounted rate.
- Monthly dinner meetings with special speakers who know our industry. Dinner at the regular meetings for you and your spouse or business partner is included in your chapter dues. (\$600/yr. value.)
- Monthly e-newsletters with important, educational, & sometimes entertaining information that is designed to improve your bottom line.
- 30 minutes a month of free legal counsel.
- 30 minutes a month of free accounting counsel.

## What happens when you don’t pay your dues on time?












- Association resources have to be spent to collect your outstanding dues.
- Association activities & effectiveness are reduced.
- The Association loses a valuable voice.
- (This is why we recommend automatic payments on all payment plans.)

# 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 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, (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 Waln (949) 337.2484 Eric Elbert (805) 490.6080, EricE@petrospecsBG.com www.petrospecsinc.com.
	Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount.	conciierge@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@motoradusa.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) 538.2042 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 recognizes 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) 300.4910 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 https://business.officedepot.com/
	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

 <p>Print &amp; Direct Mail Made Easy</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>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&amp;D staff work hard to give their customers first-to-market advantage.</p>	<p>Dan Biezonsky, 951-200-0953, danb@dynamicfriction.com, http:// www.dynamicfriction.com/</p>
<h3>EDUCATION PROVIDERS</h3>		
	<p>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.</p>	<p>Ray Kunz, 916-588-0775</p>
	<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"> <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>	<p>Jim Silverman, (301) 575-9140, jsilverman@autotraining.net, www.autotraining.net</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"> <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>	<p>Maylan Newton (866) 526.3039, maylan@esiseminars.com.</p>
	<p>25% discount on all ASE exam study guides.</p>	<p>James Hwang (310) 857.7633</p>
<h3>INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS</h3>		
	<p>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.</p>	<p>Greg Montero (651) 628.5706 greg.montero@iatn.com www.iatn.net</p>
<h3>INSURANCE &amp; LEGAL SERVICES</h3>		
	<p>Includes an enrollment discount of \$100</p>	<p>Customer Service (866) 923.7767, www.armstrongprofessional.com</p>
	<p>Competitive dental &amp; vision plans exclusively available to ASCCA members.</p>	<p>Mat Nabity, (916) 286.0918 mnabity@coremarkins.com</p>
	<p><b>FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!</b></p>	<p>Jack Molodanof, (916) 447.0313 jack@mgrco.org www.mgrco.org.</p>
<h3>INTERNET MARKETING, WEB DESIGN &amp; SEARCH ENGINE OPTIMIZATION</h3>		
	<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>Todd Westerlund (925) 980.8012 Todd@kukui.com or Patrick Egan (805) 259.3679 Patrick@kukui.com www.kukui.com</p>

**WWW.ASCCA.COM**

	<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@autotextme.com, www.autotext.me</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://asca.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.





## Chapter 5 Associate Members

BG Products	Abe Chavira	805-857-5065	<a href="mailto:abec@petrospecsbg.com">abec@petrospecsbg.com</a>
Dorman Products	Frank Alviso	951-206-7023	<a href="mailto:falviso@dormanproducts.com">falviso@dormanproducts.com</a>
Frederick Blum Insurance	Fred Blum	626-401-1300	<a href="mailto:blum4@pacbell.net">blum4@pacbell.net</a>
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	<a href="mailto:hansonmrktg@aol.com">hansonmrktg@aol.com</a>
Hawley Insurance Services	Bruce Hawley	714-865-2907	<a href="mailto:bruce@hawleyinsuranceservices.com">bruce@hawleyinsuranceservices.com</a>
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Jasper Engines & Transmissions	Randy Lewis	909-717-9950	<a href="mailto:rlewis@jasperengines.com">rlewis@jasperengines.com</a>
Jeff Chin Diagnostics	Jeff Chin	818-929-9444	<a href="mailto:jchin.autologic@gmail.com">jchin.autologic@gmail.com</a>
Mark Christopher Auto Center	Steve Johnson	909-975-3919	<a href="mailto:sjohnson@markchristopher.com">sjohnson@markchristopher.com</a>
Drive	Robert Spitz	818-500-9631	<a href="mailto:rspitz@managementsuccess.com">rspitz@managementsuccess.com</a>
Mitchell 1 Software	Frank Joel	818-326-0602	<a href="mailto:fjoel@ix.netcom.com">fjoel@ix.netcom.com</a>
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SC Fuels & Lubes	Dennis Giardina	310-722-3357	<a href="mailto:giardinad@scfuels.com">giardinad@scfuels.com</a>
Van de Pol Oil	Wes Powell	562-236-1000	<a href="mailto:wpowell@ineedoil.com">wpowell@ineedoil.com</a>

***Be sure to use the Anyvite electronic invitation to RSVP.  
If you didn't receive it, contact the Chapter 5 office at  
ascca.05@gmail.com***

## ASCCA CODE OF ETHICS

1. To promote good will between the motorist and the automotive industry.
2. To have a sense of personal obligation to each individual customer.
3. To perform high quality service 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 advertisement which is false or misleading or likely to confuse or deceive the customer.

## Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

To use this free service, call Darren Gilbert at (626) 282-0644 or email him at [gilbertmotors@yahoo.com](mailto:gilbertmotors@yahoo.com) and tell him which study guides you would like to check out. He will bring the books to the next General Meeting for you to pick up, and you then leave your credit card information as a guarantee. You are responsible for any damage or loss of the study guide. The guides must be returned to Darren at the next General Meeting or by mail. It's that simple!

<p>C 1 - Automotive Consultant            A 1 - Automotive Engine Repair            A 2 - Automotive Trans/Trans Axle            A 4 - Automotive Drivetrain            A 4 - Automotive Suspension/Steering            A 5 - Automotive Brakes            A 6 - Automotive Electrical/Electronic            A 7 - Automotive Heating/Air Conditioning            A 8 - Automotive Engine Performance            A9 - Diesel              L 1 - Advanced Engine Performance            L 2 - Med/H.D Truck Electronic Diesel              P 1 - Parts Specialist Med/H.D Truck Dealership            P 2 - Parts Specialist Automobile            P 3 - Parts Specialist Truck Brakes            P 4 - Parts Specialist General Motors              P 9 - Med/H.D. Truck Suspension &amp; Steering              X 1 - Car/Light Duty Truck Exhaust Systems              B 2 - Auto body Collision Repair - Painting/Refinishing            B 3 - Auto body Collision - Non Structural Analysis            B 4 - Auto Body Collision - Structural Analysis</p>	<p>B 5 - Auto Body Collision - Mech/Electrical Components            B 6 - Auto Body Collision - Damage Analysis/ Estimating              F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas              M.M. - Engine Machinist Series              E 2 - Truck Equipment - Electrical/Electronic Systems              S 1 - School Bus - Body/ Special Equipment            S 2 - School Bus - Diesel Engine            S 3 - School Bus - Drivetrain            S 4 - School Bus - Brakes            S 5 - School Bus - Suspension/Steering            S 6 - School Bus - Electrical/ Electronic            S 7 - School Bus - Air Conditioning              T 1 - Med/H.D. Truck - Gasoline Engines            T 2 - Med/H.D. Truck - Diesel Engines            T 3 - Med/H.D. Truck - Drive Train            T 4 - Med/H.D. Truck - Brakes            T 5 - Med/H.D. Truck - Suspension/ Steering            T 6 - Med/H.D. Truck - Electrical/Electronic Systems            T 7 - Med/H.D. Truck - Heating/ A.C. Systems            T 8 - Med/H. D. Truck - Preventive Maintenance</p>
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# ASCCA Chapter 5 2019 Board of Directors

## Executive Board

2016

**President.....Kirk Haslam**  
 Phone..... (626) 793-5656  
 Email.....[advancemuffler1234@gmail.com](mailto:advancemuffler1234@gmail.com)

**Vice-President.....Tim Chakarian**  
 Phone..... (626) 792-9222  
 Email.....[tim@bmwphd.com](mailto:tim@bmwphd.com)

**Secretary.....Craig Johnson**  
 Phone..... (626) 810-2281  
 Email.....[cjauto@verizon.net](mailto:cjauto@verizon.net)

**Treasurer.....Jim Ward**  
 Phone..... (626) 357-8080  
 Email.....[jim@wardservice.com](mailto:jim@wardservice.com)

## Board of Directors

Randy Lewis..... (909) 717-9950  
 Gene Morrill..... (626) 963-0814  
 Darren Gilbert..... (626) 282-0644  
 Johanna Reichert..... (626) 792-9222  
 Jack Scrafield..... (818) 769-2334  
 Mike Bedrossian..... (626) 765-6190  
 Dave Label..... (626) 963-1211

## Chapter Rep

Jack Scrafield.....(818)769-2334

## Committee Chairs

**Seminars.....** Tim Chakarian.....(626) 792-9222  
**Socials.....** Jack Scrafield.....(818) 769-2334  
**Programs.....** Tim Chakarian.....(626) 792-9222

## Associate Member Board Rep.

Randy Lewis.....(909) 717-9950

## Chapter Staff

Membership & Administration.....Joseph Appler  
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 Website: <http://www.ascca5.com>

## ASCCA State Contacts

**State Office in Sacramento.....**(800) 810-4272

**President**  
 John Eppstein..... (619) 280-9315

**Executive Director**  
 Gloria Peterson...(800) 810-4272 x104 or [GPeterson@amgroup.us](mailto:GPeterson@amgroup.us)

**Deputy Executive Director**  
 Matthew Peralta...(800) 810-4272 x131 or [MPeralta@amgroup.us](mailto:MPeralta@amgroup.us)

**Manager Digital and Social Media**  
 Sarah Austin.....(800) 810-4272 x110 or [SAustin@amgroup.us](mailto:SAustin@amgroup.us)

**Membership Services**  
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**Accounting Executive**  
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**Events Manager**  
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**Communications Manager**  
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 Jack Molodanof.....(916) 447-0313 or [Jack@mgrco.org](mailto:Jack@mgrco.org)

## Government Offices/Contacts

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 Email.....[senator@feinstein.senate.gov](mailto:senator@feinstein.senate.gov)

**US Rep Judy Chu.....** (D-27)  
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**US Rep Adam Schiff.....** (D-28)  
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**CA Senator Connie M. Leyva.....** (D-20)  
 Phone..... (909) 888-5360

**CA Senator Susan Rubio.....** (D-22)  
 Phone..... (626) 430-2499

**CA Senator Maria Elena Durazo.....** (D-24)  
 Phone..... (213) 483-9300

**CA Senator Anthony J. Portantino.....** (D-25)  
 Phone..... (818) 409-0400

**CA Senator Ling Ling Chang.....** (R-29)  
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## Government Offices/Contacts

**President Donald Trump.....** ( R )  
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 Fax..... (202) 445-4633

**Governor Gavin Newsom.....** ( D )  
 Phone.....(916) 445-2841  
 Web.....<http://www.govmail.ca.gov>



ASCCA

*Foothill Chapter 5*

May 2019

*Join us for our May 7 Meeting at  
Hanson's Distributing!!!*

**Hanson's Distributing Hosts "Shop Night" for  
ASCCA Chapter 5**

**May 7 at 6:30 pm**

**RSVP with Jerry Acdan 626-831-3052**

**NASCAR Driver Ken Schrader**

**Taco Truck**

**In-n-Out Burgers**

**Lots of Door Prizes**

**Over 30 Vendors**

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**UPCOMING MEETINGS & EVENTS**

Jun 4 - BAR Chief Pat Dorais at Mijares

Jul 2 - Open Forum at Mijares

Aug 6 - TBD at Mijares

Sep 3 - TBD at Mijares

Oct 1 - Oktoberfest at Montrose Bowl

Nov 5 - TBD at Mijares

Dec 7 - Chapter Holiday Party