



# ASCCA

## Foothill Chapter 5

November 2018

### President's Message:

Hello everyone.

As we all are very aware, the end of the year is fast approaching. Time to look forward to the holidays, the families, the parties, and the fun.

I want to make a special point to invite everyone who gets this newsletter, their staff, and their families, to come join us for the ASCCA Chapter 5 Christmas party.

This year we will once again be doing a charity casino night fundraiser, at our new location, The Monrovia Restaurant, in Monrovia. Our new venue has room for lots of people this year, and we're hoping everyone will join.

There will be casino night fun, a buffet dinner, music, and a great time for everyone. Get your RSVP in as soon as possible. As always it's a charity fundraiser with great raffle prizes.

I look forward to seeing you there

Darren L. Gilbert  
Gilbert Motor Service  
Alhambra, CA 91803  
President, ASCCA Chapter 5



### UPCOMING MEETINGS & EVENTS

Nov 6- Open Forum with Maylan Newton at Mijares

**Dec 1 - Chapter Christmas Party at The Monrovia**

**Note: Our January Meeting will be on January 8 due to the holiday**



# *ASC Chapter 5 Christmas Party*

*You're Invited, So Save The Date*  
*ASC Chapter 5 Presents Our*  
*Annual Holiday Event*

*Dinner ♦ Raffle ♦ Casino Night*

*Saturday, December 1st, 2018 6pm*

*The Monrovia*

*534 S Myrtle Ave*

*Monrovia, CA 91016*

*Reserve your tickets now (626) 524-8438*

**BUY THREE TICKETS, GET ONE FREE**

**\$40 EACH, OR FOUR FOR \$120**

*Includes, dinner, drinks, and casino night fun!*

*Casino fundraiser to Benefit Five Acres and*  
*McKinley Children's Center*

*Presented by*

*Hawley Insurance Services*

*This event is open to members, friends, family, clients and staff,*  
*make it your company holiday party.*

At Oktoberfest, to celebrate their retirement, we honored Jeff and Daryl Kiesendahl for decades of active membership in ASCCA Chapter 5 and conferred on them “Lifetime Honorary Membership” in Chapter 5.



## **Shop Drawing**

We didn't have a shop drawing at Oktoberfest! So, in November, the prize is \$240.

Remember, you must be present to win!



We enjoyed deepening friendships with each other and feasting on a German buffet.



Thanks to BG and Van de Pol (not shown) for sponsorship of our evening!



Backwards bowling was one of our contests... Not graceful, but fun!!!



Here are our winners!!!

# Avoiding Lawsuits: How To Save Your Company Money

Susan Bassford Wilson,

While every company would prefer to not get sued, chances are it will happen. So, if you're interested in learning about some common issues with fairly simple solutions that could save your company thousands (or millions) of dollars if you are sued, please, read on.

## **Background Check Blunders**

I'm willing to bet some of you run a background check on your applicants. Or perhaps you run a check (also known as a consumer report) before you promote an employee into a new position. It's a common practice, but if you use background checks to make an employment decision, then you must comply with the Fair Credit Reporting Act (FCRA). The Act requires that you disclose to the applicant or employee that you are going to obtain information about them for employment purposes. The individual must authorize this search in advance; however, by statute, the authorization and disclosure that the individual signs should consist solely of the disclosure. And solely means solely. So if your FCRA authorization contains anything more than an acknowledgment of receipt of the disclosure and an authorization to obtain the consumer report, you need to revise it.

## **Record Retention**

In order to run your business, you collect certain information and maintain certain employee records – records about things like hours worked, wages paid and leave requests. Almost all employee records need to be maintained for at least several years in case of governmental audit. Whether you maintain them in a file cabinet or in the Cloud, maintain them somewhere. And if you maintain records containing medical information about employees, keep those records in a particularly secure manner, separate from the rest of the employee's personnel file.

Additionally, do you maintain records on applicants that you do not hire? You should. Imagine that Bertha applies for a job. You don't hire her, so she sues your company alleging that she wasn't hired because she is over the age of 40. After looking at the pool of applicants you realize that, for whatever reason, she was actually the only applicant over the age of 40 who applied. That means it's not surprising that you hired someone under the age of 40 – a helpful fact to know if you're defending a lawsuit. However, if you tossed the records regarding your applicant pool immediately after hiring your new employee, then you may have cost yourself a valuable defense.

## **Handbook Hitches**

Good policies and consistent practices are among the best defenses to nearly every suit an employee may bring against you. So, if you don't know the last time your handbook was last updated, we need to talk. A good policy will not necessarily save the company, but an unlawful policy will certainly cause you problems.

A good employee handbook records the company's rules and communicates them to employees in an easy, understandable way. If a handbook is well drafted, it provides helpful information on what's expected from employees and what they can expect from their employer. It can also provide the foundation for any employment decisions you need to make and – if the situation arises – form the backbone for the defense of unemployment claims, administrative charges and complaints, and lawsuits brought against you by employees. In contrast, a bad handbook can be black-and-white evidence of an unlawful policy. Handbooks are often an area that is neglected because it isn't a "fire" that must be extinguished immediately. However, because your handbook will be evidence in nearly every employment claim, it is worthwhile to review and revise the information it includes on a regular basis to ensure it is updated and lawful.

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### **Meaningless Reviews**

An employee review is typically intended to be a mechanism to highlight an employee's strengths while encouraging effort to address weaknesses. However, if every single employee you have gets a five out of five on every annual review, you may want to rethink your process.

Pointing out someone's flaws is not fun, so many supervisors prefer to give everyone good marks. For example, let's say that Johnny is a poor performer; however, his manager Jenny hates confrontation, so she gives him an acceptable review this year. Johnny is terminated shortly afterward for his poor performance – which truly was bad – but those inaccurate reviews have provided Johnny with some evidence to argue that his termination was pretext for race or age discrimination. Train your supervisors to treat reviews seriously, to use them as a tool to encourage employee growth. If you do need to terminate Johnny, those honest evaluations can help support your defense. (If your company really can't bear to be "negative" in the performance review process, then at least make sure that performance and behavior issues are dealt with another way. For example, you can consider using separate disciplinary documentation for any issues that arise.)

### **State-Specific Snags**

You need to know the quirks of the state(s) where you operate. It is simple. If your state provides leave for victims of domestic violence (like Illinois), then you need to know about that law before you fire someone who was in the emergency room or in court to get a restraining order against an abusive partner.

If your handbook prohibits firearms on the company premises, but state law permits lawfully possessed weapons to be stored in a locked car in the parking lot (like Louisiana), you need to know that. If your state requires that you pay accrued but unused vacation time to employees at termination (like California), then you need to follow that law or you may end up with a wage claim. If you don't know about the oddities of the state(s) where you do business, chances are that you will violate the same law repeatedly. And repeated violations of the law can easily turn into expensive class-action lawsuits. And it doesn't stop at the state level. Cities may have their own ordinances that mandate additional obligations, such as non-discrimination on the basis of sexual orientation or appearance, or ban-the-box requirements that prohibit asking applicants for criminal record information on job applications.

### **Training**

Finally, consistently train your employees on harassment and non-discrimination, workplace safety, timekeeping and other matters that can have an impact on the employment relationship.

Training is valuable in at least two ways. First, it teaches and reinforces your expectations. Second, the mere fact that you had current training can be a defense to certain harassment claims. Training for everyone at the supervisory level and above is not optional. It must be done – and on a regular basis. But I also strongly recommend that you have separate training sessions for non-supervisory employees. If you have employees in that gray area, such as team leaders or group leads, either include them in the management training or conduct separate sessions for them that have the same content as the management training.

### **In Conclusion**

A good employment lawyer familiar with your region will be invaluable in navigating all of these issues, as well as helping you spot more issues specific to your business and area. And while these changes may not seem major, they can be a valuable tool to save you big money if and when you're defending a lawsuit.

Please note: This column is made available by the attorney and publisher for educational purposes only, to give you general information and a general understanding of the law, not to provide specific legal advice or to establish an attorney-client relationship. This column should not be used as a substitute for competent legal advice from a licensed professional attorney in your state.

# How to Manage a Needy Employee



Ale Van Abbema, *This story was originally published in Ratchet+Wrench in October 2018*

When John Leslie came up under the tutelage of two master technicians around 25 years ago, he was held to a strict standard.

“They were tough,” Leslie says. “They’d say, ‘I’m going to show you how to do this once or twice, and after the third time, don’t come back to me anymore. By then, you should have this down.’”

Now, with a technician shortage of around 70,000, it’s a bit harder for shop owners to be that strict with an employee who needs extra assistance. However, if you have a needier employee who needs more feedback and help than he or she should, it can cut into you or your other shop manager’s time.

Leslie has been in the industry since 1993, working up as a technician, service advisor and manager, before working as a shop owner for six years. He now works with 80-85 shops per week as an Automotive Training Institute instructor, and has seen shops deal with their fair share of overly needy employees.

Leslie details how a shop owner can handle an employee like this and guide them to make decisions on their own rather than detracting from the rest of the staff.

**Before any issues come about, your expectations should be laid out in the onboarding process.** You should tell new employees, “This is our culture, this is what we live by, this is what’s going to be happening so that everybody’s on the same page.” We have our mission statement, our company fundamentals and standards, and employees all have to be held accountable to that.

**Our role in changing behavior is setting expectations for the change, and partnering with them, providing that regular feedback.** The biggest thing that I’ve found that’s worked is one-on-one meetings.

**Once per month, I have shop owners bring everybody in,** sit them down and have a talk with them. This is in addition to having a monthly staff meeting. We check in and ask, what’s going on in your life? How are things going?

**When you get into those meetings,** then you can pinpoint the issues he or she has in being a needy employee, and figure out why he or she needs so much extra help. You can say, “You know the standards we talked about in orientation, and you’re regressing a little bit.”

**If he or she is asking for too much help, maybe he or she is burned out,** maybe he or she is working too many hours, or has too many personal issues. Then we can sit down and come to some type of resolution. If you’re providing that type of communication and hold him or her accountable for expectations set in the onboarding process, then you can have those consistent conversations. That also builds a trust level.

**Building your processes and building SOPs as an owner is very important.** That way, if he or she has a problem, and this is the third or fourth time he or she has had that problem, he or she can go back to the SOP manual and walk through it themselves. Something like, what is the standard operating procedure for a brake repair?

**Then, when he or she comes to me with an issue,** I can say, did you go through your SOP manual? Did you follow steps A, B, C, D and E? If not, go back to it, look at step No. 2, and tell me what you found. That way I’m not providing answers for him or her, and he or she is not attached to my hip all day long.

**As part of the internal training, you should give positive reinforcement regarding his or her performance if he or she is improving.** When he or she does get it, you can say, “Hey, nice job; I knew you could do it!”

**If we can’t get past the training issue, and he or she is dropping my efficiencies and productivity, we’re going to have to find someone else.** I don’t want to lose the efficiency of a line tech, or an A-level tech, keeping them away from their jobs, as well. It only takes one person to take the culture down.

**Start with a verbal warning, and make sure you have all your paperwork for that.** If it still doesn’t improve, then say, “I’m sorry, we’re just going to have to let you go.” And sometimes that happens; we aren’t going to get there from here.

*Alex Van Abbema is the staff writer for 10 Missions Media, where he contributes to the in-depth reporting for Ratchet+Wrench.*

*This story was originally published in Ratchet + Wrench in October 2018*

*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.*

# Identifying the Problem with Your Shop



*Joe Marconi, This story was originally published in Ratchet+Wrench in October 2018*

**I have never met a shop owner** who didn't have the desire to be successful. People go into business with dreams of changing the world and to make a positive influence in the industry to which they have dedicated their lives. They're devoted, sacrifice time away from family and, at times, drive themselves to exhaustion—all in an effort to become the best they can be and make their mark. However, all too often, something happens along the way and the business begins to suffer.

While shops owners may start their business with passion and vision, they tend to create a world in which everything revolves around them. When the business is small, the owner pays careful attention to every detail. Every car is repaired with the highest degree of excellence. Quality time is spent with each customer and a bond is created, which gets stronger and stronger as the years pass.

As the business begins to grow, the owner realizes that the amount of work to be accomplished each day is overwhelming and hires more employees. Everyone is working, but not necessarily with the same culture the owner has. They do their job, but they are not really aligned with the goals and vision of the owner. The shop owner continues to work on his or her skills, learning everything that is needed to run a successful business. After a number of years, the shop owner becomes skilled at running a shop and proficient in nearly every aspect of business, except one: the area of people. And that is when the downward slide begins.

The owner recognizes that, in spite of the dedication to excellence, things are not right. The shop owner has established the goals of the company and put everything in place. Everything is attainable. But it's not working. Frustration sets in, and it's not long before the owner begins to complain about the lack of performance and drive from the employees, which is the perceived root of the problem.

Well, the root of the problem is the owner. We all know that running a business is not a walk in the park, but if your business is struggling, you, personally, are struggling. If your people are not performing the way they should, then you are not performing the way you should. Granted, there are employees that are a problem, and if that's the case, they need to go. But even superstar employees will turn sour under poor leadership.

There are endless issues and problems you encounter each and every day, and some of those problems are out of your control. But, excluding a cataclysmic event, you can trace most of your problems back to you. You are the shop owner, you are the leader. The strength of your business begins and ends with you. Given two equally talented ball teams, the difference between winning and losing is usually leadership.

Employees need to know you care about them. The people you employ have vision and goals, too. Not the same as yours, but real nonetheless. One of your jobs, as leader, is to align their goals with yours.

We throw this leadership term around a lot these days, and for good reason. It's the most powerful skill you have in terms of getting the results for which you are looking. The horrible truth is there are too many bosses and not enough leaders. Anyone can be a boss. Bosses order people around. And people will follow, but not for the long term. A leader motivates others by understanding what drives the individual. A leader gives credit to others, never seeking gain at the expense of others.

Next time you walk through your shop, pay attention to the mood of your employees. Are your employees laughing and talking to each other? You know, having a little fun at work. Do your employees look to engage in conversation with you, or are their heads buried under the hood of a car as you pass them by? Even worse, does everyone stop talking when you are around? These are signs that your employees are not engaged, which means they are not aligned with the goals and vision of the business, and you are not aligned with theirs.

A leader finds out what's important to others, and works to help them achieve it. Aligning the goals of the individual with the goals of the company will achieve great things. When employees are respected as people, they become motivated and perform at their best; not because they are told to, but because they want to. This is the highest form of team spirit and becomes your driving force toward success.

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# Building a Marketing Plan Around Your Customers



*Joe Marconi, This story was originally published in Ratchet+Wrench in September, 2018*

**Roughly a month ago**, I went to lunch with a good friend of mine. He works for the YMCA, so we discussed what the YMCA does to attract new members. A few years ago, my friend and his team realized that while they were good at attracting new members each year, they had little to no retention. It was a constant battle to bring in new members to fill the void of lost members.

The YMCA realized that it's easier and less expensive to keep existing members, than to go out and find new ones. They created a new marketing strategy with a focus on keeping existing members. The plan was simple: create an amazing experience for their members and offer new programs to these existing members. The plan worked. Member retention improved. What worked for the YMCA will also work for your business.

Before you spend a dime on advertising, you need to understand one crucial component of your business; the customer experience. Without a great customer experience that gives your existing customers a compelling reason to return, you're simply wasting your money on advertising.

Advertising is often aimed at new-customer acquisition. There is nothing wrong with this. Every business loses clientele each year for a number of reasons, and we need to get our name out to our community about who we are and what we do in order to attract new consumers. But, to rely on new customer acquisition alone without a plan to keep existing customers is not a strategy for long-term, sustained growth.

Every marketing plan starts with looking at your entire operation and how it relates to the customer experience. Are you doing all you can to create an amazing experience that builds solid relationships? If not, you will be in the same position the YMCA was: using advertising to fill the void of lost customers.

While there are many aspects of the customer experience, let's focus today on the four essential areas: The customer write-up, the sales process, the car delivery and the follow-up. Each of these touch points must be executed with one thing in mind: create an experience so amazing that the customer will have a compelling reason to return your shop again.

Customer write-up starts the process. It's where you begin the relationship or continue to preserve it. It must be performed as if you are welcoming a guest into your home. The sales process must communicate value and benefits to the customer. This gives the customer peace of mind, reduces anxiety and buyer's remorse. The car delivery is your chance to leave a lasting positive impression of you and your company. It should not be a transaction, but instead the opportunity to resell the job, you and your company. The car delivery should not be rushed. Take the time to review the invoice, ask the customer if they have any questions. Let every customer know how important they are and how much you value his or her confidence and trust in you and your company. The follow-up continues the customer experience. This is where you reach out to the customer with a phone call, email, or thank-you card. It helps with customer retention

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by making another positive impression in the mind of the customer.

Getting back to car delivery: Make sure you review all future service recommendations and let the customer know that they will receive a service reminder. But don't rely on a postcard or email alone to bring back customers. Think about this: If you had a bad experience at a restaurant, no offer or ad is going to get you back there—only an amazing experience will. The same holds true for your business.

By the way, an amazing customer experience is created by the people in your company. Sure, you need to have a clean, well kept facility with nice amenities. But it's the people in your company that make the difference. Billion dollar stadiums don't win championships—it's the quality of the players on the field that win championships. Everyone in your company is part of your marketing plan. A simple smile and hello from a technician when a customer walks past the bays can do more for your business than any ad can.

Let me leave you with this thought: Customers will not remember the mass airflow sensor you installed or the exhaust leak you repaired. But they will remember their experience. A positive experience is lasting in the mind of the consumer. It's the most powerful marketing tool you have—and it's virtually free.

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*Joe Marconi has more than three decades of experience in the automotive repair industry. He is the owner of Osceola Garage in Baldwin Place, N.Y., a business development coach for Elite Worldwide and co-founder of [autoshopowner.com](http://autoshopowner.com). Reach him at [j.marconi@eliteworldwide.com](mailto:j.marconi@eliteworldwide.com).*

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# 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 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](http://www.armstrongprofessional.com)
- EE & MB CoreMark Insurance Services** – Competitive dental & vision plans exclusively available to ASCCA members. Mat Nability, (916) 286.0918, [mnability@coremarkins.com](mailto:mnability@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](mailto:jack@mgrco.org), [www.mgrco.org](http://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](mailto:jsilverman@autotraining.net), [www.autotraining.net](http://www.autotraining.net)
- CP & MB 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](mailto: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](mailto: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

- EE, CP & MB 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 vehicle 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 easy-to-implement, timesaving solution to common industry problems and is available to benefit all shop owners. Chris Cloutier (469) 546.5725, [chris@autoflow.com](mailto:chris@autoflow.com), [www.autoflow.com](http://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% cloud-based on any device. Take your shop fully digital and 100% paperless. Scott Alton at (415) 890.0906 x106, [contact\\_us@shop-ware.com](mailto: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](mailto:DunneT@Cintas.com)

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## INTERNET MARKETING, WEBSITE DESIGN & SEARCH ENGINE OPTIMIZATION SERVICES

- CP & MB Broadly** – 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). Call (800) 693.1089, write [marketing@broadly.com](mailto:marketing@broadly.com) or visit [www.broadly.com](http://www.broadly.com)
- 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](mailto:Todd@kukui.com), Patrick Egan (805) 259.3679, [Patrick@kukui.com](mailto:Patrick@kukui.com), [www.kukui.com](http://www.kukui.com)
- CP & MB 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](mailto:rmiller@repairpal.com), [www.repairpal.com](http://www.repairpal.com)

## INDUSTRY NETWORKING WITH TOP AUTOMOTIVE TECHNICIANS

- MB 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](mailto:scott@iatn.net), [www.iatn.net](http://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](mailto:kathleen.schmatz@autocare.org), (301) 654.6664
- CP 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](mailto:info@aeswave.com), [www.aeswave.com](http://www.aeswave.com)
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- MB HotelStorm** – Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit [hotelstorm.com/ascca](http://hotelstorm.com/ascca) and use password Auto 1234 to get your discount. [concierge@hotelstorm.com](mailto:concierge@hotelstorm.com), [www.hotelstorm.com/ascca](http://www.hotelstorm.com/ascca)

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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@lkqcorp.com](mailto:SJPoole@lkqcorp.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](mailto:n.bagley@us.motul.com)
- CP 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](mailto:john_hartman@genpt.com)
- MB 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](mailto:Michael.nitz@officedepot.com), <https://business.officedepot.com/>
- CP & MB 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, early-pay discounts, electronic ordering discounts, and more. [ASCCA@oreillyauto.com](mailto:ASCCA@oreillyauto.com)

- 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](mailto:howie.klein@p66.com) Jeff Landon (Central CA), (805) 296.0170, [Jeff.A.Landon@p66.com](mailto:Jeff.A.Landon@p66.com) Keith Westbrook (Valley/NCAL), (707) 448-8279, [Keith.R.Westbrook@p66.com](mailto: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.

Updated 4/27/18

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[WWW.ASCCA.COM](http://WWW.ASCCA.COM)

## Chapter 5 Associate Members

BG Products	Abe Chavira	805-857-5065	<a href="mailto:abec@petrospecsbg.com">abec@petrospecsbg.com</a>
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Mitchell 1 Software	Frank Joel	818-326-0602	<a href="mailto:fjoel@ix.netcom.com">fjoel@ix.netcom.com</a>
Norm Blieden CPA	Norm Blieden	626-440-9511	<a href="mailto:norm@bliedencpa.com">norm@bliedencpa.com</a>
RKM Insurance Agency	Ernie Arciniega	818-243-2651	<a href="mailto:ernie@rkmins.com">ernie@rkmins.com</a>
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## 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 2018 Board of Directors

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2016

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 Email..... [gilbertmotors@yahoo.com](mailto:gilbertmotors@yahoo.com)

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**Treasurer.....Jim Ward**  
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 Email..... [jim@wardservice.com](mailto:jim@wardservice.com)

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

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

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**Membership Services**  
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**ASCCA Attorney**  
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**CA Assembly Raul Bocanegra.....(D-39)**  
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# ASCCA

## Foothill Chapter 5

November 2018

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### Menu:

Taco/Tostada Buffet  
Soda & Coffee  
Beer & wine available

### Where:

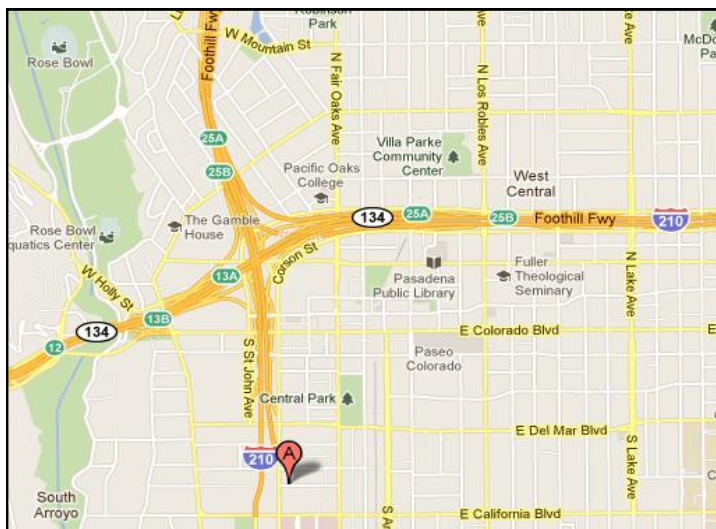
Mijares Mexican Restaurant  
145 Palmetto Drive  
Pasadena, CA 91105  
Phone: (626) 792-2763

### When:

Tuesday, Nov 6, 2018  
6:30 PM – Social/Networking/Dinner  
7:00 PM – Program  
9:00 PM – Finish

### Cost:

- No Charge to Regular or Associate Chapter Member, Business Partner, Spouse or Significant Other (**max 2 per member**)
- No Charge for Potential Members
- **\$25/ea.** for all others



### Directions

From the 210 & 134 Junction in Pasadena: Go South on the 210/710 Spur towards California/Del Mar/110; Exit on California, turn left; Left again at the first light; Pass Palmetto (the first street on the right) & turn in to the Mijares parking lot; If the lot is full, park on the street

## UPCOMING MEETINGS & EVENTS

**Dec 1** - Chapter Christmas Party at The Monrovia

**Note: Our January Meeting will be on January 8 due to the holiday**