

MT. DIABLO - CHAPTER 20



ASCCA CHAPTER 20, Volume 21, Issue 12– JUNE 2026

JUNE 8, 2026

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

'90s 2000's 2020's

ASCCA

CHAPTER 20 PRESENTS:

UNDER THE HOOD OF SHOP SUCCESS

An Evening with Industry Leaders

Join Dante, Matt, and Steve for an honest conversation on navigating industry evolution, economic and global change, life challenges, and the lessons that shaped their paths to success.

DANTE PAULAZZO

SERVICE, INC.
WALNUT CREEK, CA

MATT PATTERSON

TechZone Auto
CONCORD, CA

STEVE ELSTINS

WESTCOAST
CONCORD, CA

DINNER INCLUDED with the Event!

**WEDNESDAY
JUNE 17, 2026**

6:00 PM
NETWORKING & CHECK-IN

6:30 PM
PANEL DISCUSSION BEGINS

**THE GREENERY
WALNUT CREEK**

BIG ROOM / EAGLE ROOM
2747 Ygnacio Valley Rd.
Walnut Creek, CA 94598

ADMISSION

- ★ 1 FREE ENTRY per Chapter 20 Member
- 👤 EACH ADDITIONAL GUEST \$25 per person
- 👥 ASCCA MEMBERS (NON-CHAPTER 20) \$25 per person
- 👤 NON-ASCCA MEMBERS \$40 per person
- ★ FIRST-TIME VISITORS **FREE**

ADAPT. OVERCOME. GROW.
That's How We Succeed.

QUESTIONS? CONTACT CHAPTER 20

RESERVE YOUR SPOT TODAY!
SPACE IS LIMITED

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per person

FIRST-TIME VISITORS **FREE**

President's Message - June 2026



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Welcome to June, Chapter 20!

Six months down, six months to go. Let's embrace the challenges ahead, continue sharing knowledge, and help each other grow stronger as business owners, leaders, and automotive professionals.

TeamTalk continues to be one of the greatest benefits of ASCCA membership, providing access to the collective experience, technical knowledge, business insights, and support of fellow members. Thank you to everyone who contributes - every question answered and lesson shared helps strengthen our industry and support others facing similar challenges.

This month, I'm excited for our June 17th meeting featuring our panel discussion, "The Journey of Shop Ownership," with Dante from M Service, Matt from TechZone, and Steve from West Coast Muffler. Their combined years of experience will provide valuable insights into leadership, perseverance, growth, and the realities of building a successful automotive business.

I encourage you to join us, bring your questions, and take advantage of the opportunity to learn from fellow shop owners who have navigated many of the same challenges we all face.

Thank you for your continued support of Chapter 20. I look forward to seeing you on June 17th!

Sincerely,

Sergio I. Fragoso Naja

German Sport

ASCCA Chapter 20 President



**Editor's note: June 17th is a Wednesday
Bring along a guest, a potential member who can
benefit from what ASCCA participation has to offer, while
bringing their own insights and experience to share.
Educators ~ let me or Steve Boone know if you need a
Certificate ~ cost is \$20 at the door.**

ASCCA Chapter 20 MISSION STATEMENT

*"To promote professionalism throughout our industry by upholding our state code of ethics and
sharing our successes and failures with our members and future members".*

"To elevate and unite automotive professionals and give them a voice".

CHAPTER 20 Rep Report

Hello Chapter 20,

Each One, Reach One!

The ASCCA wants to grow our membership. The more we lift up those around us, the better our industry does as a whole. Bring a guest to the next meeting, invite another shop owner you think could benefit our group, as well as take advantage of the huge benefits of belonging to the ASCCA. This month's Chapter 20 Owners panel will be a great opportunity to show someone what this group is all about.

Don't forget to get you and your shop signed up for the Annual Training Conference Sept 11th-13 at the Hilton Irvine. We have an incredible line up of speakers signed up, with the full schedule now available at ASCCA.com



••••• 2026 ASCCA ANNUAL TRAINING CONFERENCE •••••

REGISTRATION IS OPEN!

••••• SEPTEMBER 11-13, 2026 •••••
HILTON IRVINE/ORANGE COUNTY AIRPORT

2026 Annual Training Conference ~ Opening Sessions ~ Sneak Preview



2026 ASCCA ANNUAL TRAINING CONFERENCE
SEPTEMBER 11-13, 2026

HILTON IRVINE/ORANGE COUNTY AIRPORT
 18800 MACARTHUR BLVD. • IRVINE, CA 92612

EDUCATIONAL AGENDA

*SUBJECT TO CHANGE

FRIDAY, SEPTEMBER 11, 2026

1:00 pm – 7:00 pm: **Registration**

2:00 pm – 3:30 pm: **Council of Representatives & Board of Directors Meeting**

◆ Management Track

3:30 pm – 5:00 pm: **YOU ARE THE BOTTLENECK - You can't fix the shop by fixing cars**

Presented by: Jimmy Purdy, Shift N Gears Auto Repair

Description: Most shop owners didn't get into this business because they loved numbers—they became owners because they were great technicians. And that's exactly why the transition to leadership is so painful. This session speaks directly to technician-turned-owners who feel busy, overwhelmed, and stuck despite working harder than ever. We'll explore why owners instinctively run back to the bay, how that behavior quietly becomes the biggest bottleneck in the shop, and why chasing dozens of KPIs often creates more confusion than clarity. Attendees will learn why understanding a few big metrics—especially the relationship between payroll and gross profit—matters far more than obsessing over micro numbers too early. Using a restaurant-style "stress test" approach, this talk challenges traditional scheduling assumptions to reveal whether a shop's true constraint lies in sales process, technician productivity, dispatch, or leadership. We'll also cover where real freedom begins: standard operating procedures, non-negotiables, and proper intake and dispatch protocols that allow the owner to step down, then step out. This session is for shop owners ready to stop being the choke point, build systems instead of dependency, and finally lead a business that can grow without them standing in the middle of everything.

Sponsored By: Shift N Gears Auto Repair

5:00 pm – 7:00 pm: **Welcome Reception with Exhibitors**

SATURDAY, SEPTEMBER 12, 2026

6:00 am – 5:00 pm: **Registration**

6:30 am – 8:00 am: **Welcome Breakfast with Exhibitors**

● Technical Track A

7:00 am – 11:00 am: **Mastering the uScope: Hands-On Diagnostics for Real-World Results**

Level: Intermediate

Presented by: Tom Broxholm, Retired Automotive Professor of Skyline College

Description: Experience the power of the AES Wave uScope through a fully hands-on diagnostic workshop. Each participant will operate their own uScope as simulated sensor signals are transmitted in real time. Learn how to capture and navigate waveforms for quick and accurate interpretation using best-practice techniques. From basic operation to advanced signal capture you'll gain the confidence to apply uScope diagnostics efficiently in the shop.

○ Technical Track B

7:00 am – 11:00 am: **Euro BUS System - Level: Intermediate/Advanced**

Presented by: Brandon Mathews, Opus IBS

Description: Comprehensive overview, structure, troubleshooting & pattern failures of BMW & other Euro networks • Serial Networks • High Speed CAN BUS • LIN BUS • FlexRay • Ethernet • Testing Equipment & Tooling
 Network failures such as CAN communication faults & missing message faults can be daunting for a technician to troubleshoot. This network course outlines the various communication networks used on BMW & Euro vehicles including BSD, LIN, CAN, FlexRay, Ethernet, etc. More importantly diagnostic strategies, pattern failures, & test steps and values will be discussed.

Sponsored By: WorldPac WTI





YOUR MISSION: RECRUIT ONE NEW MEMBER THIS YEAR.

- 1 IDENTIFY:** A shop owner or colleague who would benefit.
- 2 REACH OUT:** Discuss the advantages of ASCCA membership such as networking, professional development, advocacy and business resources.
- 3 INVITE THEM TO A MEETING:** Invite them to join our association and participate in a meeting to learn more about the benefits of ASCCA membership.

Scan to Join ASCCA

\$125 REFERRAL FEE
Can be collected by anyone who refers a new member

members.ascca.com/ap/Membership/Application/VLzd46pn



Do you have an old car you don't know what to do with?
Donate to the ASC Educational Foundation!

Call (844) 877-2473 to make a donation today! Every car donated goes towards scholarships for students developing a career in the automotive aftermarket industry.

Vehicle donations are tax-deductible.

We accept all types of vehicles that meet the following basic requirements:

- ◇ Vehicle has a clear title.
- ◇ Vehicle is in one piece.
 - ◇ Vehicle is accessible for safe towing.
 - ◇ Vehicle does not need to be running.

For more information about the advantages of donating a vehicle to ASCEF, visit ascef.org.

Your donations raised will continue to help us award scholarships to students seeking a career in the automotive aftermarket industry.

The Jeff Stich Memorial Scholarship



*If you would like to make a donation, go to
ASCEF ~
Jeff Stich Memorial*

CHAPTER 20 MEMBER LIST

REGULAR MEMBERS

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Cecil's Hi-Tech Auto Care
 Antonio Munoz
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European Auto Repair
 Carlos Showing
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Frank's Auto Service
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 925-932-8744

Mazda's Plus
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 1400 N. 9th St, Suite 21
 Modesto, CA 95350
 209-571-8664

Monkey Wrenches, Inc.
 Ted Curran
 8130 Brentwood Blvd
 Brentwood, CA 94513
 925-634-4145

Moorhead Automotive Ctr
 Moe Kakar
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 Fairfield, CA 94533
 916-504-1204

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 Allen Pennebaker
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 925-254-2012

Orinda Shell Auto Care
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ASCCA Chapter 20 MISSION STATEMENT

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

Chapter 20 appreciates its Associate Members, Branch Members and Corporate Representatives

Acrisure Insurance	Ryan Cummings	925-553-4874 rcummings@acrisure.com
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Standard Motor Products	Anthony Durham	510-381-9198 adurham@smpsfa.com
Superior Auto Parts	Nick Caron	925-428-3924 nick@trimoninc.com

Chapter 20 Educator Members

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Alhambra High School
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Bay Area Community Colleges
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Memorial Parkway
Alameda, CA 94501
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Campolindo High School
Las Lomas High School
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Clayton Valley High School
Michael Bellew
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925-768-1047

Concord High School
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Contra Costa College
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Liberty High School
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Pittsburg High School
Mark Childers
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Pittsburg, CA 94565
925-473-2390 ext 7799



DONUT 100 - GUYS START THE SHOP, THEIR WIVES SAVE IT

Courtesy of ASCCA Ch 5

Most shops are started by guys who dislike how they are treated, the ethics of the business or so they can keep all the labor money.

Far too many realize that fixing cars is not an asset in running a real business. They can get sucked into doing engines for not enough money. Soon the parking lot is full of cars and work is not flowing through the shop. Completed cars aren't getting picked up and paid.

Enter the wife. She is supportive and the new owner's best cheerleader and asset. However (you knew this was coming) the bacon is not being brought home in sufficient quantity or quality.

Women are the detail people. Women possess great interpersonal service skills. Women save businesses. The industry thinks the front counter needs to be manned (pun intended) by a Certified Master Automotive Technician (CMAT) who can answer technical questions.

Believe me, the last place you want a CMAT is on the front counter, talking to people. I'll leave this here.

Problem 1. How to sell diagnostics when you don't understand any of this stuff? Easy. Sell testing and inspection. It's going to be \$150 for testing and inspection. After that, I can call and give you choices.

I work the front counter at my shop. Callers often describe a symptom and ask me what I think it is. Copy this response: "I have no idea. We have brilliant talented technicians who figure this out. My job is to stay in the office and watch kitten videos". Would Monday work for you or would Tuesday be better? Deflect the request for free stuff and present the closing question. Those seeking free info so they can do it themselves will soon stop calling when they accept that there is no free lunch here.

Ticket written, What does it do and when does it do it? Tech presents findings on repair order. Suggests needed repairs.

Now, how can a non-technical person know what parts to locate? Easy. The tech prints the exploded diagram from Mitchell and circles what they need. Easy to find the parts and helpful to look up the labor. Get parts and labor approved before calling the customer.

People won't often burden the person with technical questions if they don't expect answers. At this point, it's all about trust. Ask for the job and don't be shy.

Finally, how do you write a description of what was done if you have no idea?

Go right back to Mitchell, get out of the Estimate section and go over to the Service Manual section. There you will find directions on how to do the job. This is your outline for your labor description.

As you settle into this job, you can enter descriptions into the labor operation in your operating system. You only have to describe a cooling system service once. After that, it should come up again and again.

This is the short version and should be very helpful to acclimate non-technical people into a technical job.

Open for questions.

Print this off, share it with those who need it. I mean, really share this donut, as it is a key to success in repair shop management.



USEFUL LINKS & CONTACTS

ASCCA Membership Portal

Use your email address registered with the ASCCA office for this login creation.
Your username will automatically be **FirstName.LastName**. [Create your login here](#)

ASCCA Calendar at a Glance

Monthly ASCCA Newsletter for Members

<https://www.ascca.com/news/wyntk-archive>

May 2026

ASCCA Benefits Summary Page

ASCCA attorney, **Jack Molodanof**, 916-447-0313, <jack@mgrco.org>

[***Legislative Update for May 2026***](#)

[***April BAR Committee Summary***](#)

Jeff Stich & Kathy Smith/Chapter 20 Scholarships

ASCEF - <https://automotivescholarships.com/scholarships/ascca>

(916) 290-5828 | (916) 444-7462 – fax kpeyser@amgroup.us

ASCCA training video library

NWACA - June Dateline Newsletter

Updated BAR Write it Right Guide: www.bar.ca.gov/wir

ASCCA August 7, 2025 Webinar - Important BAR changes

ASCCA Webinar - What To Do If You Are Cited by BAR

Bureau of Automotive Repair Launches Online License Printing -

www.bar.ca.gov/license-print

BAR - Citation and Remedial Training Programs - <https://www.bar.ca.gov/citation>

BAR - Vehicle Safety Systems Inspection Program -

<https://www.bar.ca.gov/pdf/manuals/VSSI.pdf>

BAR - Aftermarket Matters, January 31, 2026 edition for Northern California

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Maximize your ASCCA membership with four key components:

Networking with Peers: Connect with automotive professionals from across California and build meaningful relationships.

TeamTalk Platform: This platform enhances collaboration within our community.

Chapter and State Benefits: State and Chapter programs are designed to support you.

Business Growth: ASCCA can help you succeed - offering training programs, skills support, legislative monitoring, networking and other relevant resources.



ARE YOU USING YOUR FREE MEMBER BENEFITS?

All ASCCA Members have access to many **FREE** benefits including exclusive training and educational events, business and legal consulting, 401K solutions for employers, the Team Talk community and much more!

[LEARN MORE](#)



Mission Statement / Core Purpose / Code of Ethics

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

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

CORE VALUES: Integrity, Compassion, Professionalism, Unity

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

CODE OF ETHICS:

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