

Automotive Service Councils of California

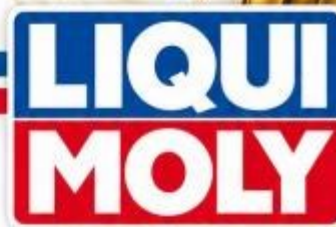
MT. DIABLO - CHAPTER 20



ASCCA CHAPTER 20, Volume 22, Issue 4 – OCTOBER 2026

OCTOBER 6, 2026

Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940
Sponsored by the Automotive Service Councils of California



KNOW WHAT YOU POUR

Presented by LIQUI MOLY
Oil isn't just oil anymore.

ENGINE OIL • TRANSMISSION FLUID • ADDITIVES

Learn the applications. Understand the differences.
Bring your real shop questions.



WEDNESDAY, OCTOBER 14, 2026



LAS LOMAS HIGH SCHOOL

1460 S Main St, Walnut Creek, CA 94596



6:00 PM — Food & gathering

6:30 PM — Chapter meeting

LIQUI MOLY presentation follows.

MEET THE LIQUI MOLY TEAM

Michael Magri

Your local representative

Stefan Braun

Field Application Specialist

Kip Byars

A local favorite returns!



RAFFLE

Golden State Warriors tickets could be in the mix.
Stay tuned!

BRING YOUR CREW. BRING YOUR QUESTIONS.

For technicians, service advisors, shop owners & students.

President's Message - October 2026



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Welcome to October, Chapter 20!

The fourth quarter has officially started, and it's time to end the year with a bang! **Time to lock in, people.** Get those tax strategies in place, finish the year strong, and start gearing up for the holidays!

September's ASCCA Training Congress was a success. If you were there, I don't need to tell you. **For those who weren't—you missed out!** There was some great knowledge shared throughout the weekend.

I'll share one piece that caught my attention: **NAPA and AutoVitals both shared some interesting technology they have in the works—smart glasses designed to assist technicians in their workflow.** That's only one piece of the puzzle, but technology like this could be a game changer when it comes to technician efficiency and documentation.

All of our vendors and guest speakers brought great knowledge, ideas, and opportunities to the table. A big thank you to everyone who helped make the conference impactful.

Now, let's keep that momentum going!

This month, we're teaming up with **Las Lomas High School, its students, and LIQUI MOLY** for:

ASCCA Chapter 20: "Know What You Pour" Presented by LIQUI MOLY

Our local representative **Michael Magri**, Field Application Specialist **Stefan**, and none other than **Mr. Kip** will be in the building!

I don't know about everyone else, but **oil isn't just oil anymore.**

Specifications are changing. Vehicles are changing. Fluids are changing. So let's get together and get an update on what we know—and maybe more importantly, **what we don't know.** We'll be talking **engine oil, transmission fluid, additives, applications, and more.**

And fair warning to everyone... **The raffle giveaways are going to be JUICY!** I may have heard that **Golden State Warriors tickets** could be on the line. You didn't hear it from me.

Looking ahead, **November brings more training and education with TechZone**, followed by our **annual Toy Drive in December.**

Let's close this year with a bang!

Finally, thank you to every **member, vendor, speaker, representative, clerk, administrator, volunteer, and supporter** who continues to put time and energy into this association.

Together, we make ASCCA what it is today—and together, we keep pushing toward a brighter future for all of us.

"To make a change is easy, but to make an improvement is the challenge."
 — Ferdinand Porsche

Sergio I. Fragoso Naja President, ASCCA Chapter 20

CHAPTER 20 Rep Report

Hello Chapter 20,

I wanted to start this month by saying what a great time we had at the Annual Training Conference down in Irvine. The turnout was fantastic, and it was great seeing so many shop owners, technicians, industry partners, and vendors all together in one place.

The quality of the speakers this year was especially impressive. There was a really good mix of technical training and shop-management education, covering everything from diagnostics and new technology to leadership, profitability, employee development, and building a stronger business. The vendors and exhibitors were also a huge part of the weekend, giving everyone a chance to see what's new in the industry and have some great one-on-one conversations.

If you weren't able to make it this year, I would definitely encourage you to put the Annual Training Conference on your radar for next year. It's one of those events where you come home with new ideas, new connections, and usually a few things you want to start doing differently in your own shop.

Our next big ASCCA event is the **Fall Team Weekend, November 14th and 15th in Sacramento.**

Team Weekend is a little different from the Training Conference and is especially valuable for shop owners and members who want to get more involved with ASCCA. Saturday includes the Government Affairs, Education and Training, Membership, Board and Council of Representatives meetings, along with the awards lunch and installation of the 2027 Board.

It's also just a great opportunity to spend time with other shop owners from around California, talk about what's happening in our businesses and our industry, and have a voice in where ASCCA is headed.

Registration is free for ASCCA members, so I'd really encourage some of our Chapter 20 shop owners who haven't attended a Team Weekend before to come up to Sacramento and check it out.

Thanks,
Neal



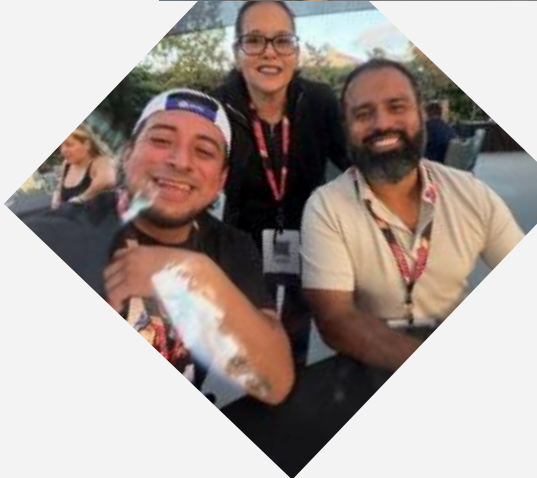
ASCCA Chapter 16 will be holding an in-person meeting on Wednesday, October 7th at 6pm.

The topic will be about saying Yes to fill the bays.

The meeting will be held at Jim Kellas's shop, TL Auto Repair, 1007 Decoto Rd, Union City, CA 94587. If you are in the area, feel free to join.



President Jennifer Barizon also presented special awards to **Rory Balmer and Neal Wiebmer**, recognizing and thanking them for their contributions to ASCCA and the automotive service industry as a whole.



Up next ...



Saturday, November 14: Embassy Suites Sacramento Riverfront Promenade
100 Capitol Mall, Sacramento, CA 95814

Sunday, November 15: Board of Directors Meeting at the AMG Offices
(RSVP is required for admission into the building)
One Capitol Mall, Ste. 800, Sacramento, CA 95814

[View the Notice](#)

Registration is FREE for Members and will also be available via ZOOM!

WORKSHOP: Taking Google Workspace to the Next Step in Your Shop

THURSDAY, OCTOBER 15

ONSITE & ON ZOOM

6:30 PM Networking & Pizza (onsite)

7:00 PM Welcome, Industry Updates, & Program

Bring your laptop!

GUEST PRESENTER

Gabriella Laszlo
**Google Workspace Consultant
 & Trainer, KloudGem LLC**



The ASCCA Inland Empire and San Jose Chapters are proud to welcome **Gabriella Laszlo, Google Workspace Consultant & Trainer with KloudGem LLC**, for Part 2 of our AI & Google workshop series.

Back in March, Tim Chakarian showed us how AI tools like ChatGPT can help shop owners build smarter processes. Now it's time to go deeper into Google Workspace itself. Gabriella will walk through real, practical solutions built specifically for automotive repair shops — from keeping your data secure, to organizing your SOPs, to creating video content that sells your work.

This is a **working session** — **BRING YOUR LAPTOP — not an iPad or your SmartPhone, a laptop** — and be ready to follow along, collaborate, and build your skillset learning about these practical tools

ONSITE LOCATION

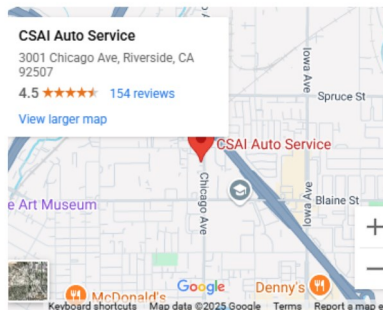
California Smog & Automotive Institute, 3001 Chicago Ave, Riverside, CA 92507

ASCCA Members & their Guests:

Attend for **FREE**

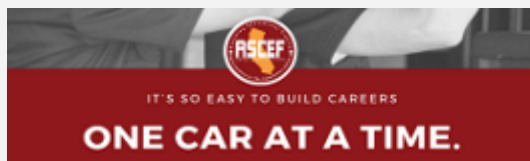
Nonmembers of ASCCA:

Attend for Free & Learn more about ASCCA



REGISTER: [ascca-ie-sj-10152026.eventbrite.com](https://www.ascca-ie-sj-10152026.eventbrite.com)

ASCCA Members attend for FREE!



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.

For more information about the advantages of donating a vehicle to ASCEF, visit [ascef.org](https://www.ascef.org).

Angi Roberts invites you to join this upcoming workshop via Zoom.
 Register here:

www.ascca-ie-sj-10152026.eventbrite.com



The Jeff Stich Memorial Scholarship



If you would like to make a donation, go to

*ASCEF ~
 Jeff Stich Memorial
 Scholarship*

CHAPTER 20 MEMBER LIST

REGULAR MEMBERS

All-Flow Muffler & Auto
Danny Larson
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Martinez, CA 94593
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Burrough & Sons Automotv
Jacob Burrough
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El Sobrante, CA 94803
510-222-3330

Cecil's Hi-Tech Auto Care
Antonio Munoz
799 Davis Street
Vacaville, CA 95687
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Central Automotive
Matthew Weathers
1425 Auto Center Drive
Walnut Creek, CA 94597
925-932-6604

Contra Costa Auto Service
Neal Wiebmer
1410 Concord Ave, Ste A
Concord, CA 94520
925-798-1205

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

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

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

Frank's Auto Service
DJ Frank & Trent Courtney
1255 Boulevard Way
Walnut Creek, CA 94595
925-942-3677

German Sport
Sergio Fragoso
1400 Autocenter Drive
Walnut Creek, CA 94597
925-934-6665

Gilmores Auto Service
Phillip Sanders
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Walnut Creek, CA 94596
925-939-9430

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

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

Mazda's Plus
Scott Carvalho
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

Orinda Motors
Allen Pennebaker
63 Orinda Way
Orinda, CA 94563
925-254-2012

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

Precision Auto Repair
Tyler & Renee Edgren
164 A Wyoming Street
Pleasanton, CA 94566
925-462-7440

Randys Mobile Mech'l Svc
Randy Wilferd
2750 Cloverdale Ave.
Concord, CA 94518
925-288-0766

Solano Way Auto Repair
Ken R. Fritzberg
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Concord, CA 94520
925-676-2890

TechZone Auto
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West Coast Muffler & Tire
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5312 Quail Ridge
Terrace Anaheim
Hills, CA 92807
714-974-3208



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
Allied Auto Stores	Larry Nelson	925-465-5501 larry.nelson@alliedautostores.com
AutoZone	Robert Dominguez	510-861-1842 robert.dominguez@autozone.com
BG Fleming Distributing Co.	Christopher Smith	916-223-0559 csmith@bgfleming.com
	Nels Johnson	707-301-5484 nels@bgfleming.com
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NAPA Auto Parts	Terrie Drewry	916-417-8442 terrie_drewry@genpt.com
SC Fuels	Mark Williams	408-625-6059 williams@scfuels.com
	Derik Riesberg	916-316-3752 riesberg@scfuels.com
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Superior Auto Parts	Nick Caron	925-428-3924 nick@trimoninc.com

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Alhambra High School
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Bay Area Community Colleges
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Alameda, CA 94501
925-872-9356

Campolindo High School
Las Lomas High School
Steve Boone
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Moraga, CA 94556
925-997-6349

Clayton Valley High School
Michael Bellew
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Concord, CA 94521
925-768-1047

Concord High School
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Concord, CA 94521
925-687-2030

Contra Costa College
2600 Mission Bell Drive
San Pablo, CA 94806
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510-235-7800

Liberty High School
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Solano Community College
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Pittsburg High School
Mark Childers
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Pittsburg, CA 94565
925-473-2390 ext 7799



DONUT 118 - SELLING DIAGNOSTICS OR DIAG ?

Courtesy of ASCCA Ch 5

Some shops have a lot of trouble trying to sell Diag. Many say that the customers expect the “Diag” charge to be forgiven if the recommended repairs are sold.

I believe selling anything is all in the presentation. Do any of you buy the unknown paper bag with a value written on it? Since you have no idea if the contents of the bag will be of use to you, you probably don't, even if it's a smokin' hot deal.

Visualize a mystery bag that contains exclusive formula shampoo and conditioner from a remote tropical island, a high-end German hair drier built in the Black Forest with the finest materials and engineering and a set of combs and brushes from the most exclusive designers around the world. All this is only a hundred bucks. This is a great deal. The only problem is that the prospective buyer is bald.

If you have trouble selling “Diag” that is exactly the hill you are trying to climb. No wonder you struggle.

The term “Diag” is too often considered to be a Walletechtomy. A very painful process of extracting the wallet with no pain relievers afterward. Becky, please stop bloviating and tell us how to address this issue.

Fine. Start with changing what you are trying to sell. The first order of fixing anything is to perform testing and inspection. Whether it is a noise on bumps, an inoperative device or a warning light, testing and inspection must be conducted.

Tests produce data. Data must be analyzed in accordance with industry standards. Think about seeing an Xray or the results of a CAT scan. Looks great, but it has no meaning until an expert interprets the “data”.

Explain that this is a step by step process. As the testing and inspection progresses, we will come to a point where repairs or adjustments must be made. At that point an estimate will be made and presented to you. “Will that fix it?”. We have no idea. That step needs to be remedied first. Then, testing and inspection continued to a logical conclusion. Only then will repairs be completed.

It is critically important that this agreement be done in advance, Until you have an agreement, you have no way to collect. No pay, no deal, Easy. Who's next?

We are NOT selling a fixed vehicle. We are selling a process. Testing and inspection for this issue is \$XXX.xx. Would you like to proceed?

If they don't want to, then we are done. Is there anything else you would like for us to do?

This is the initial presentation. Should they not want to pay, yet they still want you to fix their car, ask them what they want you to do or what parts do they want you to replace. Tell them they can rent a mechanic who will do whatever they ask, with no promise of results.

Since you are selling a process, it is vitally important that you report what tests were performed and the results or measurements of each test conducted, as well as the factory specs for that test. Cite Technical Service Bulletins, Factory Service Information as well as data from the scan tool. Don't just report the conclusion, build value by illustrating the whole operation.

It's easy to get people to pay when you let them know that you first did this, then that, then this other thing. This takes time, experience, information and tooling. THAT is what they are buying.

Not every person who comes to your shop will buy Testing and Inspection. This approach will tell you who is a potential customer and who is simply a person with a broken car. This is a tool to screen customers.

Print this out and lay it on appropriate desks. If you find value, hit the “share” button.

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#ShopManagement #Autoshopmanagement #Sellingdiagnostics Gene Morrill



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>

September 2026

Updated !! ASCCA Advantage - Member Benefits at a Glance

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

Legislative Update, September 2026

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 Connects - September 30th edition

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

ASCCA State Office

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Anne Mullinax - Deputy Executive Director, Ext 116, amullinax@amgroup.us

Jacob Gray - Membership Services, Ext 137, jgray@amgroup.us



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.