



ASCCA Foothill Chapter 5

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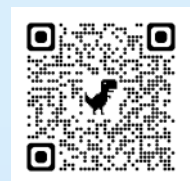
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JUNE 2026

What's Inside:

- President's Message..... [Pg.2](#)
- June Meeting..... [Pg.3](#)
- May Meeting Recap..... [Pg.4](#)
- Donut 110 [Pg.5](#)
- 2026 Calendar of Events..... [Pg.6](#)
- Tax & Business Tips..... [Pg.7](#)
- Success at the Counter..... [Pg.8](#)
- Chapter Sponsors..... [Pg.10](#)
- Why Join ASCCA?..... [Pg.11](#)
- Associate Member Spotlight
And Corporate Partners..... [Pg.12](#)
- Benefits at a Glance..... [Pg.13](#)
- Chapter & State Contacts..... [Pg.16](#)
- Code of Ethics..... [Pg.17](#)

Join ASCCA Chapter 5 by clicking [HERE](#),
or use this QR code:



If you refer a shop who joins, you get \$125 when they pay their first year.

PRESIDENT'S MESSAGE

JUNE 2026

Greetings,

What is the difference between registering your scan tool with AUTHY and NASTF's SCAN TOOL VERIFICATION PROGRAM?



(both programs are voluntary)

AUTHY- in order to get past many security gateways , you must register and pay Authy. The manufacturer wants to know what shop or person is in their security gateways.

NASTF- If you register your tool with NASTF (requires vsp credentials), you access security features such as immobilizer, all keys lost, and security access without filling out a D1 form or interacting with NASTF. All is done behind the scenes, saves a lot of time, and does not slow down your shop.

For more information, ask me.

Please join us this Tuesday at Mijares for “Marketing Essentials” with Mike DelaCruz of Overdryve.

A handwritten signature in black ink that reads "Craig Johnson".

ASCCA Chapter 5
President, 2025-2026
Craig Johnson Automotive
Rowland Heights
626-810-2281



JOIN US ON JUNE 2 FOR OUR MONTHLY DINNER MEETING “Marketing Essentials” With Mike DelaCruz of Overdryve

A practical, no-nonsense session that uncovers what’s really driving—or holding back—your shop’s growth. We’ll identify key gaps, refocus on what matters, and equip you with the essential marketing fundamentals your business needs to move forward with confidence. Please save the date, June 2nd, and join us for some number pie and fun, you won’t regret it.



The best part of our meeting is the networking
Meet others and grow to a super star shop.

“SHOP OWNERS HELPING SHOP OWNERS”

Doors open at 5:45 - Buffet served at 6:15 - Program begins at 7:00

Primary regular and associate member is free;
all others are \$42/each at the door.

As always, potential members are free for two up to two meetings.

When:

Tuesday, Jun. 2, 2026
6:00 PM – Networking/Dinner
7:00 PM – Program
9:00 PM – Finish

Where:

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

Menu:

Taco/Tostada Buffet Soda & Coffee
Beer, wine, & spirits available at your cost

Cost:

- One Free Dinner per Regular or Associate Chapter 5 Member
- No Charge for Potential Chapter 5 Members up to two times
- \$42 ea. for all others

**RSVP on the Evite you received or, if you didn't get an Evite,
RSVP to asca.05@gmail.com**

ASCCA Chapter 5 hosted our annual vendor fair on May 5. O'Reilly was the major sponsor providing the venue and delicious food. Our State President, Jenifer Barizon, was our featured speaker, and we appreciate her making the trip to our chapter. Many state and chapter vendors were in attendance and had a 5 minute talk to show off their stuff. Thank you to O'Reilly, vendors and all attendees for a fantastic evening!



DONUT 110 To work less, fire Dad.

Some shop owners run around all day putting out fires. Other shop owners have trouble getting the workers to assume responsibility for the company operation.

How often do we read a post from an exasperated shop owner who says they are working too hard and not getting any help from the help?

Maybe it's time to fire Dad and replace him (or her) with a manager.

Enough riddles, clear up the picture, please.

Louie, the fictional struggling shop owner, micromanages his staff because he doesn't know any better. He interrupts them all the time to correct their actions and show them a better way.

Wait! Don't do that. Do it this way. Pretty soon, everyone is paralyzed because they all have to get the approval of "Dad" before they can do anything. In many cases, when they do come to Dad, he doesn't have the immediate answer, so he delays action until "he can get back to them".

Dad now has too many fires of his own making to put out. He has no time left to pay attention to the many piles of oily rags laying around, waiting to ignite.

This is easy to talk about fixing, it's more difficult to do. The fix—SHUT UP.

1. When you see people doing things that you know are wrong, SHUT UP. Let them make the mistake. It's the best way to teach.
2. When you are asked for guidance on an issue. Ask them what they think. The problem is Dad's reflex is so quick it's difficult to suppress it. SHUT UP for a minute. Ask them what they think. Most of the time they have the solution. Tell them they are a genius and that is the right way to handle it.
3. If you don't have the answers, ask THEM to do some research.

This is how you can train your staff to think. This is how you reduce your own workload. This is how you develop great workers.

Listen to your people. Let them make mistakes and never reprimand them over it.

Finally, give them as much positive feedback as often as you can when they do things right.

Print this off and lay it on appropriate desks.

Thanks for reading and being here.

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2026 ASCCA5 Calendar of Events

January						
Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	Elite at Mjares		9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February						
Su	M	Tu	W	Th	F	Sa
1	2	3	Making \$\$ Serie #2 at Mjares			7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	Elite "Fly with the Eagles" in Glendale		

March						
Su	M	Tu	W	Th	F	Sa
1	2	3	Making \$\$ Series #3 at Mjares			7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April						
Su	M	Tu	W	Th	F	Sa
			1	2	3	4
5	6	7	"Shop Culture" at Mjares		10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May						
Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	Vendor Fair at O'Reilly in Alhambra			9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June						
Su	M	Tu	W	Th	F	Sa
	1	2	Marketing Essentials Mike Delacruz at Mjares			
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July						
Su	M	Tu	W	Th	F	Sa
			1	2	3	4
5	6	7	Shop Night at Ward Service in Monrovia			11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August						
Su	M	Tu	W	Th	F	Sa
						1
2	3	4	SA training/ Location TBA			8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September						
Su	M	Tu	W	Th	F	Sa
		1	TBA at O'Reilly in Alhambra			5
6	7	8	9	10	11	12
13	14	15	16	ASCCA Annual Training Conference in Irvine		
20	21	22	23			
27	28	29	30			

October						
Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	Oktoberfest at Montrose Bowl			10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November						
Su	M	Tu	W	Th	F	Sa
1	2	3	TBA	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December						
Su	M	Tu	W	Th	F	Sa
		1	Christmas Social at Domenico's in Monrovia			5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- Yellow Monthly Chapter meetings
- Orange Board meetings at 6:pm on Zoom. Come sit in. [Click HERE to join us.](#)
- Blue Special Events

Tax and Business Tips from Glenda Y. Lang, CPA, CFA



[IRS launches Tax Debt Help tool](#)

The IRS announced a new online Tax Debt Help tool to guide taxpayers to potential payment and resolution options available through the IRS and identify next steps based on their situation. (IR-2026-53) The new self-help tool is designed so that taxpayers don't need specialized knowledge to resolve their own tax debts and to reduce telephone and in-person taxpayer visits.

The Tax Debt Help tool walks users through a series of straightforward questions about their financial situation and tax debt. Based on taxpayer responses, the tool will guide them to potential payment and resolution options, including payment plans, temporary delay of collections, or an offer in compromise for those who qualify.

To protect taxpayer privacy, the tool does not require taxpayers to enter personally identifiable information. Taxpayers can explore available options without providing details such as Social Security numbers, names, or addresses.

Taxpayers can access the tool at www.irs.gov/payments/get-help-with-tax-debt.

You may use the links included and share it with others who may benefit. Sample questions below.

1. Are you in bankruptcy?

- Yes
- No

2. Have you filed all your required tax returns?

- Yes
- No

3. What type of tax debt do you want to resolve?

- Individual
- Business (if you're a sole proprietor or independent contractor, select Individual)

4. About how much do you owe in taxes, penalties and interest? You can check in your [Individual Online Account](#).

- Less than \$50,000
- \$50,000 or more

5. Which best describes your situation?

- I can make a payment now
- I can pay over time
- I can't pay anything now
- I don't agree with the amount I owe
- I want to settle for less than I owe

6. Which statement applies to you:

- I have unpaid penalties due to circumstances beyond my control
- I was affected by a disaster, emergency, military deployment or identity theft
- I have tax debt related to my spouse or ex-spouse that I disagree with
- None of these apply to me

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The Success of Your Auto Repair Shop Starts at the Service Counter

The Role of the Service Counter in Auto Repair Shop Success

I am old enough to remember when most independent auto repair shops did not employ service advisors or any front-line people. The shop owner wore most, if not all, of the hats, jumping from the technician position, to shop manager, to selling service and repairs. The concept of a service counter or service advisor just wasn't as important as it is today.

If you are an avid reader of my blogs and other articles, you know that I often say that years back, three things nearly guaranteed our success: General Motors, Ford, and Chrysler. Those cars broke down a lot and needed a lot of upkeep. On any given day, there were broken cars lined up in front of your bays. Well, this is not 1985 anymore, and today we need a different mindset. We need to realize what business we are really in.

John Digulius, founder of the highly successful hair salon company, John Robert's Spa, says this about the success of his organization: "If we only sold haircuts, manicures, facials, and massages, we would have been out of business years ago." John Digulius states that he is in the customer experience business. What John Robert's sells is the customer experience. You need to adopt this same approach.

In this article, I will outline the importance of the service counter, with a focus on your front-line people, your service advisors. And how, with a focus on the customer experience, will be your driving force for greater success, growth, and building a legacy company.

Why Customer Experience Matters More Than the Repair

With all due respect to all the amazing technicians and the incredible work they do, it's not the repair or service that leaves an impression with your customers. Your customer will not remember the oxygen sensor you replaced three months later. What she will remember is how you made her feel. Was the experience positive? Did the experience leave her with such an amazing feeling that she wants to tell the world about you and your repair shop? The experience is really what matters most, and it all starts at the front counter.

Now, with that said, every auto repair shop must have competent technicians who are trained and held to the highest quality standards. However, a business that positions itself by its products and services is doomed for hard times, even if you compete on price. Let's be honest, are your oil changes and brake jobs really better than your competitors'? Perhaps they are. But in the eyes of the consumer, they probably don't have that awareness, and in most cases, they don't understand what happens in the bays.

Yes, your customers want their car to be fixed right by trained, competent technicians. But that is an assumption made by your customers, and their judgment of their experience is not predicated on that. What consumers focus on is the experience, how they were treated, and communicated with. Consumers also judge you if a problem arises. How your service personnel handle customer complaints can make or break your operation.

The Importance of Hiring and Training Service Advisors

As with all successful business plans, it starts with hiring the right people. But let's focus today on the service advisor position. As mentioned above, if the customer experience is what truly matters to build a legacy company, then the role of the service advisor is crucial in providing that amazing experience.

Little things like smiling, a friendly greeting, and knowing how to have a meaningful conversation with customers are all skills that your service advisors must be proficient in. This is why it is essential to find and hire people who have basic people skills. Those people who enjoy working and communicating with consumers. However, it's important to note that, unlike past generations, today we have a shortage of people who have fundamental people skills. This is where training comes in.

Training is a key component in delivering the experience that will set your company apart from your competitors. Every new service advisor must go through an extensive onboarding and training process. Please resist the temptation to put a newly-hired service advisor on the service counter, day one. Doing so, without the onboarding and training, is setting that person up for failure. The time you take at the beginning will pay big dividends down the road.

Onboarding should include:

- Learning the company's history and values
- A review of all policies and procedures

(Continued on page 9)

- A discussion on the company culture and expectations
- The importance of customer experience

For your existing service advisors, ongoing training and retraining are equally important. Consistency at the service counter is what builds trust and delivers a predictable, high-quality experience for customers.

Service advisor training **must** focus on every customer interaction, including:

- Scheduling appointments
- Phone etiquette and call handling
- Customer intake and vehicle walk-arounds
- Explaining repairs and the sales process
- Vehicle delivery and customer follow-up communication
- Handling upset or frustrated customers

Another component of training is role-playing. Each touch point must be practiced over and over. Just as in sports, drills and practice before game day help to ensure success on the field. And in your case, success on the service counter.

Lastly, product and service knowledge matters but communication matters more. While it's not mandatory that service personnel fully understand the mechanics of what you do, a basic knowledge of the areas of automotive will help them communicate effectively with customers.

Creating an onboarding and training program may sound daunting. Elite's [Service Advisor Training](#) and [Sales Master University](#) help auto repair shops elevate customer experience and front-counter performance.

[The Employee Experience Drives the Customer Experience](#)

While we are focusing in this article on the service advisor position, the reality is that everyone in your company is part of delivering an amazing customer experience. A company is only as strong as the people within the company. To deliver the absolute best customer experience requires the absolute best employee experience. This will take strong leadership from ownership and management. The leaders of a company set the tone. They must do all they can to promote a positive workplace environment.

The culture of your company drives its direction and growth. And it starts at the top; it's leadership. Shop owners, this means that you must communicate continually and consistently the importance of treating people with respect and having empathy for the needs of others. If it's important to you, then it will be important to your employees. With this strategy, combined with the right people on the front counter, success will follow.

[Final Thoughts: Building a Legacy Auto Repair Shop](#)

If you are an auto shop owner looking for innovative ways to enhance and grow your business, Elite Worldwide can help. At Elite, we have world-class, experienced coaches who understand your business. Our coaches have lived in the trenches and built amazing, successful companies. Elite also has sales, management training, and peer groups that can take you and your business right to the top. No matter where you are in your business career, startup, growth mode, or looking to retire, Elite can guide you and help you achieve your goals and build a more profitable and successful business.



About the author – Joe Marconi – With over four decades of industry expertise, Joe is a seasoned professional whose accomplishments include owning and operating one of America's most successful auto repair companies. A graduate of the Automotive Management Institute, Joe is a recipient of the CARQUEST Excellence Award, served on industry panels, and played a role in developing the ASE Engine Performance Certification test. As a former columnist for Ratchet & Wrench Magazine and co-founder of AutoShopOwner.com, Joe has been a keynote speaker at the Ratchet and Wrench Conference. After selling his automotive company in 2021, Joe now dedicates his time to giving back to the industry as a Top Shop 360 Business Development Coach with Elite Worldwide and serves on the board of directors for the Service Stations Dealers of Great New York. Joe, a Bronx native now residing in Patterson, New York, enjoys family time, community involvement, and pursuits such as tennis, golf, and woodworking.

Please Support the Sponsors of ASCCA Chapter 5

Elite Circle:



For over 30 years, Elite has gone above and beyond to help automotive professionals refine their skills, grow sustainably, and reclaim their personal lives!
From sales training, to management coaching, to a mastermind peer group, Elite offers a way for anyone to experience the expertise of our team of industry leaders and veterans. We strive to breed success the RIGHT way, through tried and true methods and sustainable techniques.



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We have been using Hawley Insurance for years. Every year they compare our Workmen's Comp. and business insurance to get us the best rates for what we need. They are always a phone call away or will visit your shop. They only handle commercial, so they know what we need. Great people always.
Kirk - Advance Muffler

**Invite all your vendors to join our annual sponsorship circles.
All the information is on page [15](#)**

Gold Circle:

Silver Circle:



Norm Blieden, now X & L CPAs, has been our accountant since 2022, and their expertise and attention to detail have significantly streamlined our financial processes. Both have made a noticeable positive impact on our business operations. I highly recommend their services.
Luis Lopez Automotive

I have been using Justin from Scott auto parts for 10+ years. He supplies our case oil, Freon, coolant, brake cleaner products. He also keeps us well stocked on our fasteners. He comes by at least twice a month- very reliable!
He keeps us informed with the latest trends, pricing increases, oil types, etc.- and his wife's cookies are the Best ever!
Paul Brow: All-Car Specialist



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**Monthly membership Dues are only \$87.00
That is only \$2.90 a day!**



This will take your shop to the next level and beyond

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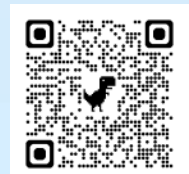
- Increase your profits
- More time off and less stress
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- Training programs at a large discount
- Lower insurance costs & other programs
- A free look at your financials

With the programs and resources available in our association, there is something here for everyone.

What are you waiting for? Join today and take advantage of this fantastic opportunity.

Contact: Gene at (818)261-6009 or
Joseph at asca.05@gmail.com

Join ASCCA Chapter 5 by clicking [HERE](#)
or use this QR code:



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Thank you to our annual Chapter 5 Sponsors:



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THANK YOU TO OUR ASCCA STATE CORPORATE PARTNERS!



CHOOSE TO BE THE BEST FOR \$87/MO!

ASCCA monitors and fights harmful laws and regulations that cost you money and time away from your business.



Examples:

A legislator proposed a bill to use a grading system (ABCDF) like the restaurants. We fought this and stopped it.

Another legislator tried to change us into being debt collectors because we receive money from customers. That would mean if a customer did not pay and we called them, the customer could sue us for harassment. We fought and won this also.

We also stopped a bill that would keep us from being able to program security systems in cars. The manufacturers wanted to lock us out! Again, we fought and won.

Our state legislatures can produce 5600 bills every two years. Our dues help us watch and fight these bills, saving you a ton of dollars.

ASCCA has great benefit programs:

Low credit card rates and a \$350 rebate at the end of the year.

Shannon Devery (877) 326-2799 shannon@fdissangabrielvalley.com

Free legal advice for you, your business, or your employees.

Jack Molodanof (916) 447-0313; jack@mgrco.org

Free accounting review of profit and loss statement. Free review of any current or prior year's taxes.

Glenda Lang (626)440-9511; info@xlcpas.com

Super discounts on uniforms.

Robert Faulkenberry (303) 591-4102 faulkenberryR@cintas.com

Camaraderie, fellowship, and life-long friends.

Network with top shops.

Get advice with business structure, policies, and profit ideas.

Get second opinions on cars that are giving you fits.

Education opportunities:

We periodically have free training for service advisors and technicians.

ASCCA awards scholarships to young people to help fill the technician shortage.

Why we need you:

Meet and network with top shops.

Monitor and fight harmful legislation.

Support our great partners and save money.

Support and give back to our industry.

All this for \$87 per month!

Coaching. Peer Groups. Training.

This is ELITE.

Elite
PEOPLE. PRINCIPLES. GROWTH. RESULTS.

WHO WE ARE:

- ✓ **People-First Community:**
Where people matter over profit and integrity is prioritized.
- ✓ **Dedicated Experts:**
Seasoned shop owners providing tailored coaching.
- ✓ **Results Focused:**
Achieve measurable success with ethical, tried-and-true practices.

GET IN TOUCH

 [Eliteworldwide.com/contact/](https://www.eliteworldwide.com/contact/)
 Contact@Eliteworldwide.com



1:1 COACHING

Top Shop 360 delivers transformative 1:1 coaching for your auto shop's success. See significant growth with personalized, expert strategies and a balanced approach to business. Did we mention NO CONTRACTS?



PEER GROUPS

Elite's Pro Service Peer Group is an energetic community of top shop owners, sharing insights and engaging in dynamic in-person events for shared growth and success.



SERVICE ADVISOR TRAINING

Our Masters Program elevates service advisors into top sales performers, mastering sales objections, ethical high-ticket sales, and exceptional customer relationship management.



MANAGEMENT COURSE

Fly with the Eagles is an in-depth workshop equipping shop owners with a roadmap for leadership excellence, financial mastery, and transformative marketing strategies.

Joe's Monday Morning Business Tip: Stop Chasing Car Count

While car count is an important key performance indicator, don't focus solely on it. Instead, pay close attention to billed hours, ARO, and gross profit dollars. More cars do not always mean more profit.

One of the best ways to increase revenue and profitability is through thorough multipoint inspections and a commitment to the Total Car Care Concept.

Ensure your service advisors are trained to review each vehicle for missed maintenance services, overdue services, and upcoming maintenance needs. This not only increases opportunities but also helps customers protect their investment and avoid future breakdowns.

Think about this:

Would you rather service 40 vehicles at a \$900 ARO or 60 vehicles at a \$500 ARO?

The answer may reveal where your true growth opportunities lie.

Want more helpful business tips? Sign up to receive Elite Worldwide email updates!

<https://40vt1k.share-na2.hsforms.com/2LuDpcZsCRXyj86Ui-p1D3A>

Gene Morrill

The logo for Hawley Insurance Services features three vertical blue bars of varying heights on the left. A blue swoosh curves over the text. The text "Hawley Insurance Services" is in a serif font, with "Hawley" on the top line, "Insurance" on the second line, and "Services" on the third line.

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The Elite Circle Club: \$2,500.00 The Gold Circle Club: \$1,500.00 The Silver Circle Club: \$750.00

Ask them to choose which level at
this [link](#) or use this QR code.



For more information, or if you have questions,
contact Gene Morrill at 818-261-6009

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(909) 767-1681

Glenda Y. Lang, CPA

Partner



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Revenue & Benefits - Open
Membership - Gene Morrill
Government Affairs - Open
Chapter Rep - Open

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 Website: <http://www.ascca5.com>

ASCCA State Contacts

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2. To have a sense of personal obligation to each individual customer.
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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.
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