

MT. DIABLO - CHAPTER 20



ASCCA CHAPTER 20, Volume 21, Issue 9- MARCH 2026

MARCH 3, 2026

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

Tuesday, March 10th, 2026, 6-9 pm



At Fuddruckers, 1975 Diamond Blvd, Concord, CA 94520

Payments & Profit: What Independent Auto Shops Need to Know Now with Shannon Devery



Join us for an industry update with Shannon, who has worked alongside independent auto repair shops for over 20 years. Credit card processing has changed significantly in recent years - from rising rewards and commercial card costs to surcharge rules, chargeback trends, and increasing software/payment integration.

Shannon will cover:

- Why processing feels more expensive than it used to
- Surcharging vs. dual pricing — what's compliant and what works
- Chargebacks: what's changed and how to protect your shop
- Hidden fees that often go unnoticed
- What independent shop owners actually control

This will be a practical, discussion-based meeting designed specifically for auto repair professionals.

Bring your questions — and if you'd like, a recent merchant statement for educational review.



Pricing: ASCCA Ch 20 one person no charge, \$20 each additional person and other ASCCA Chapters,
First time guest no charge, \$30 non-ASCCA shops

Bring a guest!



President's Message - March 2026



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Hello ASCCA Chapter 20 Members,

February proved to be a powerful month for our chapter. Our recent meeting with Jeff Knott was not only exciting - it was deeply informative and strategically impactful. The level of engagement in the room reminded me exactly why Chapter 20 is special. When strong operators gather with open minds, real growth happens.

It honestly felt like we didn't have enough time to go as deep as we wanted - because there was just that much value to unpack. The discussion around goal setting, hiring strategies, SOP building, identifying log jams, and succession planning sparked meaningful conversations and fresh ideas. It was a great experience learning, challenging perspectives, and exploring new strategies together as fellow members.

A special thank you to Central Automotive in Walnut Creek for hosting our meeting. Matt - we truly appreciate you and your hospitality.

Mr. Knott also has a book available on Amazon titled "**1 Week 1 Thing.**" In the words of Woody from Toy Story, "...if you don't have one, get one." It's a practical, focused approach to consistent improvement - and a great extension of what we discussed.

If you missed the meeting, no worries - you only missed out on great information and Warrior tickets!

Now, let's talk about what's next.

📍 Next Meeting – March 10th at 6:00 PM

Location: Fuddruckers, [1975 Diamond Blvd, Concord, CA 94520](#)

Our honorary guest will be none other than **Shannon Devery with Digital Financial Group.**

And yes... be ready.

Giant Game tickets giveaway will be happening toward the conclusion of the meeting.

I'm looking forward to seeing everyone again. Come ready to learn, engage, and elevate.

Thank you all for being and doing great things.

We are ASCCA.

Yours Truly,
Sergio I. Fragoso Naja
German Sport
ASCCA Chapter 20 President

CHAPTER 20 Rep Report

Hello Chapter 20,

Reminder to sign up for Team Weekend March 27th-29th! Last day to book the hotel is March 6th for the special rate.

Next we have the 2026 ASCCA Annual Training Conference held in Irvine CA! We are still looking for topic and speaker suggestions for this event. If you have a subject, speaker or any other ideas for the training conference, please reach out to me. I will present to the Council of Representatives (COR) Board in the next meeting.



Thanks,

Neal Wiebmer

Contra Costa Auto Service

Click here to read more and register!

WORKSHOP: HOW TO PUT AI & GOOGLE TO WORK AS AN ASSET IN YOUR SHOP

SPECIAL GUEST PRESENTER

Tim Chakarian
 Owner & Operations Director, BMW Master Technician
 Bimmer PhD Motorsports, Pasadena
 ASCCA COR Representative Chapter 48
 Bimrs.org Board Member.
 Member of The Institute for Automotive Business Excellence

Three ASCCA chapters are teaming up to host a special hands-on workshop with **Tim Chakarian**, Owner & Operations Director of Bimmer PhD Motorsports and BMW Master Technician.

Tim will demonstrate how to use AI and Google tools to improve operations, marketing, communication, and overall shop efficiency in your shop. This is a **working session** — **BRING YOUR LAPTOP** and be ready to follow along, collaborate, and build your skillset learning about these practical tools you can begin using right away in your own shop.

REGISTER: [ascca-group-meeting-03192026.eventbrite.com](https://www.eventbrite.com/e/ascca-group-meeting-03192026)

ASCCA Members attend for FREE!

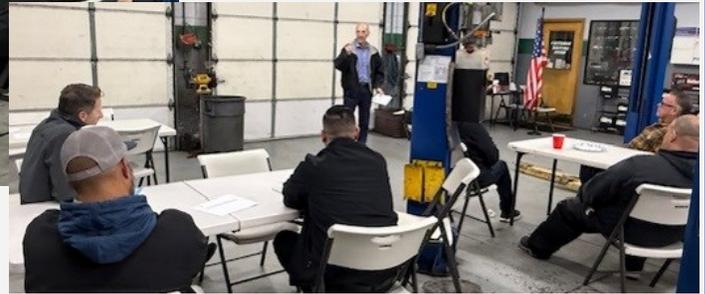


JOINT EVENT: INLAND EMPIRE, SAN JOSE, PENINSULA CHAPTERS



CHAPTER 20

February 10th Roundtable



2026 Annual Training Conference

Exhibitors: **SIGN UP BEFORE APRIL 17TH TO RECEIVE A 10% DISCOUNT OFF YOUR SPONSORSHIP OR EXHIBIT PACKAGE!**



A 12 part 2026 series carries forward the work and heart of Maylan Newton, founder of Amazing Women in Automotive and a lifelong advocate for shop owners who want strong, profitable, people centered businesses. Maylan passed in January 2025, but his mission continues.

Amazing Women in Automotive | 2221 W Albany St
| Broken Arrow, OK 74012 US
A not-for-profit 501(c)3





Calling All Automotive Technology Students! Applications Now Open for ASCEF 2026 SCHOLARSHIPS! Deadline: March 31, 2026

Applications are currently being accepted for the Automotive Service Councils Educational Foundation (ASCEF) 2026 scholarships! Each year, the ASCEF awards scholarships ranging from \$500 - \$1,000. These scholarships provide assistance to current under-graduates who are in the automotive service field.

Overall Qualifications: You must be planning to seek employment in the California after-market/independent repair industry and be a

- California high school senior who plans to enroll in post high school technical and academic training or
- California college under-graduate in the automotive service field

Applications must be submitted by March 31, 2026.

To apply online visit:

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

The ASCEF is a nonprofit corporation dedicated to supporting and advancing the entire automotive industry through technical education and training, scholarships, and other industry inspired programs.

To learn more about the ASCEF, visit www.ascef.org.

Questions? Contact Kate Peyser at 916-290-5828 or kpeyser@amgroup.us.

Apply Today!

**Tips for
Scholarship
Applicants**



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.

We appreciate all the support! [Link](#) to the 28 minute February 2025 webinar

The Jeff Stich Memorial Scholarship



If you would like to make a donation, go to

*ASCEF ~
Jeff Stich Memorial
Scholarship*

CHAPTER 20 MEMBER LIST

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ASC-CA 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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DONUT 98 FIND CUSTOMERS WHO LOVE THEIR CARS

Courtesy of ASCCA Ch 5 - Submitted by Gene Morrill Of Certified Automotive Specialists in Glendora

One of the primary principles of sales is that anybody can sell a good customer.
NOBODY can sell a bad customer.

For all you techs trying to fix broken cars and losing your shirt on the job, print this and show it to the boss.

There are 3 basic types of people who show up at auto repair shops.

CLIENTS These are your main source of income. These people know you, love you and trust you. They will pay any price you ask and never question your recommendations. They may only be 20% of your database. They provide 80% of your profit.

CUSTOMERS They bring their cars to you for service and repair. They may question what you suggest. They may shop around. They may price check you. They may ask if there is a cheaper way to fix their car. Their checks will clear. Their credit cards won't be disputed. You need these people.

PEOPLE WITH BROKEN CARS These people will never want to pay you "just to look at it". They will tell you that they don't need an estimate, "just do what it needs". Translation: I will take your head off over 50 cents of brake fluid.

They will tell you that they will sign a waiver if you only fix it for cheap using used or substandard parts. Translation: We're going to court if you can find me for the bounced check.

They will authorize \$3,000 worth of repairs to a \$300 car, then not pick it up when done.

One of the biggest mistakes made by struggling shop owners is: The customer is always right. NO!

If you have Sammy Screamer's car in and it may not get done, do you put off Sweet Suzie's car because she never complains?

You have just rewarded Sammy and penalized Suzie. This is exactly backwards. Sammy is going to scream no matter what you do. Might as well let him have a reason. Take care of Suzie.

Here is the essence of this Donut.

NO BUSINESS WILL EVER HAVE HAPPY CUSTOMERS UNTIL THEY FIRST HAVE HAPPY WORKERS.

Make everything you do all about keeping the workers happy.

No more staying late to finish a job. Day is over at closing time.

Reduce WAIT customers if they are not a profit source.

Never interrupt a tech who is on a job.

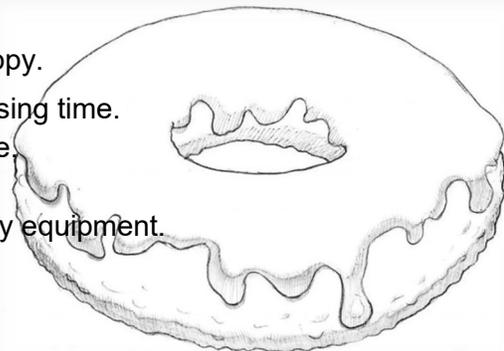
Provide expensive scan tools. It's the shop's job to buy equipment.

STOP doing free stuff. Just say no.

Focus all your attention on your clients first.

Do all you can to convert customers into clients.

Tell the people with broken cars who have unreasonable requests to kiss your grits.



To all the techs who have told me how their job is less than gratifying, share this.

Print it off and give it to the boss.

This is the best way for a boss who tells the workers that "money is tight" to fix that problem and generate more money.

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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>
 February 2026

ASCCA Benefits Summary Page

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

Legislative Update for February 2025

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

March 27th-29th, 2026
 ATE Seattle



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.



Apply Today!


 2026
 SCHOLARSHIP
 APPLICATION
 Deadline to apply is
 March 31, 2026
 www.ascef.org


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.