

President's Message:

GREETINGS

With a wet and cold month ending, we hope everyone is healthy and well.

I hope to see you at March meeting where we have Tim Huddleston with Highpoint Distributing to discuss the importance and cost savings of a preventative maintenance program. These are especially needed on these newer high priced vehicles.

Shop night will be at Hanson's in Azusa on May 7. Bar Chief and ASCCA lawyer will be coming later in the year.

Plus, we have great training and classes!

Mark your calendars for Saturday, March 23rd. Scott Brown of Diagnostic Network will be putting on a seminar for us. He'll be demonstrating to us how to bring our shops into the digital age by leveraging our computers, cell phones, tablets, and more, to help increase sales and improve the customer experience.

You do not want to miss this. It is open to everyone in your shop: service writers, and technicians too. After rebate, this is free for our chapter members, don't miss out!

President, ASCCA Chapter 5 Kirk Haslam Advance Muffler

1234 E. Walnut St. Pasadena CA 91106

UPCOMING MEETINGS & EVENTS

Mar 5 - Tim Huddleston at Mijares

Mar 23 - Scott Brown Seminar in Monrovia

Apr 2 - TBD at Mijares

May 7 - Shop Night at Hanson's Distributing

Jun 4 - BAR Chief Pat Dorais at Mijares

Jul 2 - Open Forum at Mijares

Aug 6 - TBD at Mijares

Sep 3 - Jack Molodanof at Mijares

Oct 1 - Oktoberfest at Montrose Bowl

Nov 5 - TBD at Mijares

Dec 7 - Chapter Holiday Party

Repair Pal, ASCCA Corporate Partner, came and helped us understand how they can better connect us with customers who are looking for a good shop.









Shop Drawing

Accurate Autoworks was drawn in the Shop Drawing, but was not present to win the \$280 prize.

In March, the prize increases to \$300. Remember, you must be present to win!

Digital Tools for Auto Pros March 23 in Monrovia

Seminar Description: The goal of this session is to help you become a better problem solver and communicator. Today's digital devices possess features that enable you to enhance and clarify the story like never before. Scott will take you on a tour and demonstrate many of tools and techniques he and other industry service professionals use to achieve success inside and outside the service bay.



Scott Brown

Scott Brown Biography: Scott Brown's automotive career began after graduating from Arizona Automotive Technical Institute in 1983. With a strong focus on engine performance and analysis of onboard computerized engine controls, Scott began collaborating with other industry professionals online in the early 90's. In 1992, he helped organize the first online technical automotive waveform database on CompuServe. He later began a dial-up automotive-themed bulletin board service [pre-Internet] for fellow automotive service industry professionals, The Garage BBS. In 1993, he became the owner of Connie & Dick's Service Center Inc., located in Southern California. Today, Scott and his wife Cindy continue to operate the business with seven employees.

In 1995, he joined in to help build, launch and support the International Automotive Technicians Network, (iATN) where he retired as company president in February 2018. Scott is an ASE Certified Master Automobile Technician, SAE member, a NASTF Director and is a member of a number of other industry groups and associations. He and his wife have two adult daughters.

Scott is now focusing his efforts on Diagnosticians and service industry professionals in the automotive, collision and HD service markets through Diagnostic Network (diag.net), an online community service which was launched in June 2018. The Diagnostic Network Community mission is to connect professional technicians to enable successful repair of complex vehicles through peer discussion, partner collaboration, and education.

Seminar Date & Time: March 23, 9:00 am - 2:00 pm

Seminar Location: Courtyard by Marriott

700 W. Huntington Dr., Monrovia CA 91016

Seminar Costs: (must be paid in advance)

ASCCA Chapter 5 Members: \$50 (full amount will be rebated after

attending the seminar)

ASCCA Members of other Chapters: \$50

Non-ASCCA Members: \$100 (\$200 will be applied to your dues if you join ASCCA Chapter 5 at the seminar and pay the first year's dues.)

Contact Joseph at ascca.05@gmail.com to register

Tax and Business Tips from Norm Blieden

March 15: Due date for Partnership and S Corporation tax returns (Forms 1065, 1120S) **Reminders:**

- Daylight saving time begins Sunday, March 10

Tax season is in full swing. Early reports from the IRS indicate that, on average, refund amounts are down compared to last year. If this is you, the first article lays out some reasons for the change. This issue also includes a warning to business owners to file their taxes on time, tips to keep your monthly bills in check, and some exciting board games to try.

Call if you would like to discuss how any of this information relates to you. If you know someone that can benefit from this newsletter, feel free to send it to them.

Oh No! Your Tax Refund is Now a Bill

If you are anticipating a nice refund this year, it may be a good idea to prepare yourself for a possible letdown. Many taxpayers will receive a smaller-than-expected refund and might even owe taxes to be paid by April 15. If this happens to you, here are some of the likely reasons:

- **Higher take-home pay.** Look at last year's W-2 and see how much was withheld for federal income tax. Now check this year's W-2. If it is lower, you will need a corresponding reduction in your tax obligation to get the same refund as last year. The good news? You've had more of your income available to you throughout the year. The bad news? Paying less tax each pay period can result in a lower refund or tax due at tax filing time.
- Withholding tables are not always accurate. To help employers calculate the tax to withhold from each paycheck, the IRS revised withholding tax tables in February 2018 with a forecast of the impact of new tax legislation. While the IRS did its best to apply the tax law changes to the withholding tables, it did not correctly estimate every individual tax situation. Now, according to the U.S. Government Accountability Office (GAO), as many as 30 million taxpayers may not have had adequate withholdings for 2018.
- Lower itemized deductions. If you have similar itemized deductions this year as you did last year, they might not go as far as you think. This is because the state & property tax deduction is limited to \$10,000 and many other itemized deductions are no longer available. While standard deductions are now higher, those with unreimbursed employee expenses, or those living in high-tax states could see a negative impact on their tax obligation. These changes coupled with the repeal of the personal exemptions could lead to a surprising change in your tax obligation for 2018 and going forward.
- Your state takes a different path. Depending on the degree to which a state incorporates recent federal tax changes, you could see a big tax surprise on your state tax return. As a result, the nonprofit Tax Foundation is anticipating that many taxpayers will experience an increase in state taxes for 2018.
- Good news for families with kids. The expansion of the Child Tax Credit will help offset the loss of the personal exemptions and could actually create a nice refund. The credit is now double at \$2,000 per child and the income limit is raised to include most taxpavers.

With the uncertainty regarding whether you will receive a refund, hold off on major purchases and plans until your tax return is finalized. If possible, create a cash cushion to lessen the financial burden on you and your family. This is especially true if your withholdings are lower than last year.

Hints to Eliminate Monthly Bill Creep

Paying bills is inevitable, but paying too much is not. Are you aware of all the services you are paying for every month? Here are some tips to help you get a handle on your recurring monthly expenses:

- Investigate your recurring services. Start by taking stock of every service you are currently using. Review your bank and credit card statements and highlight all the charges that look like a subscription. Some examples to look for are streaming services (video, music and games), magazines, news subscriptions, digital storage services, gym memberships and financial services. Determine if you have redundant subscriptions, such as two music-streaming services. Finally, ask yourself if each service is still providing value to you. If it's not, cancel it.
- Review bills for unnecessary fees. Once you trim your list down to the services you want to keep, locate the most recent bill for each. Read through all the charges and make notes of those that are questionable. You might be paying for services you aren't using, such as a video streaming service on your cell phone bill. Or maybe you are paying replacement insurance coverage for something you don't need. For every charge that doesn't make sense, call and ask the provider to cancel it.
- **Bundle expenses when you can.** Many suppliers provide multiple services and will offer discounts if you sign up for a few of them. Bundling your cable TV, Internet and home phone is a common example of this. Other places to look for bundling opportunities are cell phone providers and insurance companies.
- Negotiate for lower rates. Call each provider and ask for a lower rate or discount. Most companies want to keep your business, so often times they will work with you. Service providers routinely change the way they package their products, so saving

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money might be as simple as changing to a different level of service. It's rare for companies to reach out and offer savings, so you need to make the call!

It's easy for your bills to spiral out of control if you don't keep close tabs on them. Go through a review exercise every few months to ensure you aren't paying more than necessary.

Businesses: File on Time or Pay the Price!

March 15 is the tax-filing due date for calendar year S-corporations and partnerships. While this filing deadline does not require making a tax payment, missing the due date could cost you a hefty penalty.

The penalty

The penalty is calculated based on each partial month the tax return is late multiplied by each shareholder or partner. So a tax return filed 17 days late with no tax due could cost a married couple who jointly own a small S-corporation \$800 in penalties!*

Take action

Here are some ideas to help you avoid penalties:

- **File on time.** If you are a partner or shareholder of an S-corporation or partnership, file your company's tax return on or before March 15. In addition to the penalties, filing late shortens the time you have to file your individual tax return and pay the taxes due by April 15.
- Consider an extension. If you cannot file the tax return in time, file an extension on or before March 15. An extension gives you six months to file and you do not owe the tax until your Form 1040 tax return due date of April 15. An extension is for filing only and is NOT an extension of time to pay! Your taxes should be paid by April 15th and you can file after April 15th.
- Your personal tax return may be delayed. Do not file your Form 1040 tax return until you receive all your K-1s from each of your S-corporation and partnership business activities. Be prepared If the business files an extension, it's possible you may need to extend your personal tax return while you wait for the K-1. This does not extend the due date for paying taxes owed.
- Challenge the penalty. While you may not be successful, it doesn't hurt to try to abate the penalty. This is especially true if you file and pay your personal taxes on time. Kindly remind the US Treasury it is still receiving the taxes owed to them in a timely manner.

If you haven't filed your S-corporation or partnership return for 2018, there's still time to get it done or file an extension. Please call if you need assistance.

* The penalty calculation for 2018 is \$200-\$210 per calendar month late, multiplied by the number of shareholders. So a S-corp or partnership return filed on April 1 is considered two months late!

7 Common Missing Tax Return Items

Want your tax return filed quickly and without error? Then double-check this list of items that are often overlooked. These missing items often cause delays in getting your tax return filed:

- 1. **Forms W-2 and 1099.** Using last year's tax return as a checklist, make sure all your W-2s and 1099s are received and applied to your tax return. Missing items will be caught by the IRS mismatch program. All these forms are required to be in the mail to you on or before Jan. 31. If you are missing a form, contact the company responsible for issuing them.
- 2. **Form 1095-A.** If you have health insurance through the Health Insurance Marketplace, you will need this form to complete your taxes and potentially claim the Premium Tax Credit. The deadline for employers to distribute other versions of Form 1095 is March 4.
- 3. **Dependent information.** If you add a new dependent in 2018, provide the name, Social Security number and birth date to have them added to your tax return. If you have a dependent that shares time with someone else, discuss the plan for who is going to claim them. Your tax return cannot be filed if there is conflict in this area.
- 4. **Cost/basis information.** If you sold any assets (typically investments or real estate), you need to know the cost/basis amount to calculate your taxable capital gain. Check your investment statements to ensure that your broker includes the required information. Often times it's hard to find on the Form 1099-B summary, but it might be listed later in the statement details.
- 5. **Schedule K-1s.** As an owner of a partnership or S-corporation, you will need to receive a Form K-1 that reports your share of the profit or loss from the business activity. Because of the new qualified business income deduction (QBID), businesses are required to report more information this year. When you receive your K-1, pay special attention to box 17 (codes V through Z) for S-corporations and box 20 (codes Z through AD) for partnerships. This is where QBID information is included. Without this, you cannot file your tax return.
- 6. **Forms or documents with no explanation.** If you receive a tax form, but have no explanation for the form, questions will arise. For instance, if you receive a retirement account distribution form it may be deemed income. If it is part of a qualified rollover, no tax is due. An explanation is required to file your information correctly.
- 7. **Missing signatures.** Both you and your spouse need to review and sign the e-file approval forms before the tax return can be filed. The sooner you review and approve your tax return, the sooner it can be filed.

By knowing these commonly missed pieces of information, hopefully your tax filing experience will be a smooth one.

Make a Great "Last" Impression



Joe Marconi - Published in Ratchet+Wrench 2/15/19. Click here for original article.

A few years ago, some friends and I were having dinner at a local restaurant. There were six of us enjoying the food and having a great time. A few minutes after our waiter served us our coffee and dessert, the owner of the restaurant walked over to us, introduced himself and said, "I have people waiting for this table; how much longer do you think you'll be?" Shocked by his comment, I hesitated for a second, looked up at him and said, "No worries, we're done." With just a few simple words, the owner of the restaurant wiped out the pleasant experience we were all having.

As we were finishing up, we couldn't help noticing the stares from our waiter and the owner. Their eyes were laser-focused on us. They made it obvious that they wanted our table. We didn't say anything to our waiter, or the owner. But we told each other, "We'll think twice about coming back to this restaurant." None of us ever did go back to that restaurant. And I heard similar complaints from other friends about that restaurant. About a year later, that restaurant closed its doors for the last time.

As a business owner, I fully understand what each table means in terms of profit. The tables at a restaurant are no different than the service bays in our business. The more people you can process through the restaurant, the more profitable the restaurant is. The more cars we can process through our service bays, the more profitable we are.

While I don't fault the owner of the restaurant for recognizing the need to be profitable, I do fault the owner for not understanding a basic rule in achieving success in business. And that is: You build a business one customer at a time and by developing strong, long-term relationships with those customers. And to maintain that success, a business must continuously cultivate those relationships.

The owner of this restaurant didn't get it. All of us had dined at his establishment before. The owner didn't see us as an opportunity to strengthen the relationships. He saw the opposite. By asking for our table, he put the emphasis on his next sale and eliminated any chance of us returning again. Losing customers, and not understanding why, is the kiss of death for any small business.

What the owner determined important was profit per table, per person. The process to get people fed and done became the primary objective, when it should have been ensuring its customers were enjoying a nice meal and having a great time. It was a mistake that eventually led to his failure. Never think that customer quantity ever outweighs the quality of the customer experience. Making a memorable experience is the essence of great customer service.

If we dig a little deeper, we find another mistake made by the restaurant owner: believing that the customer experience was over when the meal was over. The meal was prepared, it was served and we consumed it. Then, at some point during the end of that process, we became an obstacle to his next sale. He failed to comprehend that the sale is not over when the meal is over, and that everything that occurs right up to the moment when a customer drives away from his parking lot will have an influence on whether that customer will return in the future.

The lesson for us is simple: Never lose sight of the importance of creating a customer. Establish a culture in your company that cultivates long-term relationships. Build a process that always strives for world-class customer service during the entire customer experience—and especially at car delivery.

Never think that when the technician completes the repair, your job is done. The customer experience

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continues right up until the time the customer is picking up their car. The time you spend with the customer after the repair is done is as important as making the sale.

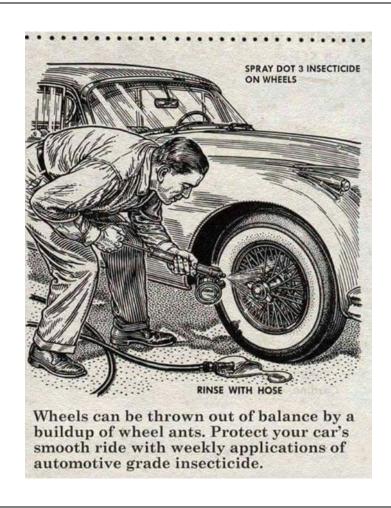
Value each customer. Work on those relationships. Don't worry about short term profit gain. Remember: building long-term relationships, builds long-term profit.

By the way, that restaurant has recently opened up again. My friends and I went there for dinner last Friday night. We noticed that the new owner was walking around greeting everyone. He eventually made his way to our table, introduced himself and said, "Can I get anyone anything? It's great to see you here tonight and hope to see you again soon. Thank you."

Now, you tell me: Do you think we'll go back?

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"Helpful"
Automotive
Tip from days
gone by.



Perspire To Inspire: Cultivating A Culture Of Dedication & Commitment



David Rogers

In my 20-plus years in this industry, I've seen every type of employee you can imagine: fast employees, slow employees, good employees, bad employees, workaholic employees, workaphobic employees, and even phantom employees. You name it, I've dealt with it.

If there's just one quality I could have in an employee, I'd take dedication every day of the week and twice on Sunday.

Dedication from a staff member typically means you never have to worry about motivating them to do their job – they want to succeed, and they want to contribute to a winning shop culture.

Obviously, no one is born with all the qualities you want from staff, but by creating a good culture at your shop, you can foster and cultivate a dynamic, dedicated group of employees who push themselves and one another to be better and better every day.

A shop's culture is one of its most important attributes. When a shop's culture is vibrant, and everyone is pulling in the same direction, it becomes easier for employees to be dedicated and productive.

Just like anything else in this industry and in life – building a winning shop culture takes time and effort, in addition to strategy. Good thing no one in the auto repair industry is afraid of a little hard work!

Measure Twice, Cut Once

The first step in creating a good shop culture is developing and implementing a system of measurement that lets you know where you stand and how you got there.

You need to have baselines in different categories. Everyone needs to be aware of what their productivity level is and how they compare to their coworkers. Technicians, service writers, even the receptionist if you have one – they all need to know where they stand and what they can do to improve their numbers.

Just like a football coach watches last week's game to see how they can score more points or gain more yards, the team at your shop needs to be shown what they're doing right, what they're doing wrong and understand how they can improve.

This might be a hard pill for some "old school" shops to swallow, but it's almost 2019 – you can't analyze your shop's performance with a pen and paper anymore. You need to have modern performance evaluation and measurement methods that go beyond a digital point of sale system to effectively understand where your shop is at and where it needs to be.

At Keller Bros. Auto Repair in Littleton, Colo., we use the state-of-the-art shop management program Shop4D and the RPM ToolKit to give us real-time data on all aspects of our operations. Everyone knows exactly where they stand every single day, and this has made a huge improvement on how we're able to manage and improve our numbers.

However you decide to manage your shop's measurement and the tools you employ, you need to have them firmly in place before moving on to the next step in building a culture of dedication – training.

Improve, Improve, Improve

Once you know where you stand, then you can start working on improving your operations and enhancing your

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culture through good old-fashioned training.

A lot of shops will see training as a one-off investment and endeavor, but, it is an ongoing process that has a direct correlation to your shop's success and profitability.

This industry is constantly changing and evolving, and everyone on your staff needs to stay ahead, or at least with, the curve. Continuously seek classes or seminars that will give you and your team an edge on the competition in your market.

Training should be also tailored to the employee and the situation. A "one size fits all" approach to training simply doesn't work. People learn in all kinds of different ways and your staff members will take in new information at different speeds and in different manners.

If a staff member is a kinetic (hands-on) learner, they'll need to do things themselves to improve their skill level. Other staff members might learn better by visual (diagrams, videos) or audio (classes on CD) methods but they should all be constantly learning new-and-improved ways to get things done and contribute more effectively to your shop's bottom line.

Managers also need to be involved with ongoing training – they're part of the team and should be up-to-date on everything their technicians are up-to-date on.

Training is the very best tool to implement change and improvement, so be sure to make this a priority if you want to have a good shop culture.

Once completed, commitments need to be made by a trained staff member. What was gotten out of it, how it's going to be executed and what the follow-up process is going to look like all need to be included as part of any given training session.

Whether it is policy/procedural-based or specific to various jobs, accountability is another important component in a winning culture.

Stress Accountability

If you don't introduce the concept of accountability into your shop, you'll end up having to micromanage absolutely everything in your shop.

When most people hear the word "accountability," they think of being punished or reprimanded for making a mistake. But true accountability starts long before this type of scenario is even possible.

Creating clear expectations for your employees is vital to having a winning culture. Staff members should know exactly what they're expected to do and what the guidelines are for them in terms of their job duties and their personal conduct.

Accountability also ties back into measurement – staff members need to be dedicated to hitting given numbers and meeting specific timelines to ensure your shop is firing on all cylinders!

Set the Example, Set the Standard & Raise the Bar

In my experience, good shop culture starts at the top. If you want dedication to be a mainstay in your shop, you need to be dedicated to making it happen. Owners and managers set the tone for success and therefore they need to be as dedicated to their jobs as possible.

Know your shop inside and out, know everyone's strengths and weaknesses and understand what needs to happen to make things better. Just as important is to be a good coach and your team will be dedicated to helping you win customers and capture championship-level profits!

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Original article can be found <u>here</u>.

"Helpful" Automotive Tip from days gone by.



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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 with questions or suggestions for the chapter web site.
- **7. CHAPTER JOB BANK.** The Foothill Chapter has established is 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 ascca.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 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 ascca.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
- EE& MB CoreMark Insurance Services Competitive dental & vision plans exclusively available to ASCCA members. Mat Nabity, (916) 286.0918, mnabity@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, www.mgrco.org.

EDUCATION PROVIDER

- 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, 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
- 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. 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

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, 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% cloudbased on any device. Take your shop fully digital and 100% paperless. Scott Alton at (415) 890.0906 x106, contact_us@shop-ware.com. Ask for a special ASCCA member rate.

UNIFORM SERVICES

G&K Services — Nationally recognized supplier of customer and employee apparel with special ASCCA pricing.

Thomas Dunne (619) 399.6078, DunneT@Cintas.com

EE = Exclusive Endorsed Vendor CP = Corporate Partner MB = Member Benefit Provider







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 or visit 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, Patrick Egan (805) 259.3679, Patrick@kukui.com, 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, 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, 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, (301) 654.6664
- 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, www.aeswave.com
- CP&MB AutoZone This partnership provides Platinum level membership pricing, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more!

 Jim Gray, (704) 301.1500, jim.gray@autozone.com
 - CP BG Products Provides maintenance services, equipment, training & consumer education materials. BG Products have been shown to increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving the customers driving experience and vehicles performance. Exact revenue estimates will vary from store to store, but the statement above is a universal truth. Eric Waln (949) 337.2484 / Eric Elbert (805) 490.6080, EricE@petrospecsBG.com, www.petrospecsinc.com.
- CP & MB BP/Castrol An innovative company that markets high-performance engine oils and business-building programs directly to independent workshop owners. For over 23 years, Castrol has been the only major marketer to manufacture its own premium, custom-made additives for its leading passenger car motor oils. They use the best combination of components rather than rely on commercial engine oil additive packages. Their patented, multi-functional additives combat against engine deposit build-up. Contact Castrol at (310) 699.5212 or Mackenzie.Merz@BP.com, http://bit.ly/2qsuKiQ.
 - HotelStorm Savings of 10-55% over other online travel agencies from thousands of hotels worldwide. Visit hotelstorm.com/ascca and use password Auto 1234 to get your discount. concierge@hotelstorm.com, www.hotelstorm/ascca

EE = Exclusive Endorsed Vendor CP = Corporate Partner MB = Member Benefit Provider







- 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
 - 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
 - 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,
 - 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, https://business.officedepot.com/
- 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

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 Jeff Landon (Central CA), (805) 296.0170, Jeff.A.Landon@p66.com Keith Westbrook (Valley/NCAL), (707) 448-8279, 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

Local Chapters – Chapter meetings give members unprecedented opportunities to meet, network and trade ideas with colleagues in your local area.

Updated 4/27/18

john_hartman@genpt.com

EE = Exclusive Endorsed Vendor **CP** = Corporate Partner **MB** = Member Benefit Provider

WWW.ASCCA.COM

Chapter 5 Associate Members

BG Products	Abe Chavira	805-857-5065	abec@petrospecsbg.com
Dorman Products	Frank Alviso	951-206-7023	falviso@dormanproducts.com
Frederick Blum Insurance	Fred Blum	626-401-1300	blum4@pacbell.net
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing / Justice Brothers	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Jeff Chin Diagnostics	Jeff Chin	818-929-9444	jchin.autologic@gmail.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Management Success!	Robert Spitz	818-500-9631	rspitz@managementsuccess.com
Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
RKM Insurance Agency	Ernie Arciniega	818-243-2651	ernie@rkmins.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	giardinad@scfuels.com
Van de Pol Oil	Wes Powell	562-236-1000	wpowell@ineedoil.com

Be sure to use the Anyvite electronic invitation to RSVP. If you didn't receive it, contact the Chapter 5 office at ascca.05@gmail.com

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 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!

- 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 & 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

- 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

ASCCA Chapter 5 2019 Board of Directors

Executive Board 2016

Phone	Kirk Haslam (626) 793-5656 emuffler1234@gmail.com
Vice-President	Tim Chakarian
Phone	(626) 792-9222
	tim@bmwphd.com
Phone	
	Jim Ward (626) 357-8080
Email	jim@wardservice.com

Board of Directors

Randy Lewis	(909) 717-995	0
Gene Morrill		
Darren Gilbert	(626) 282-064	14
Johanna Reichert		
Jack Scrafield	(818) 769-233	34
Mike Bedrossian		
Dave Label		

Chapter Rep

Jack Scrafield(818)769-2334

Committee Chairs

Seminars	Tim Chakarian	(626) 792-9222
Socials	Jack Scrafield	(818) 769-2334
Programs	.Tim Chakarian	(626) 792-9222

Associate Member Board Rep.

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

Chapter Staff

Membership & Administration	Joseph Appler
Phone	(626) 296-6961
Text	.(818)482-0590
Emailascca	ı.05@gmail.com

Chapter Contact Information
Mailing Address:
1443 E. Washington Blvd. #653
Pasadena, CA 91104-2650

Phone: (626)296-6961 Text: (818)482-0590 email: ascca.05@gmail.com Website: http://www.ascca5.com

ASCCA State Contacts Government Offices/Contacts State Office in Sacramento.....(800) 810-4272 US Senator Kamala Harris.....(D) President(916) 448 - 2787 Phone Emailsenator@harris.senate.gov **Executive Director** US Senator Dianne Feinstein.....(D) Gloria Peterson...(800) 810-4272 x104 or GPeterson@amgroup.us(310) 914-7300 Phone senator@feinstein.senate.gov Email **Deputy Executive Director** US Rep Judy Chu.....(D-27) Matthew Peralta....(800) 810-4272 x131 or MPeralta@amgroup.us US Rep Adam Schiff..... Manager Digital and Social Media (818) 450-2900 Phone Sarah Austin......(800) 810-4272 x110 or SAustin@amgroup.us CA Senator Connie M. Leyva. (D-20) Phone (909) 888-5360 Membership Services CA Senator Susan Rubio..... Karissa Groff.(800) 810-4272 x133 or KGoff@amgroup.us(626) 430-2499 CA Senator Maria Elena Durazo.....(D-24) Accounting Executive(213) 483-9300 Nito Goolan......(800) 810-4272 x103 or NGoolan@amgroup.us CA Senator Anthony J. Portantino.... (D-25).....(818) 409-0400 CA Senator Ling Ling Chang.....(R-29) Rachel Hickerson.(800) 810-4272 x109 or rhickerson@amgroup.us(714) 671-9474 Phone Communications Manager Ryan King.....(800) 810-4272 x122 or RKing@amgroup.us EmailAssemblymember.Rivas@assembly.ca.gov CA Assembly Chris Holden.....(D-41)(626) 351-1917 Phone Jack Molodanof(916) 447-0313 or Jack@mgrco.org EmailAssemblymember.Holden@assembly.ca.gov CA Assembly Laura Friedman....(D-43) Phone(818) 558-3043Assemblymember.Friedman@assembly.ca.gov Email CA Assembly Jessie Gabriel.....(D-45) Phone(818) 904-3840 Email......Assemblymember.Gabriel@assembly.ca.gov CA Assembly Adrin Nazarian....(D-46) Phone(818) 376-4246 Government Offices/Contacts Email......Assemblymember.Nazarian@assembly.ca.gov CA Assembly Blanca E. Rubio....(D-48) Phone(626) 940-4457 Email......Assemblymember.Rubio@assembly.ca.gov CA Assembly Ed Chau....(D-49) Phone(323) 264-4949 President Donald Trump.....(R) Phone(202) 456-1111 Email......Assemblymember.Chau@assembly.ca.gov Fax.....(202) 445-4633 Governor Gavin Newsom..... Phone(916) 445-2841 Web......http://www.govmail.ca.gov



Join us for our March 5 Meeting at Mijares Mexican Restaurant!!!

Tim Huddleston, of Highpoint Distributing and Chapter 5 member, will help us understand the value and benefits of preventative maintenance programs, and how to sell them.

Bring your Service Advisor!

Menu:

Taco/Tostada Buffet Soda & Coffee Beer & wine available

Where:

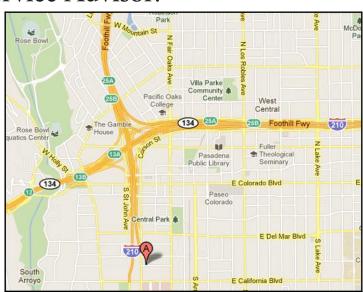
Mijares Mexican Restaurant 145 Palmetto Drive Pasadena, CA 91105 Phone: (626) 792-2763

When:

Tuesday, March 5, 2019 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 Service Advisors and 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

Mar 23 - Scott Brown Seminar in Monrovia

Apr 2 - TBD at Mijares

May 7 - Shop Night at Hanson's Distributing

Jun 4 - BAR Chief Pat Dorais at Mijares

Jul 2 - Open Forum

Aug 6 - TBD at Mijares

Sep 3 - Jack Molodanof at Mijares

Oct 1 - Oktoberfest at Montrose Bowl

Nov 5 - TBD at Mijares

Dec 7 - Chapter Holiday Party