



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

2017 Chapter Manual

ASCCA Overview of Our Organization
(Updated January 2017)

ASCCA has offered over 77 years of service to the motoring public. Our association presently represents all areas of the automotive repair industry. Members include mechanical, auto body, suppliers, educators and other interested organizations.

ASCCA is a not-for-profit trade association incorporated under California state laws. The headquarters office is located in Sacramento, California. With chapters located throughout the state.

The State Board of Directors consists of fifteen members plus the immediate Past-President and the Chapter Representatives Committee Chair.

Elections are held in the fall at the ASCCA Annual Meeting. The ASCCA has a highbred voting method that incorporates electronic balloting of its members in combination with Chapter Representatives serving as delegates representing their chapter members. The delegate process occurs during the fall Chapter Representatives Committee meeting. A complete detail of the process can be accessed in Policy 2-5B, Election Ballots.

Association Board committees and task forces are formed to assist our chapters and plan association activities. The current committees and task forces are:

1. Chapter Representatives Committee
2. Bylaws, Policies and Procedures Committee
3. Communications Committee
4. Conference Planning Committee
5. Education, Training & Information Committee
6. Endorsements Committee
7. Executive Committee
8. Government Affairs Committee
9. Membership Committee
10. Public Relations

The Chapter Representatives Committee meets throughout the year via conference call and in person at least 3-4 times per year. The Committee consists of one chapter member from each of the chapters. Chapter Representatives are the link between the chapter affiliate and the ASCCA.

It is not advisable that the Chapter should employ individuals. Sample contractor agreements are available on the Chapter Resources page of the association website, www.ascca.com. The Chapter should also be certain that a person contracted to perform services on the Chapters behalf are properly insured.

Each Chapter is its own corporation with its own Tax ID number. The Chapters are governed by a Board of Directors elected by its members as defined in its bylaws. Some chapters choose to hire a paid chapter administrator referred to as Executive Secretary or Chapter Coordinator.

LEGISLATION

You have a lobbyist, a government relations program and a voice at the state capitol as we work on issues that affect your daily life from workers' compensation insurance reform to continuing employer mandates that drive you must comply with.

COMMUNICATIONS

You need information and ASCCA has it! Just a few of our communication tools include our website, www.ascca.com, the quarterly magazine, *California Independent Newsletter*, the weekly e-newsletter, *ASCCA What You Need to Know Report*, facebook, member benefit flyers, legislative alerts, membership survey results and statistics. What's going on in the industry? How can you make your business better? How can you attract and retain competent technicians? ASCCA can tell you.

EDUCATION

ASCCA takes continuing education seriously. Learn how to manage your shops better. Learn how to deal with government regulations. Learn about marketing. Find scholarships for automotive technician students you may know.

INSURANCE

The ASCCA Insurance Program is offered through Armstrong & Associates. The program provides several lines of coverage including workers' compensation rates, garage keepers, property/casualty, health, dental, life, disability, homeowners and personal auto coverage as well.

ENDORSED PROGRAMS AND SERVICES

Whether it's our free legal program that members have access to, different discounted business services or maybe access to our credit union for business, as well as, personal programs. ASCCA members have access to benefits others do not.

CHAPTERS

Don't miss this great opportunity to network with colleagues in your local area! Our chapter structure is unique in that it is fluid to represent you at a local level with many opportunities to learn from others and take the opportunity to experience the responsibility of volunteering for your chapter's leadership. Chapters provide you the opportunity to meet with members in your area to participate in productive problem solving on issues that directly affect you and your business.

INDUSTRY

ASCCA works with many other organizations dedicated to the interests of the automotive industry in California. Whether monitoring legislation or regulatory actions that affect your business or working together to develop programs that will benefit the industry as a whole, we work with the best and brightest on a daily basis to make sure your interests are heard.

ASCCA Staff Functions

Executive Director, Gloria Peterson

The Chief Executive Officer is the administrator of the association. Her responsibility is to manage the day-to-day operations of the association. She implements programs for the betterment of the association. The Executive Director and State President are the primary spokespersons for the association.

Deputy Executive Director, Matthew Peralta

Works closely with the Executive Director on the development and implementation of programs as per the long-range plan and the short-term strategic mission of the organization.

Director of Finance, Nito Goolan

Works closely with leadership and CPA to monitor financial activities within the association to guarantee that all projects and activities are keeping within the Board approved budget. Acts as an advisor for all short and long-range investment plans.

Membership, Mary Putterman

Provides administrative support, processes dues billing and payment processing, and monitors data integrity. Staffs membership, revenue and benefits, chapter representatives, and ASCEF meetings.

Communications Team, Sarah Austin, Ryan King and Kate Hicks

Works closely with leadership to coordinate communication of association activities via the website, social media outlets, press releases, and electronic or print newsletters.

Convention & Events Managers, Rachel Hickerson and Lauren Stoddard

Responsible for event planning and logistics for ASCCA team weekends, the Annual Convention and educational activities of the association.

ASCCA State Board of Directors

The ASCCA State Board of Directors is elected to serve the ASCCA membership. Some of the functions of an ASCCA State Board Member include the following assistance to chapters:

1. Explain in clear terms ASCCA's current programs and ask members how the association can help chapters participate in reaching those program goals and objectives.
2. Explain new association programs and services. For example, if your chapter is planning a membership meeting, ASCCA State Board Members can explain the necessary procedures and support provided by the ASCCA Staff.
3. Determine whether the chapter has any serious problems. This is your opportunity to ask questions or ask for assistance.
4. Keep in touch with various ASCCA State Board Members by phone at least once a month to inform them of the chapter's activities.
5. A main priority of all ASCCA State Board Members is membership recruitment and retention. Of course membership growth should be continuous, so ASCCA State Board Members through their Membership Committee Chair should follow-up with chapter boards to assist them as they strive to achieve their membership goals and monitor their progress in achieving them.
6. Get acquainted by contacting your ASCCA State Board Members or ASCCA Staff as soon as possible. Discuss a time to have them visit your chapter and be put on the agenda.

State Board Committees and Their Responsibilities

1. Executive Committee: Oversees ASCCA's bylaws, policy, finance and operating procedures.
2. Education, Training and Information Committee: To be the members' primary source for education, training and information.
3. Revenue & Benefits Committee: To provide profitable, high quality, competitive, value-added products and services for members.
4. Membership Committee: To develop methods and practices to retain existing members and promote growth.
5. Government Affairs Committee: To represent ASCCA members' interests through the monitoring and advocacy of legislative and regulatory activities that impact the automotive repair industry.
6. Bylaws, Policies and Procedures Committee: To create and monitor the policies, bylaws and procedures that direct the Association to achieve its goals and objectives.
7. Public Relations: Develop and implement public relations campaigns to increase awareness of ASCCA and further its goals.

ASCCA Professionals in Automotive Service

The members of the Automotive Service Councils of California are professionals dedicated to providing quality and equitable automotive services to the motoring public.

The independent shop owners are pledged, as a condition of membership, to stand behind the services they perform and the products they sell.

ASCCA Core Purpose

The ASCCA Core Purpose is: "To Elevate and Unite Automotive Professionals, and Give Them Voice."

ASCCA Sign of the Professional

ASCCA members are proud of the symbol of their professionalism--the ASCCA emblem. An ASCCA emblem on a sign is sent to new members along with their new member packet. The sign remains the property of ASCCA. Only members in good standing may display the sign or use the emblem.

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 service 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 with 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.

ASCCA Industry Groups

The following automotive industry specialties are members of ASCCA:

- | | |
|----------------------------------|----------------------|
| 1. General Repair | 8. Towing |
| 2. Auto Body | 9. Automotive Parts |
| 3. Transmission | 10. Educators |
| 4. Brake and Alignment | 11. Service Stations |
| 5. Radiator and Air Conditioning | 12. Dealerships |
| 6. Mufflers | 13. Suppliers |
| 7. Electric | |

ASCCA Membership Categories

The ASCCA shall be comprised of different categories of membership. The categories of membership are: Regular, Associate, Retired, Lifetime Honorary, Educator and Technician, each of which shall be an organization, person, firm or Association defined as follows:

- a. Regular members shall be automotive service businesses validly and currently registered in good standing with the California Department of Consumer Affairs (DCA) Bureau of Automotive Repair (BAR) as an Automotive Repair Dealer (ARD).
- b. Associate members shall be those businesses, which supply goods, equipment or services to the automotive service/repair industry, and/or those automotive repair businesses, regardless of type. Associate members shall be entitled to vote but shall not be entitled to hold elective office in the ASCCA.
- c. Lifetime Honorary Members
 1. Past Presidents of the ASCCA, upon completion of their term of office, shall be granted Lifetime Honorary Member status. Past Presidents will retain all the rights of a regular member including the ability to hold office as long as he/she maintains an active Automotive Repair Dealer (ARD) license.
 2. Lifetime Honorary Membership may also be conferred upon individuals who have rendered efforts on behalf of the automotive service industry or the ASCCA that merit special recognition. This membership shall be confirmed by the affirmative vote of at least two-thirds of the current ASCCA Board of Directors. Without payment of dues, Lifetime Honorary members will not be entitled to vote or hold elective office.
- d. Educator members shall be teachers or administrators working in an accredited California school who do not own or manage an automotive repair facility. Educator members shall not be entitled to vote or hold elective office.
- e. Retired members are those individuals who were a Regular, member in good standing at the time of retirement. Retired members may hold elective office.
- f. Technician members are those individuals who provide automotive repair services but do not have any proprietary interest in an automotive repair facility. Technician members shall not be entitled to vote or hold elective office.
- g. Student members are those individuals who are currently attending automotive training but do not work in an automotive repair facility. Student members shall not be entitled to vote or hold elective office.
- h.
- i. Branch members are defined as an additional location that is owned by the same owner as either a Regular member or Associate member. Branch members do not have voting rights.

Minimum Membership Requirements

The Chapter must maintain a minimum membership in accordance with Policy 3-2, New Chapter Formation and Minimum Requirement of an Existing Chapter as established by the ASCCA Board of Directors.

ASCCA Locations

The Automotive Service Councils of California has 24 chapters throughout California.

Foothill	05	Peninsula	23
San Joaquin Valley	06	San Diego	24
West Los Angeles	12	Fresno	25
Inland Empire	14	Tulare/Visalia	26
East Bay	16	Santa Rosa	28
Long Beach	18	Sacramento	34
LAX/South Bay	1940	San Jose	42
Mt. Diablo	20	North Orange County	48
San Francisco	21	Redding	99

Chapter Affiliation to ASCCA

ASCCA grants to each Chapter the exclusive charter to operate as an ASCCA Chapter in the geographical territory as recommended by the Chapters Representatives Committee and approved by the ASCCA Board of Directors. The terms of the affiliation is outlined in the affiliation agreement that is signed by the Chapter and ASCCA and renewed every two years. A complete copy of the affiliation agreement is available in the member's only section of the ASCCA website under the Chapter Resources tab.

Chapter Board of Directors

The Chapter Board of Directors is the official governing body of the Chapter. Working together they establish policy, govern chapter affairs and direct chapter plans.

The Board of Directors usually consists of a combination of the following: The President, Vice President(s), Secretary, Treasurer, committee chairs and the immediate Past-President.

Participation at board meetings is absolutely necessary. That is where you are most needed in order to fulfill your responsibilities.

Board of Director's Position Description

1. Attend all Board meetings.
2. Promote the goals of ASCCA.
3. Prepare and approve a fiscal budget.
4. Establish chapter policy.
5. Appoint committee chairs, a Chapter Representative and an alternate Chapter Representative.
6. Assume responsibilities common to all officers and committee chairs.

The Effective Board Member

Your attendance at board meetings is absolutely necessary. You, along with other board members, direct the affairs of your chapter. The chapter board meets on a regular basis and should be notified by the chapter Secretary at least **7 days** in advance of a board meeting and sent a board agenda. If a board member is unable to attend, the Chapter Secretary should be notified, stating the reason for the absence.

At the board meeting, you will be called on to report about recent activities assigned to you. You will also be called upon to assist in setting chapter policies and directing the affairs of your chapter through your discussion and vote.

As a board member, you may be asked to be the chair of a committee. Committees meet during the year to work on various projects and report plans to the board for approval.

Your presence may be needed at state ASCCA functions. Being a board member includes attendance at the Annual Meeting, quarterly team weekends and other leadership conferences, regional meetings and/or other scheduled functions.

Plan ahead and always encourage others from your chapter who possess leadership qualities to attend. Upon your return from these meetings, make certain to give an informative, complete and accurate report to other members. Maintain your objectivity and report the facts. Try not to color your reports with your personal opinions.

Each chapter board member should have a folder with information about their Board. This folder, which should be inserted in your Chapter Manual, consists of:

1. A current list of the chapter board members with addresses and telephone numbers.
2. A list of chapter goals and special projects planned during your board year.
3. A calendar of events for the board year consisting of board meetings, monthly meetings, and special events.
4. A list of committee chairs and committee members.

The Chapter President

The ASCCA Chapter President holds an important position. The Chapter President is the ASCCA spokesperson at the chapter level.

The President must stay abreast on the association's goals, benefits and services. He/she should be informed of current state and national regulations affecting the industry and should maintain support of ASE's voluntary certification.

President's Position Description

The President is the Chief Elected Officer of the chapter. This role includes supervising the business of the chapter as well as administering its policies. Other duties include:

1. Provide leadership and overall direction.
2. With the assistance of other board members, establish chapter objectives for the year.
3. Preside over all meetings.
4. Call and conduct board meetings.
5. Coordinate the installation of new officers.

Outline for Action

Upon becoming a Chapter President, there is a course of action that should be followed:

1. Plan meetings with the chapter board officers to set goals for the coming year.
2. Organize the chapter to meet those goals and utilize the maximum number of members on committees.
3. Assist in the appointment of committee chairs as well as the delegation of responsibility.
4. Assist your board officers and committee chairs by making sure they understand their positions and individual responsibilities.

Responsibilities as President

1. Know and utilize the chapter bylaws and policies, as well as Robert's Rules of Order.
2. Use an agenda and follow it in a business-like manner.
3. Verify all reports to be presented prior to the Chapter meeting.
4. Open and close all meetings in a timely manner.

Be a “Moderate” Moderator

Being Chapter President also means that you will be the moderator for chapter meetings. Discussions may become heated and it is up to you to see that discussions stay within bounds and that the meeting does not stray from its purpose or agenda. When a subject is brought up which will entail a lengthy discussion, appoint a committee to consider the question and report on it at a later date.

Robert’s Rules of Order will assist you. Use your gavel with tact, but use it. Keep the meeting moving and keep discussions from wandering off the point. Do not allow personal attacks or other unprofessional conduct.

Chapter business meetings sometimes start to turn into a “bull session.” To keep order, cut off a lengthy debate with: “Well, I guess we’ve beat that one to death--now let’s move on to...” Also, avoid letting any one person dictate the discussion. Try, “That’s a good idea, but let’s hear Bill’s thoughts on that.”

Tips for a Productive Meeting

The “bottom line” of your repair order is the payoff; and with it, you have or have not made your profit. The bottom line of a chapter meeting for the members is whether the meeting was worth their time. If they feel it was worth their time, you will see them at the next meeting. Make certain there is profit built into your meeting.

All of the members should be warmly greeted at meetings and be presented with the opportunity to introduce themselves. Provide name badges and copies of agendas to each attendee upon check in.

Provide members with time to ask questions and the chance to participate during the meeting.

The Program Chair, the Board and the President should plan meetings at least 6 months in advance and copy a calendar of events to give to members at each meeting.

As the presiding officer, you set the tone of the meeting. Tell those who will make reports to be brief and to the point. If you have 5 reports and each uses 10 minutes, you may lose the audience before the speaker’s time arrives. To avoid this, insist reports are timed before they are given.

Planning the Agenda

There are two types of meetings that require an agenda:

1. Board meetings that may include minutes of the previous meeting, financial reports, old business and new business.
2. Chapter meetings, which may include a presentation by a speaker and provide business information. Business information should be limited to announcements of special events and action items about on-going projects.

Robert's Rules of Order (Simplified)

1. The President presides over all meetings. If absent, the Vice President or President-Elect takes over.
2. Make one tap of the gavel. "The meeting will come to order."
3. Roll Call and Introduction of Guest(s).
4. The Secretary reads meeting minutes. Ask for any corrections or additions. The minutes are approved as read; if there is a correction, the minutes will be approved as corrected.
5. Treasurer's financial report.
6. Standing committee reports.
7. Special committee reports.
8. Unfinished business (old business). Secretary advises President from previous minutes.
9. New business.
10. Program.
11. Chair announces date, time and place of the next meeting.
12. Good and Welfare: The guest(s) and members may speak on subjects pertaining to business.
13. Chair may adjourn meeting, if there is no further business, without requesting a motion.

Four Basic Principles of Parliamentary Law

1. Courtesy and justice to all.
2. Consider one thing at a time.
3. The minority must be heard.
4. The majority must prevail.

Basic Chart for Processing a Motion

Member secures floor.

Introduction of business ("I move"); another member must second the motion. The Chair states the motion and asks for discussion. After two speakers, if there is no opposition to the motion, the Chair asks for the Question and takes a vote. The results are then announced ("Motion carried" or "motion lost"). If there is opposition to the motion, limit the speakers to three for and three against and then ask for the Question and take a vote.

The Chair remains neutral at all times. If the Chair wants to voice an opinion, they must call upon the Vice President to preside. They may then debate and cannot return to the Chair until the pending motion is voted upon.

A call for the Question is a motion that must be seconded and if passed will stop all discussion on the motion immediately. The motion will go to a vote at once. No discussion on a call for the Question.

When the motion is made and seconded to table a motion, that motion is held and brought up at some future meeting. No discussion on a motion to table.

The Chapter Vice President

The chapter Vice President is an important position for a successful chapter. Many of the chapters make this officer President-Elect. The Vice President may chair meetings in the absence of the President. Therefore, the next year's President is properly trained and will be able to manage the chapter.

Vice President's Position Description

1. Preside at meetings in the absence of the President.
2. Coordinate and direct the activities of the committees on behalf of the President.
3. Call for committee reports as needed.
4. Assist the President and the Secretary in the development of an agenda.

Role of the Vice President

Whether big or small, no chapter can function without committees. Whenever possible, a chapter should develop some committees that are counterparts to the state board committees. State board committees are concerned with:

- Ethics, bylaws, policies and procedures
- Association benefits and services
- Public relations, communications to the membership and the industry
- Legislative, regulatory and environmental topics
- Membership recruitment and retention
- Technical and management training

Most chapters will find they need the following committees to operate effectively:

- Program Committee
- Membership Committee
- Communications Committee

Other committees, which may be necessary as your chapter grows, are:

- Finance
- Technical and Management Training
- Nominating/Special Events
- Legislative

The Chapter Secretary

The Secretary maintains the official records and history of the chapter and passes them on to the next Secretary.

Many chapters divide the duties between the Secretary and the paid Chapter Administrator.

Secretary's Position Description

- Keep current on ASCCA state activities that concern the chapter.
- Take minutes at each chapter meeting.
- Assist the President and Vice-President in organizing and planning meeting agendas.
- Send the minutes of the previous meeting along with the agenda to the board members at least one week before the next meeting.
- Send in membership changes to ASCCA Headquarters.

The Board Book

Records and historical information maintained in the chapter's official "Board Book" should include:

- Minutes of chapter meetings
- Chapter budget and treasurer reports
- Chapter bylaws and policy
- Reports/correspondence sent to ASCCA Headquarters
- An up-to-date directory of chapter members
- A roster of board members, committee chairs and chapter members represented on the state board

The Chapter Treasurer

The Treasurer's job is to manage the funds of the chapter. The Treasurer works as a team member with the Chapter Board and Finance Committee to develop an annual budget. Duties of the Treasurer may be divided with the Chapter Secretary.

Treasurer's Position Description

- Maintain and monitor chapter's budget.
- Pay the chapter bills and ensure all amounts paid are accompanied with the proper receipts.
- Collect money at chapter functions, make deposits and reconcile the chapter accounts.
- Provide a typed report of the chapter's financial status at each board meeting.
- Develop an annual budget with the assistance of the Chapter Board and Finance Committee.
- Consult with a local CPA regarding filing for non-profit status, ensuring that the chapter tax identification number is valid.
- Consult with CPA to insure timely filing of necessary tax documents.
- Be familiar with the ASCCA Treasurer's Finance & Tax Guide, available in the chapter resources section of the ASCCA website located in the Member's only area.

Role of the Treasurer

The Treasurer is responsible for verifying with ASCCA the accuracy of membership rosters to insure the accuracy of dues notifications for both chapter and association dues. Maintain an accurate account of all members and their current dues standing. Prepare monthly income/expense statements.

Chapter Budget

Budgets make things happen! They should be simple and allow for some flexibility. A budget will help you see if you can do everything planned, and/or let you plan other activities and goals. Chapter dues should be adequate but not a burden. The ASCCA Board of Directors determines the association dues that each member must pay. The local chapters have the option of levying an additional amount for local chapter use.

An excellent way to start this budget process is to poll the members on their interests. If one area (such as seminars) is their number one interest, work on this item first. *Be sure you can fund their priorities first.* Committee chairs should be able to tell the decision makers (Board of Directors, Finance Committee and Membership Committee) what it is they plan to do with the money. If the Finance Committee is the first to hear the committee's needs and goals, they can usually prepare a draft for approval, to at least the Chapter Board of Directors. The Chapter Board should feel free to approve a budget.

Budget Guidelines

Income

Budget figures should be projected on an estimate of 10% lower than expected income.

Dues: Suggest you enter only chapter portion for planning.

Miscellaneous: You can lump this together for planning; i.e., raffle ticket sales, extra fees collected, interest, newsletter ads, unless any category is over \$1,000.

Special Functions: Suggest you plan a special event where a lot of revenue (\$2,000 or more) will change hands. It should have its own listing.

Expenses

Divide into sections monthly--expenses and committee budgets.

Member Meetings: This will usually be the largest expense for a chapter if a meal is provided to one person from each membership out of the chapter dues.

Points to Remember

Problems: Members who do not attend chapter meetings feel cheated. Solution: Promote meetings to be necessary for communication, not as a "meet-to-eat" affair. Part of the meal costs also includes the meeting room fees. The chapter dues cover all costs of running the chapter. The monthly meeting cost is only part of the overall budget.

Benefits: In general, more members come and bring their spouses when their fee is prepaid.

Information: Don't expect more than an average of 25% of membership to attend any given monthly meeting, with 50% of those bringing a guest. A point of interest: Analyzing information from various chapters who include meeting fees in dues, collect almost the same in dues as if they bought a meal for 100% of their members each month for the year.

Chapter Secretary/Chapter Administrator

The key player in the chapter is the Chapter Secretary/Chapter Administrator. He/she, by all rights, should be given the funding to carry out the requirements of the chapter office. The gasoline, office supplies, telephone, postage and newsletter costs will vary by the number of members in each chapter.

The Secretary will spend 50 - 120 hours per month calling members, preparing minutes and getting newsletters printed. Many chapters pay someone to do this. See section on Chapter Executives in this manual.

Other monthly expenses may include snacks or meals at board meetings, subscriptions, etc.

Committee and/or Periodic Expenses

Every chapter needs committees. They may not need funds to perform duties. It is best, though, to get committees involved in the budget process. Each one should submit an estimated budget for office expenses. Special events committees should prepare a budget and cost of food, special entertainment, printing, door prizes, etc.

ASCCA Annual Meeting and Elections

Each chapter is required to send at least one member to cast the votes of the membership at the ASCCA Annual Meeting and Elections. A budget should be set up to offset all or part of the costs. Some chapters provide funds for the Secretary and President also. Other costs might be support for a board candidate, hospitality room, attendance raffle, and special apparel for the chapter attendees, etc.

Contingency Fund

Don't plan to spend all your income when first designing a budget. New ideas will come up throughout the year and you will need funds to cover costs. Anticipate the future.

Unencumbered Balance

Having or planning for a reserve is not wrong. Ten percent per year of income is a general rule of thumb for savings.

Protect and Cap Your Savings

Since most chapters have, or will soon have, extra money if they follow the plan, it is important to know the rules.

The following suggestions may help to base what you have in a checking account:

Active accounts: Checking should maintain at least 30% more than average monthly expenses.

Savings accounts: Remaining funds should be put in time deposits approved by the Chapter Board. Average total savings balance should not exceed one year of total expenses, unless you have written and had approved a plan for investment. (CPA or legal advice is recommended.)

Savings

Some chapters who have been broke took the bull by the horns and saved \$72 per member/year, while other chapters saved nothing. Reserve balances in our association are modest ranging from a high of \$380 per member, to a low of \$132 for those who have savings. Financially secure chapters have grown slowly and have retained their members. Consult with ASCCA Staff or a financially secure chapter to gain valuable insights on maintaining your chapter's fiscal security.

Chapter Administrator

A chapter's administrative duties require numerous hours each month. It is recommended that every chapter have a paid Chapter Administrator. The sample position description will assist you in writing a description according to your chapter's needs.

Note: Please also refer to the Chapter Affiliation Agreement for guidelines about paid administrators.

Chapter Administrator Sample Position Description

1. Attends all chapter board meetings, regular monthly meetings, and attends other ASCCA meetings as requested.

2. Recruits new members by calling prospects that are recommended by other members in good standing.
3. Contacts members concerning delinquent dues by telephone or in person.
4. Assists the membership meeting committee. Invites prospective members and spouses to chapter meetings.
5. Greets members at chapter meetings and informs the board President of the presence of guests at meetings.
6. Compiles, edits, and distributes the chapter newsletter.

Chapter Representatives

Each ASCCA chapter board appoints a Chapter Representative to attend every meeting both state and local. Chapter boards should also appoint and make known an alternate in case the Chapter Representative is unable to attend a meeting. Chapter Representatives have a flexible term ultimately determined by the individual chapters although it is recommended that chapter representatives commit to a minimum of a two-year term.

The recommended career progression for a Chapter Representative is a minimum of two years as a member of the chapter and having held a leadership position on the Chapter Board. Many chapters have their Past President in this position. Further advancement is up to the individual but many Chapter Representatives eventually serve on the ASCCA Board of Directors. However, they may not serve as a Chapter Representative and a member of the State Board unless there is a compelling and necessary reason for them to do so.

Tasks and Responsibilities

Chapter Representatives must demonstrate the following:

1. Commitment to the position of Chapter Representative
2. Phone and email capability
3. Effective communication skills

Specific responsibilities that fall to Chapter Representatives include:

1. Attendance at all meetings: Chapter Representative Meetings, special meetings and chapter board meetings, ASCCA Board of Directors Meetings.
2. After attending Chapter Representatives Committee meetings, the Chapter Representative will provide their chapter board and chapter members with a report on the meeting.
3. The Chapter Representative communicates the following: chapter issues to the ASCCA Board of Directors and/or the state office; ASCCA Board of Directors and/or state office issues to the chapter; and issues, concerns, successes, ideas with other chapter representatives.
4. The Chapter Representative stays informed about all issues that will impact their chapter members including current activities regarding government relations, membership issues or endorsed benefit providers and can act as a resource to individual chapter members who may have questions regarding any of those.
5. The Chapter Representative disseminates information to their chapter boards, newsletter editors, members, and also contributes to state office communications as needed.

6. The Chapter Representative will vote on issues on their chapter's behalf and as part of the Chapter Representatives Committee as a whole.
7. The Chapter Representative will contribute to ongoing projects identified in the Long Range Strategic Plan in a positive manner.
8. The Chapter Representative will be involved with membership recruitment and retention at the chapter level.

In order to support the Chapter Representatives development the ASCCA Staff will assist in coordinating:

1. A yearly orientation.
2. Encouragement of the "buddy system" pairing a veteran chapter representative with a newcomer in order to show them the ropes.

Misconduct is identified as the following:

1. Consistent non-attendance at meetings.
2. Not fulfilling responsibilities.
3. Not fulfilling chapter directives including voting contrary to the position of the chapter board on issues.

Misconduct will be addressed in the following manner:

1. Attendance will be monitored by the Chapter Representatives Committee and those not in attendance will be reported to the Chapter President by the 2nd Vice President.
2. Further action will be the responsibility of the individual chapter.



Treasurer's Handbook

for Dues Billing and Recordkeeping Procedures

ASCCA Dues Billing

ASCCA Policy # 2-14

Collection and Payment of Membership Dues

The permissible methods and frequency by which membership dues are to be remitted to ASCCA (Association) and its Chapter Affiliates (Chapter) are as follows:

- I. **GENERAL MEMBERS: Members Who Do Not Belong to an ASCCA Chapter Affiliate** - All Association members, regardless of category, who are not members of a Chapter shall be invoiced annually and pay their membership dues to the Association office. The Association Office shall be solely responsible for invoicing these members and collecting the dues.

- II. **Annual Dues Billing Agreement** - By November 1 of each year, the Chapter will notify the Association office of their intent to either directly bill the Chapter dues or jointly bill with the Association. The Chapter's intent will be provided via the Annual Dues Billing Agreement on which any billing terms will be reported for the coming year. If the Chapter does not inform the Association of a change in billing amount, frequency or special items (e.g., donation lines or advertising) by November 1, then the billing terms will remain the same as the previous year.

- III. **CHAPTER JOINT BILLING METHOD: The Joint Billing Method shall be used by a Chapter that agrees to jointly bill members on a single invoice with the Association dues** - Members shall be billed annually, semi-annually, or quarterly, depending upon the directive of the Chapter Affiliate Board of Directors. The Association office shall be responsible for invoicing these members and shall work with the Chapters to facilitate collection of the dues. An individual may, with the approval of the Association office, convert from quarterly to semiannual or annual payments.
 - a. The Association office shall forward the chapter portion of the dues to the chapter, along with a report of paid and unpaid members on a monthly basis and retain the Association portion of the dues collected.
 - b. The Association office will report to the Chapter Treasurer monthly. The monthly report at a minimum will consist of all outstanding dues balances and payments received. Notice to the Treasurer of outstanding dues notices will serve as notice to the Chapter of delinquent dues to facilitate local dues collection efforts.

- IV. **CHAPTER DIRECT BILLING METHOD: If a Chapter invoices its members directly it is only permitted to bill for Chapter Dues** - All ASCCA members, regardless of category, shall be billed annually, semi-annually, or quarterly, depending upon the directive of the Chapter Board of Directors. The Chapter shall be solely responsible for invoicing these members and collecting the dues for Chapter dues only. The ASCCA office will bill separately for Association dues.
 - i. **Association Dues Remitted to Chapter in Error:** If a member erroneously sends association dues directly to the Chapters then the Chapter must forward Association dues to the Association office on behalf of member. The failure of a Chapter to forward collected Association dues to the Association office within 60 days of receipt

may be subject to the Association withholding the equivalent amount from any moneys due to the Chapter.

A Chapter-assumes the risk when submitting payment to the Association on behalf of unpaid members. No credits will be given for dropped members for whom dues have been paid by the Chapter.

V. BILLING SCHEDULES:

- a. **Quarterly Payment of Dues** – Members who pay their dues using the quarterly method shall have quarterly due dates of January 1, April 1, July 1, and October 1.
- b. **Semi-Annual Payment of Dues** - Members who pay their dues using the semi-annual method shall have a semi-annual due date of January 1, and July 1.
- c. **Annual Payment of Dues** - Members who pay their dues using the annual method shall have an annual due date of January 1.

VI. DELINQUENT DUES:

- a. Members who have not remitted their dues either to the Chapter or the Association within 90 days of the due date (the beginning of the dues cycle) shall have all of their rights and privileges of membership terminated until remittance is made.
- b. The Association and the Chapter have an obligation to follow the procedures outlined in policy 4-6 when cancelling a member. At a minimum the association and the Chapter will comply with California Corporations Code §7341(c) when notifying a member prior to termination of membership for nonpayment of dues.

Rules for New Members

Upon approval from the chapter board, the Treasurer must send the original copy (white copy) of the ASCCA membership application as well as the membership supplement form to ASCCA Headquarters along with the appropriate dues amount for the new member.

Tax Information

The ASCCA State Board can not advise the individual chapters regarding tax related matters as each chapter's finances vary. Chapters have local autonomy and should consult their own CPA who can assess the chapter's individual requirements.

The association has made available as a reference tool the Treasurer Finance & Tax Manual which is accessible in the Chapter Resources pages of the ASCCA website, www.ascca.com. Additionally, sample articles of incorporation along with steps to becoming incorporated are available in at the ASCCA office, simply contact us at 800-810-4272.

Items to consider with your chapter's CPA may include:

1. Is there a need to incorporate?
2. Is there a need to file for tax exemption?
3. Is there a need to file for an Employer Identification number?

Although there is no requirement in our state bylaws or policy manual for the chapters to incorporate, file for tax exemption, or obtain an Employer Identification number it is highly recommended. Such decisions are left to the chapters and may be influenced by the size of the chapter treasury.



Chapter Secretary's

Board Book

The Chapter Secretary

The purpose of this section is to cover the Chapter Secretary's responsibility for maintaining the chapter records.

The person in charge of recordkeeping is most often the Chapter Secretary. In those chapters that have a paid person for recordkeeping, the title may be Chapter Administrator.

In this section, we will refer to that person as the Chapter Secretary.

The Chapter Board Book

Every chapter should have a special binder where the records for the board year are filed. This special binder is called a "Board Book." With the use of a board book binder, you will be able to keep track of the important official and historical records of your chapter.

It is the Chapter Secretary who has the responsibility for maintaining and up-dating the board book. As the chapter grows, the board book records will become very important as a way to reference what happened when the chapter was first chartered. At the end of the year, the contents within the board book can be taken out and filed in storage.

Anything pertaining to the chapter should always be recorded. In many cases, a paid Chapter Administrator, after a few board years, may be the only member of the chapter's administrative team who remembers past events. It is important for the chapter to have a written record rather than rely on memory.

A complete board book should consist of the following:

1. Minutes of the chapter meetings
2. Chapter budget and treasury reports
3. Chapter bylaws and policy
4. Reports and correspondence to and from ASCCA Headquarters
5. Directory of chapter members
6. Roster of board members, committee chairs, and committee members
7. Historical papers

Minutes of Chapter Meetings

The Secretary takes notes at every chapter meeting. These notes are called "minutes." Minutes are an outline of the official proceeding of the meeting. Minutes include what was done, not what was said at the meeting. The focus is on what action was taken, not on every word of the discussion prior to the action.

Your board minutes need not be lengthy. The minutes should only highlight the important plans and policies that the board approved for the general membership that they represent.

The current year's board book with the minutes of previous meeting should be available at every meeting in case your board needs to refer to past events and issues.

Minutes and Order of Business

Items to include in the minutes are:

- Date and time of the meeting
- Who called the meeting to order
- A list of those attending the meeting
- What issues were discussed and voted on by the board.
- The result of the vote (passed or failed)
- Committee actions and the result of the action
- The day and time of the next meeting

The chapter board agendas and minutes should follow a standardized format. That format is often called an “Order of Business” and follows the simplified version of Robert’s Rules of Order. The following order of business outline will assist you to organize the meeting minutes:

- Call meeting to order
- Previous meeting minutes
- Treasurer report
- Old business: Actions, issues, and committee reports which were tabled previously
- New business: Discussion and committee reports
- Adjournment: Time and information on next meeting

Chapter Budget and Treasurer Reports

The chapter budget and treasurer reports are part of the official administrative record of the chapter.

Chapter Bylaws and Policy

A chapter’s bylaws constitute the structure and ground rules under which the Chapter Board will operate. The organization’s purpose and areas of responsibility are spelled out in the bylaws.

The purpose statement in the bylaws sets the direction for the chapter. The direction of the chapter may change over the years and it may be necessary to change the purpose and amend the bylaws.

Policy includes such things as the board’s decision on the amount of their chapter’s local dues, procedures for processing new members and the policy on reimbursement for the Chapter Administrator.

Directory of Current Members

An updated list of all current members within the chapter should be available at all times.

Chapter Board Member and Committee Roster

This roster should be copied and given to all chapter board members and committee members.

Historical Records

Those important papers concerning your incorporation should be kept year after year in the chapter's official board book.

Chapter Committees

Accomplishing Goals with Committees

If each of the chapter boards enlisted just one new active board member or committee person, ASCCA would have that many more active and contributing members. It is through committee work that membership participation is increased and chapter growth begins.

One of the greatest pitfalls of chapter boards is the natural tendency to want to do everything themselves. This is absolutely no way to gain leadership skills. The best way leadership is learned is through leading committees.

Upon forming committees, the Chapter Board should keep these tips in mind:

1. Committees are the safest approach to many chapter problems. When your chapter faces a tough problem, a committee's decision offers you a safety factor. As a board member, don't try to handle all the responsibility.
2. Committees are a proven method for involving members in the work of their chapter. Committees also provide grounds for tomorrow's association leaders.
3. Committees frequently do an excellent job of "selling" their decisions. In "selling" their recommendations, committee members are developing leadership skills and formulating plans for the future. This gives them a sense of belonging and participating.
4. Committees are the logical place to put members to work. The old saying, "Two heads are better than one," still has meaning. Group decisions are almost always better because they include a wide range of experience and knowledge. Group decisions protect against personal bias and occasional mental oversights.
5. Provide all members an opportunity to serve on a chapter committee. Members may not always accept an assignment, but keep in mind that they like to be asked. Many will even get upset if not asked to serve their chapter as well as their association in some way.
6. Committees should provide the chapter with enough future leaders to keep it moving forward. Your nominating committee should be furnished with a list of all committee members.
7. Members on committees have to defend their own ideas. They gain an insight into the problems/goals of the chapter. Whether they are making a routine report or trying to sway the chapter in favor of a proposed idea, their enthusiasm is apparent.
8. Recommend that a new member profile form be filled out when signing up new members. New members will be more likely to serve on a committee if they know exactly what the job entails. Think of some short-term jobs for new members.

Chapter Committees

The following provides chapter boards with guidelines for establishing committees. It is recognized that chapters with committees in place have committee structures designed differently than those listed.

The following suggestions should be adapted to meet a chapter's specific needs.

Major committee positions necessary for a smooth running chapter are the Program Committee, Membership Committee and Communications Committee.

Each of these committees have responsibilities which can easily be broken down into smaller duties and may be assigned to a new member.

The only way for chapter boards to build participation is by forming a committee structure and share duties. Plan to “think small” and decide to establish one new committee aimed at building new member participation.

Committee Chair Position Description

Attend board meetings

Assign specific duties to committee members

Call committee meetings when necessary

Assist their committee members

Report to the Chapter Board the status of committee activities and action items

Prepare and present committee reports to the Chapter Board upon request

Program Committee

The Program Committee chair is one of the most important committee positions. There are many important details to be attended to whenever a chapter is planning a meeting.

If chapter meetings are not organized, you may find that your meetings will have low member attendance.

The program for your monthly meeting is most important. Each meeting should give the members information that is timely and useful. It shouldn't be limited to the interests of a particular segment of the chapter.

As program chair, make a calendar and fill in those activities that may already be known, such as election of officers, installation, initiation of new members and other chapter functions. In other words, plan ahead.

Checklist for Securing a Meeting Place

- Ask your members for suggestions on places to have your meetings.
- Find a restaurant that is easily accessible for the majority of your members.
- See that there is adequate parking.
- Secure a private room, if possible. If the room is too large, see if it can be divided.
- See if there is a private room fee. Some restaurants charge for private rooms.
- If your choice does not have a private room, ask for the tables to be set up away from the other guests and away from a noisy area such as the kitchen or the bar.
- Check the menu and find out if their prices are in the medium range. (\$10-20 per person)
- Ask if you can provide choices for your group off the menu at a lower price.
- Look over the seating arrangements. Round tables promote camaraderie.

- Check on the room's heating and cooling systems.

Arranging the Monthly Meeting

Call the restaurant and make reservations. Confirm the date, time, and any special arrangements that have been requested.

Get it in writing. Many restaurants have contracts that outline arrangements that both you and the restaurant need to keep and refer to.

Most restaurants require that you give them an accurate head count twenty-four hours prior to the meeting. This is called a "guarantee." The chapter will be charged for all of the meals that are guaranteed even if the member does not attend.

To save the chapter from paying for meals not eaten, see if your restaurant will give you a 5% under or overage on the guarantee. Even so, it is important to come as close as possible on your dinner head count.

When arranging the dinner and total dollar amount, request that tax and gratuities be included.

Inform the Treasurer of the head count and the cost for each dinner so they will be prepared to reconcile and pay the bill.

Establish a phone tree or have chapter administrator call members 3 days ahead for RSVP.

Checklist for Monthly Meeting Night Details

Have you arranged to have someone come early to make sure the meeting room has been arranged as requested?

- ✓ Is the agenda prepared and ready for distribution?
- ✓ Are the flags in place?
- ✓ Is there a head table set up?
- ✓ Is there a sign in sheet and table for member check-in?
- ✓ Are there name tags for members and guests?
- ✓ Is there a table to display association materials?
- ✓ Did you request a public address system? If so, is it set up? Does it work?
- ✓ Will you be using audio visual equipment? Is the equipment working? Do you know where the light switches are located?

The Guest Speaker

Ask your members for their suggestions on topics for monthly meetings and for names of possible speakers.

Inform the speaker ahead of time on the time limitations for their presentation. Check the agenda and again inform the speaker of the time frame on the meeting night.

Go over the topic with the speaker (this is not a sales presentation). Ask if there is a need to hand out materials prior to the speech.

Ask if the speaker wants to allow for a question and answer period.

Know the correct name of the speaker and some background information for his introduction.

Prepare and present a Certificate of Appreciation for the guest speaker.

Chapter Meeting Evaluation

Was the speaker/subject interesting and informative to most members?

Was the information helpful/useful?

Did members participate by asking questions?

Was there hand-out material?

Did the speaker stay within the agenda time limit as requested?

Would you recommend this program to another chapter?

Membership Committee

The Membership Committee is responsible for retaining current members and growing the membership rolls, informing the chapter about member benefits and services, organizing educational seminars, keeping current on association and industry news and statewide events, developing public relations programs and advertising for the chapter. Ideas for Membership Committee involvement are as follows:

- A Benefit and Services Subcommittee to keep up-to-date on benefits and services so as to inform members of changes. Make association benefits and services brochures available at meetings.
- An Education Subcommittee to organize training and management seminars, promote ASE certification, and promote involvement with local auto shop teachers.
- A Government Affairs Subcommittee to keep informed on state, national and local legislative and regulatory issues. Have members express their views on legislative issues concerning our industry.
- A Publicity Subcommittee to promote the profession by contacting the media of chapter community events such as Car Care Month or other such events.
- An Awards Subcommittee to recognize board and committee members' contributions.
- A Membership Recruitment and Retention Subcommittee to help chapter officers keep membership losses to a minimum and solicit new members.

Communications Committee

The Communications Committee is responsible for their chapter's communications. This includes the monthly newsletter, membership invitations, telephone contacts, seminar fliers and items about ASCCA Headquarters and ASCCA State Board events.

Newsletter. A chapter newsletter is the way to reach out to the chapter on a local level. The newsletter can be brief but should provide information about chapter activities. Exchange newsletters with other

chapters, and be sure to always send a copy to ASCCA Headquarters. Ask new members to submit a short profile and picture of their shop.

Develop a Telephone Subcommittee. Divide the membership list and call the members to make sure all are reminded of the meeting and upcoming events.

Develop a New Member Greeting Subcommittee to call or stop by new member shops. Ask if they have questions concerning the association and tell them you hope to see them at the upcoming meeting.

Develop a Photograph Subcommittee to take photos of special events, to send pictures to the ASCCA Headquarters for inclusion in the California Independent newsletter, to send photos to members and be responsible for maintaining a scrapbook. Be sure to budget for reimbursement of expenses.

Programs to Promote Attendance

Programs to Promote Attendance

The key to a successful chapter meeting is a good program. Members will attend the meetings for one of two reasons: to learn something or for the camaraderie.

To maintain high attendance at chapter meetings, the program has to be interesting. **Recommendation:** Check with other chapters to find out what takes place at their meetings.

Plan Ahead

There are many activities that could be selected as chapter programs. Listed below are some suggested topics that could be covered during the year at chapter meetings:

- OSHA
- ADA
- NASTF
- Roundtable
- Panel
- Scan Tool Shootout
- Wage & Hour
- Social
- State Legislation (state representative)
- Credit and Collection (how to handle bad debts)
- Evening at the ball game
- Vendor fair
- ASE
- AC certification class
- Bureau Auto Repair
- City Government (councilman, etc.)
- Abandoned Motor Vehicle
- Customer Relations
- Membership Nights (membership coordinator)
- Picnics
- Christmas Party
- Any one of the benefit providers

Remember to always plan ahead and give members adequate notice of upcoming meetings.

Ideal Meeting Program (12 Months)

January

- Speaker:** Attorney (familiar with automotive problems)
Alternative: District Attorney or Assistant D.A.
- Subject:** "Automotive Legal Problems" or
"The Garage Owner and the Law"
- Source(s):** (1) County Bar Association (2) District Attorney's Office (3) ASCCA Attorney

February

- Speaker:** Educator (college president)
Alternative: Investment Counselor

Subject: "The Community College and Your Business"
"Your Community College is a Gold Mine -- For You"
"Investment Fundamentals"

Source(s): (1) Local Community College (2) Local Banker

March

Speaker: Judge, any court (especially small claims)

Alternative: Industrial Realtor

Subject: "How to be Effective in Court"
"The Business Man and the Courts"
"Trends in the Zoning of Business Properties"

Source(s): (1) County Bar Association (2) Local Board of Realtors

April

Speaker: Editor -- Newspaper, TV, Radio

Alternative: Advertising agency head or Public Relations expert

Subject: "The Editor Looks at Your Industry"
"Getting Along with the Media"
"A Marketing Plan for your Business"

Source(s): (1) Local press, radio, or TV (2) Yellow pages

May

Speaker: Banker

Alternative: Management Consultant

Subject: "What Your Banker Can Do For You"
"Ideas Exchanges: Prices, Wages, Buying, Personal Policies"

Source(s): (1) Local Bank (2) Your Own Chapter

June

Speaker: Legislator

Alternative: Head of City or County Agency

Subject: "The Legislature Has Plans For You"
"How to Influence the Legislature -- Legally"
"What Your Neighbors Think of You"

Source(s): (1) Local District Office (2) Head of Agency

July

Speaker: Accountant

Alternative: Bookkeeping System Company Representative
Subject: "Recipe For Profit in Your Shop"
"How To Make Money in Your Buying"
Source(s): (1) County Association of CPAs (2) Association Office

August

Speaker: City Official
Alternative: Planning Director or Zoning Official
Subject: "Our City is Worried About its Garages"
"Your Shop in the Age of Environmentalism"
Source(s): (1) City Hall (2) City Hall

September

Speaker: Parts Manufacturer
Alternative: Parts Wholesaler
Subject: "Garage Owner -- Key to the Aftermarket"
"The Outlook for the Auto Repair Industry"
Source(s): (1) Local Contact (2) Local Contact

October

Speaker: Bureau of Automotive Repair
Alternative: Police Chief
Subject: "The BAR and You -- The Picture Now"
"The Garage Owner and the Law"
Source(s): (1) Local Department of Consumer Affairs"
(2) Local or State Division of Police

November

Speaker: Officer, Chamber of Commerce
Alternative: City Mayor or County Supervisor
Subject: "Your Business in this Community"
"What We Expect from the Auto Repair Industry"
Source(s): (1) Chamber of Commerce (2) City Hall

December

Speaker: Association President
Alternative: ASCCA Board of Directors or ASCCA Staff Member

Subject: "Association Update"
"What Has ASCCA Done for You Lately?"

Source(s): (1) ASCCA Executive Director

Standard Installation for Chapter Board

The installation of your chapter officers is important, so take the time to do it right . . .and make the most of this opportunity.

Making the Most of It

The installation meeting is the responsibility of the out-going President. It needs planning, but will pay dividends in member interest and participation. Involve all chapter members in preparations for the meeting, delegate responsibility.

Planning Ahead

Start preparations at least two months in advance with the appointment of an installation meeting chair. That chair, in turn, can also appoint people to assist. Some of the duties to be performed include:

- Secure a satisfactory location that will handle the anticipated attendance.
- Does the meeting room have a public address system? Does it work? Make a check list and record every detail.
- Choose the menu and get a firm price for both food and the meeting room, and be sure to get all the details *in writing*.
- Plan for table or room preparations. If the budget permits, make a printed program of the installation.

Make an Agenda

Minimum adequate planning dictates that you make an agenda for the evening, including the times for each event/speaker. Tell your speakers in advance how much time they allotted. It helps them plan their speeches and helps you keep the meeting on schedule. If possible, have the program printed.

Who can perform the installation? A chapter officer, preferably the out-going President, officer of the association or past State President.

A Word of Caution

Do not conduct this evening as a regular meeting with reading the minutes, etc.....Do not bring up controversial subjects or open the meeting for new business. Make the meeting a happy, social evening.

Standard ASCCA Chapter Officer Installation

NOTE: The following suggested installation is written so that officers being installed do not repeat the oath. All that is necessary is to say, "I do" upon the request of the person conducting the installation.

"Please raise your right hand.....As duly elected officers of the _____ chapter of ASCCA, do you solemnly promise that you will, to the best of your ability, uphold the responsibilities and duties of the office to which you were elected?"

Do you solemnly promise to conduct the affairs of this chapter so as to bring credit to the association and each of its members?

Do you also solemnly promise to observe and uphold the bylaws of the association and this chapter?

Finally, do you solemnly and publicly declare that you will never use your office for any personal benefit or selfish gain?"

If your answer to these questions is affirmative, please answer by saying, "I do".
(Officers answer.)

"I now declare you to be the duly elected and installed officers of the _____ chapter of ASCCA for the year 20__ to 20__."

New Member Installation Ceremony

President: Fellow members of ASCCA, we are privileged to have with us certain applicants for admission into our organization and who have been approved for membership. Will the following named applicants come forward: _____ (Name of applicant followed by the sponsor's name)

To Installing Officer: Will you please administer the oath of membership to the applicants?

Installer: Will each of the applicants please raise their right hand and repeat after me:

"I do solemnly swear that as a member of the Automotive Service Councils of California, I will support the constitution of the ASCCA and the bylaws of the _____ chapter thereof, and that I will operate my business in an ethical manner consistent with the membership in the ASCCA, and that I will faithfully discharge the duties of such membership to the best of my ability."

Mr. President, at this time, on behalf of the named applicants, I move for the admission of said applicants seeking admission to membership in the Automotive Service Councils, and certify each of them has been duly sworn.

President: (After the oath has been administered) By reason of the unanimous consent of the members of this organization, the motion of the applicants seeking admission to membership in the Automotive Service Councils of California is hereby granted.

(President makes a short speech or comments on the benefits and privileges of ASCCA. He shakes hands with the new members and may present them with their membership pins.)

Membership Retention

Keeping the Confidence

In membership retention, the first bad sign to look for is the members who begin to lag behind on their dues payments. This may be an indication of any one of several things. It may be that they are ill or that they simply forgot. It is very important that each member receive a call by a chapter officer as soon as they start getting behind. This lets them know that the chapter is interested in keeping them.

Each chapter should appoint a Membership Retention Committee. The chair should be kept very informed by the President or Secretary as to delinquent members. The more concerned a chapter is about membership retention, the less the loss of members will be.

Participation in chapter activities increases the likelihood that members will not drop. Below are three questions that come up about membership retention:

1. Drops usually occur within the first four months of membership. How can we obtain and keep a new member?

Answer: The first four months is a very critical time for the new member. Some feel as if they aren't part of the association. For ASCCA, it is the duty of the chapter to follow-up on new members, get them involved in ASCCA, and invite them to the chapter meetings. Make new members feel welcome and a part of the group. For more information, see the Retention guide developed by the Membership Committee.

2. How can we follow up on new members?

Answer: Set up a New Member Contact Committee in the chapter. Every time a new member is enrolled, notify the committee. It will be the responsibility of the committee to appoint someone to follow up on the new member. This would include calling about the next meeting (and pick up if possible). Then, see that other members are introduced to the new member.

3. Why do members resign? What's the main reason for membership drops?

Answer: The one big cause of membership drops is non-participation. The member who does not participate in chapter meetings and association services is the most likely to drop their membership.

Encourage members to participate in association activities.

Appoint the new member to a committee. Try to pick one that is of interest to them.

Get new members enrolled in the ASCCA member benefit programs.

Suggestions

The following suggestions are offered to overcome this feeling of, "What did I get for all this money I paid?"

- Collect the remainder of the year's dues, if possible. Your chapter board may want to consider discounts as part of the budget to promote this type of payment. **Never allow your first mailing to them to be a bill.**
- Send a welcome letter to each new member within two weeks after receiving their check. If your chapter board hasn't officially approved them yet, let them know this, or any other information pertaining to them about their new membership. As soon as they are approved, send the appropriate application to the ASCCA Staff so that an ASCCA sign and new member packet can be sent to them.

- *Make sure* they are invited to attend the first upcoming event.
- Have, or get, a copy of the latest *California Independent* available and either deliver it personally or hand it out at the monthly meeting.
- Design and mail a questionnaire to each new member four months after they establish membership.
- Plan a meeting to install new members at least once each quarter. They should receive their membership pin and certificate, in a frame suitable for hanging.

Membership Growth

Chapter Growth List

Your chapter will grow, and you will have a successful year if you observe the following:

1. Appoint a Membership Committee Chair and have him/her make a report on membership growth at each business meeting.
2. Strongly encourage members to bring prospective members to the meetings.
3. Set a goal for membership in the chapter during your term in office. (Suggest a specific number and assign each committee member a minimum goal.)
4. Make a list of prospective members in your area. A BAR listing can be provided for your chapter by the ASCCA Staff. Don't forget to include specialty shops!
5. Present the completed list to the chapter members. Chances are that some of the members know prospective members and will help to enroll one or more of the shops on the list.
6. **Recruiting never ends!** Each member should look upon each business day as a membership drive. Every member should be equipped to tell all prospective members what the association is about and what the chapter is doing. Unless it is absolutely clear as to why a member belongs, he will never be able to recruit a new member.
7. The Membership Committee should offer some sort of incentive to members who solicit new members. For example, your chapter may sponsor a worthwhile program. Invitations should go out to non-members.
8. Another trait to remember about enthusiasm is that it is contagious. If you, as a chapter officer, are enthusiastic about membership growth, it will help others to become enthusiastic about it.
9. Keep your chapter "growth minded" because each member adds strength to the association's programs. In addition, as the association grows, it will become more and more capable of dealing with the problems that face today's independent repair shops. Everyone benefits when a new member is added to the rolls.
10. Chapters also benefit from new members because the new member can add fresh ideas to the chapter meetings.
11. Associate members who are in the field every day are a great source for new member sign ups.

Membership Campaigns

Planned membership campaigns in your chapter can be very effective if the chapter officers are excited about them. Here are some suggestions for membership campaigns:

Plan A -- Divide the members into two or more teams. Appoint a captain for each team. Have a contest to see which team can enroll the most new members by a certain date. Have a reward for the winning team furnished by the losing team(s).

Plan B -- Appoint a committee to work toward a new member goal and ask them to:

Establish a list of auto shops in the chapter area that are not ASCCA members. (Use BAR list as resource)

Phone or visit the shops personally and acquaint them with the advantages of being ASCCA members.

Draft and send out letters of “greetings” to prospective members with informational materials included and a date to call them back.

To visit existing members and survey their interests and needs and to request leads for new member prospects.

Plan C – Create an incentive program for members to help recruit new members. One such idea is the “One Member Can!” campaign in which the recruiting member can earn points for every member he or she recruits and the points accumulate towards earning a prize. Following is an example of such a points system:

When you recruit a new Regular or Associate ASCCA member & once they have paid 12 full months of dues you will earn One Point.
When you accrue Six Points, you will receive a new iPad. Recruit a new member and you will receive your points upon their complete payment of 12 months of dues.

Plan D – Identify up to ten prospects in your chapter area and concentrate your efforts on getting them to join. You can invite them to attend a Chapter event at no charge to see what your chapter has to offer.

Sample of these recruitment ideas can be shared through the Chapter Leadership list serve by simply e-mailing them to reptalk@yahoogroups.com. If you need a sample, then feel free to ask staff or post a message through the list serve. You may be pleasantly surprised at what your fellow leaders are willing to share.

Annual Membership Drives

One of the best ways to show non-members the benefits of ASCCA is to plan a yearly membership development dinner meeting.

Be sure to plan ahead. A minimum of three months is needed to ensure a successful event, but it is recommended to plan ahead six months before the scheduled event. Considering an annual membership drive allows the chapter to plan other meetings around this annual event and allows chapter members and local shops to anticipate this yearly event.

Contact the headquarters office to receive a copy of the ARD (automotive repair dealer) list. You can use this list as a target to direct your marketing efforts. It is recommended to design and mail a 6x9 color postcard to those shops you are targeting. ASCCA headquarters can provide your chapter with either the template to design your postcard or can possibly design the postcard for your chapter.

Marketing postcards or flyers should include the following details:

- Event date, start & end time
- Location
- Any sponsors such as benefit providers and/or ASCCA corporate sponsors
- Any speakers or special guests (speakers for this event should be either local or state public officials, current ASCCA state president or ASCCA legislative advocate).
- Any associated costs for attendees, often a non-member can bring themselves and a single guest at no charge but additional guests often pay a fee of approximately \$20 each
- List if there will be a raffle with any special prizes to win
- RSVP point of contact
- Any feature that will make this meeting unique and member focused

Utilizing the headquarters printing and mailing providers can save your chapter valuable dollars, however, this must be coordinated through headquarters office to allow sufficient time for processing and all associated costs will be the responsibility of the chapter to pay.

Inviting & utilizing vendors at a membership drive can be very beneficial. Chapters will often charge \$100-\$200 per vendor table and allow each vendor a brief moment to introduce themselves and announce the most important aspect to their product or service. Focus on asking endorsed benefit providers or ASCCA corporate sponsors to participate in purchasing vendor table for the event.

Ask each participating vendor to pass out flyers or extra postcards on the event to their customers as well. It will benefit the vendor and the chapter to increase overall attendance.

Timing is everything when marketing for an event.

Mail your marketing postcards 2-3 weeks out from the date of the event.

To attempt to gain a more accurate count of attendees divide up the ARD list utilized for the mailed marketing piece amongst the chapter board. Within reason, ask each chapter board member to make a personal phone call to at least 20 potential member shops and extend a personal invitation to attend the membership information night.

During the event ensure there is an emphasis on joining ASCCA and the benefits that membership brings to a local shop owner.

The following day make an attempt to visit personally those shop owners who were in attendance at the meeting who expressed personal interest in being a more successful and connected repair shop owner. This visit's focus will be to "close the deal" on these shops becoming members. Expect to leave each visit with a signed application and payment in hand for the new member.

Remember that this meeting is special, in that the goal is to recruit new members.

Public Relations

Chapter Activities

Auto repair professionals are often misrepresented by the media. While there may be thousands of honest, hardworking automotive technicians, body repair people and shop owners, the public hears and reads about the one person who rips off the poor, little old lady.

How do you overcome this unfavorable publicity? Use the positive approach. The best defense is good offense. Get your chapter involved in community affairs. Decide on a worthwhile project and follow it through.

Chapter projects serve two purposes. First, they help get the association's name before the public, and they also help the chapter have direction and purpose. They get people involved. Listed below are some of the projects that may be undertaken by chapters.

Start Building a Favorable Image

Recommended projects for chapters include:

- Vocational Industrial Clubs of America (VICA)
- Career Days
- Blood Drives
- Adopt-a-highway
- Speakers for other business professional groups
- Sponsor a float in a local parade
- Sponsor free safety lanes for motorists
- Award tool sets to high school auto repair & auto body graduates
- Form a customer relations committee to review complaints
- Sponsor apprenticeship training for young people
- Get on the advisory board of your local college

Various chapters have successfully used all these projects, as well as others. Let your imagination be your guide. Think of your own project and present it to your chapter. Just make sure that it is something that will benefit your community.

Involve your members and take out an ad in the front page of your local newspaper. A good, worthwhile project is the best way to tell your story--who you are and what you stand for.

You and the Media--ASCCA Stars

Don't hide your light under a table! Tell the community about ASCCA and its objectives. Specifically, tell your own home town people about your local chapter and how it will benefit them.

Use these outlets for your news story or chapter meeting:

Daily newspapers
Radio Stations
Community Shopping Guides
Television Stations

Know Your News Reporters

In many cities and towns, the newspaper assigns a reporter to cover civic clubs, trade associations and such. Go to the newspaper and meet this person. Make yourself or another officer available to them for questions about the auto repair industry. They need authentic information-----be an expert on the right side.

In small towns, the editor may be your best connection. In metropolitan cities, look up the automotive editor. TV and radio stations usually have smaller news staffs than newspapers, so your best contact would likely be the News Editor.

Good News Stories

- Newly elected officers
- Members attending ASCCA seminars, board meetings, or industry events
- Awards presented by your chapter to high school automotive students
- Awards won by your chapter from the association and community
- Special chapter projects; i.e., free diagnostic clinics, car washes
- Seasonal advice on car maintenance
- Stories on guest speakers or subjects for your chapter meetings
- Chapter sponsorship of activities affiliated with Boy or Girl Scouts, Little League, Auto Repair Clubs, etc.

Appendix

Affiliated Organizations

1. ASE - National Institute for Automotive Service Excellence

Contact Number: (703) 742-3800

The National Institute for Automotive Service Excellence (ASE) is a non-profit corporation dedicated to improving the quality of automotive service and repair throughout the nation. ASE is governed by a Board of Directors that represents all sectors of the automotive industry, as well as the educational community, government and consumer groups.

ASEs primary function is to test and certify automobile and heavy-duty truck technicians and body repairers and painters. ASE also encourages and assists in the development of effective automotive training programs.

2. CARS - Congress of Automotive Repair and Service

Contact Number: (817) 283-6205

The Congress of Automotive Repair and Service (CARS) provides attendees with the opportunity to attend both technical and business management seminars, an Idea Fair, and an exhibition of more than 100 companies which provide goods, services, or merchandise to the mechanical repair industry. From the ABCs of ABS to computerized diagnostics, CARS has something for every mechanical repair professional.

3. CAT - California Automotive Teachers Association

Contact ASCCA Education & Training Committee Chair

The California Automotive Teachers Association (CAT) is an organization of professional automotive teachers. CAT was formed from a grassroots group over 20 years ago.

Many members of CAT are members of ASCCA. Both groups work closely together to promote and coordinate technician training.

CAT workshops are held three times a year; a spring workshop held in Northern California, a summer and fall workshop held in Southern California.

4. NACE - National Autobody Congress Exposition

Contact Number: (817) 283-6205

The largest trade show of its kind, NACE is held specifically for the benefit of the collision repair professional. Highlights of the Congress include educational and informational seminars dealing with business management, all phases of collision repair, and those special problems associated with the autobody shop. But the heart of NACE lies in the exhibit hall where each year over 200 companies gather to "show their wares" to attendees. There are ladies' events and an Idea Fair to help round out each NACE gathering. So whether it's paint or primer, stripes or straighteners, you can find it all at NACE.

5. NATEF - National Automotive Training Education Foundation

Contact Number: (703) 648-3838

NATEF is affiliated with the National Institute for Automotive Service Excellence. NATEF representatives evaluate automotive training programs to see if they meet ASE standards in eight of the ASE testing areas.

6. SAE - Society of Automotive Engineers

Contact Number: (412) 776-4841

The Society of Automotive Engineers (SAE) is an educational and scientific organization dedicated to the advancement of mobility technology. The 50,000 members of SAE are involved with all types of self-propelled vehicles including automobiles, airplanes, trucks, agricultural machinery, and marine vehicles.

SAE is also involved in the maintenance and serviceability of these vehicles. You can find a wealth of useful information in SAE's publications, at SAE meetings, and through SAE's continuing education program to give you the latest on emerging technologies.

7. TRANSMEET

Contact Number: (817) 283-6205

TRANSMEET exists to provide support and information for the transmission specialist. Each year more and more exhibitors and delegates gather for what is quickly becoming, "THE place to be" for the latest developments in equipment, services, and technologies in the transmission repair industry. Like other events, TRANSMEET is chock-full of informational and educational seminars, workshops, and exhibits that can be found in no other place at one time. It truly is one of the best investments of either time or money that the concerned transmission repair professional can make.

8. VICA - Vocational Industrial Clubs of America

Contact Number: (817) 283-6205

The Vocational Industrial Clubs of America (VICA) is the national organization serving trade, industrial, technical, and health occupations students in the United States. VICA incorporates leadership, citizenship, and character development programs and activities into the skill training offered in America's schools and taught by men and women who have worked in the occupational areas in which they now instruct their students.

VICA emphasizes respect for the dignity of work, high standards in trade ethics, workmanship, scholarship, and safety. VICA promotes understanding of the free enterprise system and encourages development of patriotism through the practice of democracy within the club.

Sample Chapter Monthly Meeting Agenda

Call to Order

Flag Salute

Invocation

Introduction of Guests

Individual Introductions (optional)

Dinner

Back to Order

Chapter Representative's Report (Quarterly)

State Board of Director's Report (Monthly)

Committee Reports

Program (Vice President introduces guest speaker)

Old Business

New Business

Last Minute Announcements

Acknowledge Dinner and Dining Facilities (optional)

Raffle

Adjournment