

East Bay Chapter 16

Automotive Service Councils of California, Volume XI, Issue I

June 25, 2021



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

www.ascca.com

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Inside this Issue ...

- ◆ BAR Advisory Group April minutes
- ◆ Team Weekend this weekend - register now! Page 6
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- ◆ Connected Cars
- ◆ Updated ASCCA Advantage member discount pages
- ◆ Vehicle donation info

Summertime... and the livin' is easy... shops are full... and ARO is high...

And so it is in AD 2021 - we have a real summer, without lockdowns, traffic jams are back to normal, customers are putting miles on their cars... One of these days we may even have in-person chapter meetings again.



Speaking of meetings, ASCCA Team Weekend (online) is coming up June 26th and 27th. You can find details later in the newsletter. The meeting is online - no need to drive anywhere.

AROs have gone up during the COVID year, and remain at the elevated levels. Apparently the average age of US cars is now 12.1 years. Partially because we didn't drive much last year, so the cars are "younger" than their chronological age. And of course new cars are getting expensive and scarce - something about chip and parts shortages - I thought Detroit had it figured out with the just-in-time, leaned-out supply chains. Yes, there was that little hiccup in 2011 when Honda and Toyota couldn't produce squat for months, because their leaned-out, just-in-time supply chains went bust after the Fukushima meltdown, but apparently the boys in Detroit don't read much - good, more work for us.

Another piece of good news - the Auto Care Association released its 2022 Auto Care Factbook in June. Apparently the U.S. auto care industry size is now expected to grow to \$477 billion by 2024 - it's a good time to own a shop or two.

Speaking of owning a shop or two - if you know anybody who is retiring or tired of dealing with customers, employees, etc. - drop me a note at kamil@mechanicgrid.com - my clients are buying shops, I can put them in touch.

Wishing all of us a prosperous Summer and equally prosperous rest of the year.

Kamil, ASCCA Chapter 16 President

Membership Recognition Corner



2021 Anniversaries

January

23 years!	Paul Seghposs	Glenmoore Auto Repair	Member since 1998
22 years!	Dale Smith	Napa Auto Parts	Member since 1999
20 years!	Bob Stauder	Stauder Automotive	Member since 2001
17 years!	Andy Shyers	San Leandro High School	Member since 2004
9 years!	Walt Commans	ASE	Honorary Member since 2012

February

18 years!	Stephen Small	Chabot College	Member since 2003
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March

9 years!	Joe & Terry Klaus	Fritz and Peters	Member since 2012
8 years!	Sean & Melissa Stephens	Berkeley Bob's	Member since 2013

April

26 years!	Rick Guardino	Dorso's Auto Repair	Member since 1995
25 years!	Bruce Ackerman	Ackerman's Servicing Volvo	Member since 1996
24 years!	Monte Benedick	Brake & Wheel Center	Member since 1997
16 years!	Peter Brooks	Pete's Gear Shop	Member since 2005
6 years!	Steve Jones	General Auto & Truck Parts	Member since 2015
4 years!	Sal Garcia	Fremont Auto Center	Member since 2017

June

10 years!	Bruce Stafford	Model Garage	Member since 2011
4 years!	Mark Williams	SC Fuels	Member since 2017

July

4 years!	Bill Adams	Adams Autoworx	Member since 2017
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ASCCA Launches New Online Continuing Education

ASCCA is pleased to announce the launch of our new on-demand learning opportunities from the 2021 ASCCA Virtual Conference. To access the courses available, [click here](#) or go to www.ascca.com and select the "Events" tab then "Online Continuing Education."

This opportunity will only be available until August 30, 2021 at 5pm (pacific).

If you have any questions, please contact ASCCA at events@ascca.com.

[Purchase course access](#)



June Message from ASCCA President Rory Balmer

Greetings ASCCA Members, Partners, and Educators,

I hope everyone had an enjoyable and restful Memorial Day weekend. Memorial Day is an important day for mourning the deaths of those selfless heroes who died while fighting for our freedoms. It is a day to honor those who made the ultimate sacrifice to keep us safe. I have the utmost respect and admiration for all the veterans that have served this great country.

I also want to recognize all the first responders who have selflessly continued to serve our communities during the pandemic. One of these amazing people was just at my shop, and his accounts of the obstacles they faced fighting Covid-19 were staggering. We genuinely have heroes throughout all our communities. Because of their heroic sacrifices, we are close to reopening and meeting in person and participating in industry events.

I am looking forward to visiting live chapter meetings and seeing all the members support each other and exchange ideas.

Our June Team Weekend is right around the corner! Remember, mark your calendars for June 26 - 27th. Please go to WWW.ASCCA.COM and register today! You will also find a schedule of the event on the website. I am very excited about the two training opportunities. Homemade is the Best! How can I grow my own techs? will be presented by Jim Bennett, Performance Coach, Automotive Training Institute (ATI). BAR Write it Right and Electronic Communications will be Presented by Carolyn Coquillette, Founder and CEO, Shop-Ware. I know we will learn much valuable information from both of these classes.

Remember, I am always here to help the Chapters to be more successful and thrive. Please email me or call if you need assistance supporting our members or resolving issues you are facing.

Sincerely,

Rory Balmer

Automotive Service Councils of California
State President 2021
909-663-4677 (Mobile)



BAR Advisory Group Meeting Summary

Courtesy ASCCA Attorney, Jack Molodanof

Below is a short summary of my notes from the BAR Advisory Group Committee meeting that took place on **April 22, 2021**, along with the afternoon Citation & Fine Regulatory Workshop. Dave Kusa & Rocky Khamenian also participated in the sessions. Dave & Rocky, feel free to add anything I may have missed.
Thanks. Jack Molodanof

1) Welcome and Introductions. BAR Chief, Pat Dorais, made opening comments and members of BAR Advisory Group Committee were introduced.

2) DCA News. Marykate Cruz Jones from DCA provided short update including that there is still no timetable as to when Board & Bureau meetings will be able to meet in person.

Continued on next page

BAR Advisory Group Meeting Summary - continued



3) Legislation & Regulations. AB 220 (Smog Check), AB 294 (Vehicle Towing & Storage); AB 467 (Historic Vehicles Exemption); AB 471 (BAR Administration/Citations/Safety Inspections); AB 646 (Expunged Convictions); AB 745 (Clean Cars 4 all program); SB 586 (Criminal Fees). Pending BAR Regulations: Rehabilitation Criteria for Licensure; Smog Check Equipment Security and Fraud Prevention; STAR Program Updates; Smog Check Repair Assistance; Laws and Regulations Training; Application Updates; Auto Body Equipment and Supplemental Restraint Systems; Citation Program for Automotive Repair Dealers. See link for presentation.

https://www.bar.ca.gov/pdf/BAG/202104/Legislation_and_Regulations_Update.pdf

4) Zero Emissions Vehicle (ZEV) Market Development Strategy Presentation. The Governor's office of Business and Economic Development working on implementing Governor's Executive Order which includes goal of 100% of in-state sales of new passenger cars & vehicles will be zero emissions by 2035. They are in the process of developing a marketing strategy to achieve goals, including increasing access to ZEV technician training. Discussion regarding funding and resources for training ZEV technicians. See link below for presentation.

https://www.bar.ca.gov/pdf/BAG/202104/ZEV_Market_Development_Strategy.pdf

5) Cal-VIS Accomplishments & Forecast. BAR provided a list of Cal-VIS accomplishments, including working with DMV to reduce smog check bypass. Future changes include implementation of new BAR-OIS devices due to software updates and enhancing fraud detection capabilities and passing Biometrics regulations. For details, please see link for presentation.

<https://www.bar.ca.gov/pdf/BAG/202104/Cal-VIS.pdf>

6) Enforcement/Licensing Modernization (ELM) Update. The BAR provided an update on the ELM project. The goal of ELM project is consolidating all DCA regulatory entities into a single licensing and enforcement system but has been delayed. BAR reevaluating and refining scope of project and looking at viable alternatives due to several factors, including pandemic and costs. See link for presentation and details.

https://www.bar.ca.gov/pdf/BAG/202104/ELM_Update.pdf

7) "Cash in-the-Can" Outreach Program Presentation. Presentation by Jennifer Zins of the Car Care Council. In May 2018, the Car Care Council contracted by manufacturers of r134a small can refrigerants in cooperation with CARB to create and conduct consumer education campaign. The campaign's mission is to increase the number of containers returned by consumers to retailers to collect \$10 deposit, promote proper vehicle AC recharging, recycling to minimize emissions. Campaign funded by unclaimed deposits returned by retailers to Car Care Council. See link for presentation.

https://www.bar.ca.gov/pdf/BAG/202104/Cash-in-the-Can_Outreach_Program.pdf

8) BAR Enforcement Statistics. Consumer Complaints to BAR are as follows: Engine Repair/Performance 34%; General Repair Maintenance 18%; Autobody 13%; Transmission 8%; Smog 6%; Used Car Transactions 6%; Vehicle Warranty 3%; Unlicensed Activity 3%.

See link for presentation. https://www.bar.ca.gov/pdf/BAG/202104/Enforcement_Statistics_Update.pdf

9) Public Discussion. Comments for more public awareness on stolen catalytic converters.

Next BAR Advisory Committee meeting is scheduled for Thursday, **July 15, 2021.**

Continued on next page

BAR Advisory Group Meeting Summary - continued



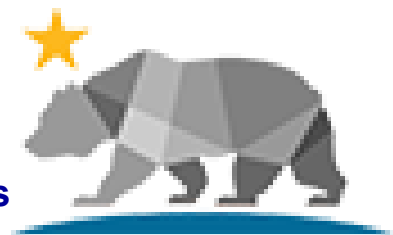
Citation and Fine Regulatory Workshop

BAR held a workshop on Citation & Fine regulations that would expand citations and fines for automotive repair dealers committing violations of the automotive repair act and subject to \$5,000 fines. Specifically, the proposed regulations focus on seven (7) areas, namely: 1) False and Misleading Advertising; 2) Generating False or Misleading Statements; 3) Conduct constituting Gross Negligence; 4) Disregard of Accepted Trade Standards; 5) Failure to Produce Records; 6) Failure to Possess Required Auto Body Equipment and 7) Payment of Referral Fee for Towing Delivery. Many concerns were raised by the attendees during the two-hour workshop, including that the regulations were overly broad, vague, ambitious, poorly defined and unnecessary. BAR will be making changes/revisions to the regulations based on comments received and plans on holding another workshop soon. See link for presentation and text language.

[https://www.bar.ca.gov/pdf/Workshops/202104 ARD Citation Program/Presentation.pdf](https://www.bar.ca.gov/pdf/Workshops/202104_ARD_Citation_Program/Presentation.pdf)

[https://www.bar.ca.gov/pdf/Workshops/202104 ARD Citation Program/Proposed Text.pdf](https://www.bar.ca.gov/pdf/Workshops/202104_ARD_Citation_Program/Proposed_Text.pdf)

From: Jack Molodanof <jack@mgrco.org>
Sent: Friday, June 18, 2021
To: Government Affairs
Subject: **Cal-OSHA Covid-19 Emergency Standards**



Below is the link to the latest information regarding Cal-OSHA Covid-19 Prevention Emergency Temporary Standards.

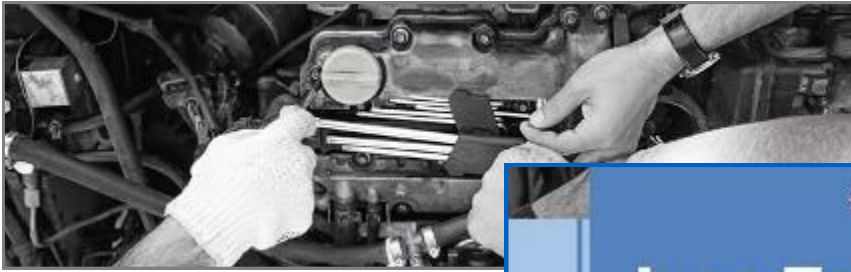
<https://www.dir.ca.gov/dosh/coronavirus/Revisions-FAQ.html>

Proposed Revisions to the COVID-19 Prevention Emergency Temporary Standards Frequently Asked Questions

Background. Q: Why did Cal/OSHA propose revising the COVID-19 Prevention Emergency Temporary Standards? A: Cal/OSHA proposed revisions to the COVID-19 emergency temporary standards (ETS) to reflect the availability of vaccinations to limit workplace transmission, to revise requirements in light of updated Centers for Disease Control and California Department of Public Health (CDPH) face ...

www.dir.ca.gov

<https://covid19.ca.gov/>



THIS WEEKEND !



Join us for
June Team Weekend
 June 26-27, 2021 | 8 AM - 12 PM
FREE Virtual Event

Learn about the latest auto service industry updates and business strategies with these educational trainings:

ASCCA's Team Weekends are a can't-miss opportunity for automotive industry professionals to come together to learn, network, and gain new tips for business success! On June 26 and 27, ASCCA leaders and members will hear reports from ASCCA committees regarding industry updates, and participate in two virtual educational training sessions. The Team Weekend is **FREE** to attend and will be held through Zoom, making it super easy for you to participate and walk away with new skills helping you improve your automotive shop operations!

June Team Weekend's Education Sessions:

Homemade is the Best! How can I grow my own techs? | June 26, 1:45 PM – 3:45 PM

If you are a shop owner that has been struggling with finding and hiring the best technicians, ATI's education session is intended for you! Attendees will learn how to effectively train, mentor, and retain homegrown talent in your shop.

BAR Write it Right and Electronic Communications | June 26, 4:00 PM – 5:00 PM

Learn about the California Bureau of Auto Repair (BAR) updated regulations with Repair Order documentations, things to watch for to remain compliant with the updated regulations, learn about electronic communication methods (texting, email, DCA, cloud-based repair orders), and where to find additional online resources.

Be sure to register and attend this important event! Not only will you have an opportunity to participate in vital Committee meetings, but you will be able to gather valuable and timely information from:

- Jim Bennett, Performance Coach with Automotive Training Institute (ATI): *Homemade is the Best! How can I grow my own techs?* **AND**
- Carolyn Coquillette, Founder & CEO, Shop-Ware: *BAR – Write it Right & Electronic Communications*

Register below - the Zoom link for both days is different from the Meeting ID generally used for ASCCA Board/Committee meetings:

To register and view the full agenda, visit:
www.ascca.com/events/team-weekend

Please let me know if you have any questions. See you next Saturday!

Anne Mullinax
 Deputy Executive Director
 Automotive Service Councils of California
 (916) 924-9054 ~ (800) 810-4272 ~ (916) 444-7462 – fax ~ amullinax@amgroup.us



Hosted By:

ESi - Worldpac - AutoZone

[*ASCCA Calendar at a Glance*](#)

[ESi link](#)

[Worldpac link](#)

[AutoZone link](#) and [Landing Page](#)



<http://bgfleming.com/Services/BGCertified>

- Intro
- BG Lifetime Protection Plan
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- BG Coolant Service
- BG Climate Control Services
- BG Brake Fluid Service

Contact: Chris Smith (Oakland north)
 916-223-0559 C 916-933-2430 O
 Ross Day (San Leandro south) 209-648-6248



<https://www.shop-ware.com/>



Real World Training Series
For more information, contact
your East Bay rep

We are excited to announce a new RWT Business Management Series presented by DRIVE. DRIVE is the top automotive, collision, and truck repair consulting and training group. The purpose of DRIVE is to enhance the quality of life and improve the standard of living of shop owners throughout the automotive repair industry. This is a great opportunity for us to bring added value to our shops. These class are going to be designed to help your shop owners be more successful in the operation of their business.

- These classes are Priced at \$189.99. Business management classes are more expensive than tech training based on the information being taught has instant impact to the shops profitability.
- These classes will be web based, similar to our live paid online tech training. Customers will have to register for the class once they have been invoiced.
- The customer will then receive a notice stating that they will receive notification back from DRIVE once their registration is confirmed.
- Once the customer has been confirmed (purchase verified), they will get a follow up email with the password and link to join the class. It is very important that they be registered ahead of time.
- There will be a PDF for the customer to download, as well as a copy when they join the class.

Certified Auto Members will receive a discount of 10% which is consistent with technician training. This will have to be overridden at the point of sale to \$171.00



O'Reilly/DRIVE Shop Management Know How

Have the right tools and knowhow to effectively control the activities of your business. Vision, Owner's Break-even, Key Performance Indicators.

CLASS INFORMATION:

INSTRUCTOR:

Jim Saeli

[Webinar registration link](#)

**LINE CODE TEC
PART NUMBER**

BAYAREASM1

DATE: Wednesday, July 21

TIME: 6 PM - 10 PM



COST PER TECH
\$189.99

CONTACT INFORMATION: Your Local Territory Sales Manager






**Access June 8th
Dateline newsletter
here**

(253) 473-6970
ASA Northwest
7403 Lakewood Drive W, #7
Lakewood, WA 98499

[Access Lunch and Learn replays here](#)

<https://asashop.org/asa-podcast/>



2021 Job Killer List

**Thank you to Gene Morrill and ASCCA Chapter 5
for this information**

*If Chapter 16 members would like a copy of this long list,
let Céline know and she can email it to you.*

The California Chamber of Commerce added three bills to its annual list of job killer legislation on April 21. The additions bring the 2021 Job Killer list to a total of 23 legislative bills that would place California employers and the state's economy in harm's way should they become law. So far this year, the CalChamber has identified 25 job killer bills. One was amended to remove its job killer provisions and another failed to pass its first legislative committee, bringing the current total to 23.

Of particular concern, according to CalChamber, are proposed labor and employment mandates that would hit small business employers especially hard as they attempt to recover from losses experienced due to pandemic-related shutdowns.

"Many of these bills—particularly the labor and employment ones—seem to be solutions in search of a problem," said CalChamber President and CEO Allan Zaremborg.

Zaremborg also questioned why the Legislature is not working on ways to reduce costs on businesses struggling due to the pandemic. "Are policy makers unaware that unemployment filings increased last month? California employers cannot be the safety net for struggling workers. The billions of dollars coming to the state from the American Rescue Plan should be used to provide the safety net for struggling workers and help get businesses back up and running," Zaremborg concluded.



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

Download the ASCCA Logo for your Promotional Materials

Would you like to proudly feature the ASCCA logo in your promotional materials?

It's easy for members to download high resolution images (EPS and TIF files) from the ASCCA Member Resources page.

[Click here](#) to view and download the high resolution images.



Rotarians are turning your vehicle donations into Food Bank Dollars! Donate your vehicle to provide food to Food Banks throughout Northern California. Rotary splits proceeds with ASCEF

Vehicle Donations



We accept vehicle donations of ALL types, anywhere in the USA, running or not, and we will pick up your vehicle At No Charge.

Let us get it out of the driveway or off the street!

Call Mary or Dave Kemnitz at D&H Enterprises if you have a vehicle to donate ~ 925-356-0683

For more information call us or visit our [website](#).

Learn more about our valued partners [Lamorinda Sunrise Rotary](#) and [Clayton Sunrise Rotary](#) Clubs.



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

Contact ~ Kate Peyser
Executive Coordinator
ASC Educational Foundation
(916) 290-5828 | (916) 444-7462 – fax
kpeyser@amgroup.us



ASC EDUCATIONAL FOUNDATION

PREPARING AUTOMOTIVE SERVICE PROFESSIONALS OF THE FUTURE
DONATE NOW
ASC-EP.ORG





Hello ASCCA Member,

This email is being distributed from the **ASCCA Connected Cars Committee**. One of our missions is to help ASCCA members stay up to date on the advancing vehicle technologies residing on the vehicles we all service. The Committee has acquired a series of educational assets that we feel will help you and your staff increase your situational awareness on these systems and in turn, enable you to deliver exceptional service to the motoring public.

We plan to distribute a series of emails that introduce a few of these assets along with some interesting links that we feel would be greatly beneficial. However, if you are interested in consuming all this content ASAP, we will provide you with the appropriate links.

The Topics to be Covered will Include:

[Advanced Drivers Assistance Systems Introduction](#)

[Active Cruise Control](#)

[Blind Spot detection](#)

Parking Assist

Autonomous Emergency Braking

Night Vision

Traffic Sign Recognition

Intelligent High Beam Assistance

Tire Pressure Monitoring

Front Collision Warning

Front Vehicle Departure Warning

Adaptive Lighting

Driver Drowsiness Warning

Hill Descent Control

Rear Cross-Traffic

Autonomous Vehicles of the Future

Lane Departure System

Additionally, here is a **video** one of our Committee members assembled that we feel will enhance your learning experience as you get up to speed on ADAS. You will find additional video links in the introduction slide deck and we will include contextual links in future email communications.

We hope you find this informative email helpful. If you have any comments, suggestions and or questions, please feel free to email us at ccc@ascca.com.

Thank you.

ASCCA Connected Cars Committee

Meets 1st Monday of each month at 6pm

[For information on CCC, click here](#)



Membership Recognition Corner

Chapter 16 Appreciates its Associate and Branch



General Auto and Truck Parts
Steve Jones, Hector Gonzalez
4425 International Blvd
Oakland, CA 94601
510-533-3333
<http://www.generalauto.com/>

- Serving Alameda County (California) for over 60 years
- ASE Certified Counter People to assure the best service
- A full Distribution Center and retail location with a warehouse that is longer than a football field!
- Serving Fleet, Industrial, Government, Heavy Duty, and Retail Customers
- We make Hydraulic Hoses
- Automotive Paint supplies and custom mixing
- Proud member of CAWA (California/Nevada/Arizona Automotive Wholesalers Association)
- Proud Member of ASCCA (Automotive Service Councils of California)

Mechanic Grid
Kamil Targosz
3524 Breakwater Ave, #111
Hayward, CA 94545
510-209-8049



Online Marketing for Independent Auto Repair Shops



NAPA Auto Parts, KKR
Automotive
Dale Smith
37300 Cedar Blvd, Suite E
Newark, CA 94560
510-796-3601
<https://www.napaonline.com/en/cal/newark/store/26235>

In 1925, a group of independent auto parts sellers met in Detroit to form the National Automotive Parts Association. Their mission was simple: improve the distribution of auto parts to serve the people and businesses who increasingly relied on cars and trucks for their transportation needs.

NAPA-branded stores and AutoCare Centers serve auto service professionals, do-it-yourselfers and everyday drivers with quality parts and supplies to keep cars, trucks, and equipment performing safely and efficiently.

In the U.S., more than 500,000 part numbers are distributed across 57 distribution centers, 6,000 NAPA AUTO PARTS stores, and more than 16,000 NAPA AutoCare and AutoCare Collision Centers nationwide.

Members



SC Fuels
Mark Williams, Brian DeDeaux
1800 W Katella Avenue, #200
Orange, CA 92867
408-625-6059
<https://www.scfuels.com/>

Originally founded in 1930, SC Fuels is one of the oldest and largest, family-owned petroleum distributors in the United States. We serve more than 11,000 customers annually, ranging from small family-owned businesses to Fortune 500 companies.

We deliver gasoline, diesel fuel, alternative fuels and other petroleum products and related services throughout the western United States at the most competitive prices. Our leadership also extends to fleet card services with a fueling network of over 230,000 cardlock sites, truck stops and retail stations nationwide.



ASCCA Advantage

ASCCA is the vehicle to help you improve your repair shop operations today, saving you time AND money – while positioning your shop and the industry for long-term growth and success tomorrow.



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ASCCA Members Get Access to Corporate Partner Discounts and Benefits

Business Supplies, Equipment & Services



AESwave specializes in sales and support of automotive diagnostic equipment.

Carlos Menchu (877) 351-9573
info@aeswave.com



ASCCA members get special pricing for Auto Zone's Platinum Level Membership, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, access to electronic ordering software, and more. ⚙️

Jim Gray (704) 301-1500
jim.gray@autozone.com



Opus IVS empowers technicians to meet the challenges of today's increasingly complex vehicles through a range advanced diagnostic, programming, and remote assistance services. Our fully-integrated diagnostic support system combines dealer-trained technician expertise with diagnostic technology to ensure we make our customers more profitable, more accurate, and more efficient.

Kevin Fitzpatrick (631) 486-3506
kevin.fitzpatrick@opusivs.com



Provides maintenance services, equipment training & consumer education materials. Increase shop hours, parts and labor revenue, shop efficiency, and retention all while improving your customer's driving experience and vehicle performance.

Eric Elbert (805) 490-6080
EricE@petrospecsBG.com
Eric Waln (949) 337-2484



California Employers Services has been making compliance easy since 1997. ASCCA members can email or call for advice on California Labor Laws and Cal-OSHA questions! We know the laws and how they are being enforced. Ask about our 30-day trial or our special packages and prices. ⚙️

Dave Fischer (559) 472-3542
cesyes@hotmail.com



Mail Shark approaches direct mail strategically by providing penetration reports and demographic analysis to make sure you're reaching the right people They'll make it easier for you to grow your car count and manage your budget.

Josh Davis (484) 648-8626
josh@themailshark.com



NAPA Auto Care is the largest aftermarket repair network in the country with over 16,000 independently owned and nationally recognized automotive, collision, and truck service centers. NAPA's mission is to help all member businesses increase their car count and sell more services.

John Hartman (619) 300-4910
john_hartman@genpt.com



Get access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform every day, 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.

Sergio Gonzales (916) 962-3270
ASCCA@oreillyauto.com



WORLD PAC supplies automotive replacement parts directly from the most respected manufacturers in the industry. Their speedDIAL Parts Catalog and Fulfillment Ordering System can check real-time parts availability. Technical training, business management solutions, and other services for independent shops are provided by experienced professional instructors.

Rob Morrell (510) 755-6058
rmkrol@gmail.com

Education, Training & Business Coaching



ATI is an industry leader in automotive business coaching and has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years. ATI provides expert management and consulting services, weekly business coaching from an industry expert, and classes in marketing, hiring, finance, leadership, and sales.

Jim Silverman (301) 575-9140
jsilverman@autotraining.net



ASCCA Advantage



DRIVE is the premiere automotive and truck repair consulting and training company. With over 25 years of experience, their continuing aim is to provide shop owners with best-in-class training, organizational skills and management tools. The goal of DRIVE is to fully arm shop owners with every executive and management ability needed to win.

Carolyn Gray (818) 863-1077
cgray@driveshops.com



ESI provides repair shops with up-to-date full facility training for management and personnel. ASCCA Members get: exclusive access to discounted training courses; \$800 cost savings on every Service Writer course and \$55 on every seminar (space limited); and FREE 30 minutes of business consulting advice per month. ⚡

Maylan Newton (866) 526-3039
maylan@esiseminars.com

Insurance & Legal Services



Armstrong & Associates provides ASCCA members with A+ rated property casualty company policy options and an exclusive workers' compensation program including comprehensive safety & claims services. You'll receive the utmost care and service along with the most competitive insurance programs. ASCCA members get a \$100 enrollment discount. ⚡

Customer Service (530) 668-2777



Competitive dental & vision plans exclusively available to ASCCA members.

Mat Nability (916) 286-0918
mnability@coremarkins.com



ASCCA members 30 minutes of free legal advice each month – a \$225 monthly value! ⚡

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

Internet Marketing, Web Design & Search Engine Optimization



Broadly uses internet marketing to get great customer reviews on Google, Facebook, and other review sites to help drive more business. ASCCA members get a FREE account setup (valued at \$200). ⚡

Laura Nelson (800) 693-1089
marketing@broadly.com



The Kukui All in One Success Platform provides solutions for custom online marketing tools, website design, customer relation management, search engine marketing, email marketing, and revenue tracking. Kukui will help you manage details about new clients and your customer retention rate, and will help you monitor areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design. ⚡

Todd Westerlund (925) 980-8012
Todd@kukui.com
Patrick Egan (805) 259-3679
Patrick@kukui.com



RepairPal independently certifies auto repair shops nationwide for superior training, quality tools, fair pricing, and a minimum 12-month/12,000 mile warranty. RepairPal shops gets 8-10 new customer contacts per month, with an average repair order over \$500. This creates estimated new business of \$48,000/year.

Evan DeMik (415) 595-3346
evan@repairpal.com

Merchant Service/Payment Platform



ASCCA members get access to \$350 rebate on ASCCA State association dues when you use DFG to process your credit card payments. ⚡

Shannon Devery (877) 326-2799



Facepay's disruptive technology allows business owners to adopt a modern payment structure with a low-cost, fixed monthly subscription instead of paying 2.5% of their revenues to credit card processors. ASCCA members get a free 30 day trial. ⚡

Todd Westerlund (925) 980-8012
todd@facepay.io

Software Providers



ALLDATA's automotive diagnostic and repair software, with OEM-direct repair information for accurate car repairs, is trusted by more than 400,000 technicians in more than 100,000 shops nationwide. Covering more than 38,000 engine-specific vehicles, ALLDATA provides auto repair shops a suite of products to help increase the daily car count, improve processes and provide quality repairs to keep customers satisfied.

Chuck Bennett (512) 285-0307
Charles.bennett@alldata.com



A comprehensive cloud-based tool that offers simple solutions to workflow management, communication, digital vehicle inspections, and quality control. Developed by a shop owner, designed specifically for the challenges faced by shop owners.

Chris Cloutier (469) 456-5725
chris@autotextme.com



Take your shop fully digital and 100% paperless. Shop-Ware is the new standard in shop management and its software is 100% cloud-based on any device. Ask for a special ASCCA member rate. ⚙️

Matt Ellinwood (415) 890-0906 x10
matt@shop-ware.com



Tekmetric's features make it easy to monitor and manage your auto repair business. We know what it takes to run a successful shop and that's why our features focus on improving the interactions between your customers, service writers, and technicians. Leverage your business data and grow profitably.

Sunil Patel (832) 930-9400
sales@tekmetric.com

Uniform Services



Nationally recognized supplier of customer and employee apparel & janitorial services. Let Cintas take care of your shop's maintenance needs and get exclusive pricing with your ASCCA membership. Keep your employees on brand, your bathrooms stocked, floors clean, and much more. ⚙️

Jessica Essad (775) 813.8954
EssadJ@cintas.com

The Updated ASCCA Advantage can be accessed [here](#)

⚙️ MEMBER DISCOUNTS

Additional Benefits of ASCCA Membership

Government Affairs & Political Representation

ASCCA's lobbyist tracks bills (new proposed laws), provides members with updates on any proposed legislation that will impact the auto service industry or independent shop owners, and provides representation at government meetings.

Member-to-Member Communications

Access to ASCCA's highly-valued resource, TeamTalk, offers members an online forum to communicate and share tips on a broad range of topics facing shop owners throughout California.

Local Chapter Events

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

ASCCA Communications

Stay up to date with the latest industry information through the ASCCA Independent newsletter, email broadcasts, news alerts, member benefit flyers, website and social media updates.

ASCCA Branding

Members are able to display their association affiliation with ASCCA signage, its code of ethics, and logo for use on invoices, customer forms, and more.

Educational Foundation

Members can participate in the association's educational foundation that raises funds for scholarships that are awarded to students entering the automotive aftermarket.

The ASCCA "Business Acceleration Team" (BAT) is a small group of shop owners who have joined together to provide free, short-term business coaching, consulting, and mentoring to their ASCCA peers. Get connected today!
www.ascca.com/BAT

To learn more about ASCCA member benefits visit
www.ascca.com/memberbenefits

Follow ASCCA on Facebook (@AutomotiveServiceCouncilsofCalifornia) and Twitter (@ASCCA1)

April 2021

ASCCA has launched a new Cal-OSHA and Workplace Compliance resources page for ASCCA members, with regular updates brought to you by David K. Fischer of California Employer's Services.

Please be aware: These documents are general in nature and deal with various laws and regulations. They should not be considered as legal advice. It is recommended that you seek the advice of an attorney specializing in this area of the law.

[Click here to access the updates.](#)

Cal-OSHA & Workplace Compliance Updates

Pacheco Speedo

formerly Speed-0-Tach
is back!

1155 C Arnold Drive, #430, Martinez,
CA 94553

Contact: Chris Jenter | 925-250-3322
pachecospeedo@gmail.com



Contact information for
ASCCA's attorney,
Jack Molodanof:
916-447-0313 jack@mgrco.org

ASCCA Covid-19 Resource page
<https://www.ascca.com/resources/covid-19>

Mission Statement/Core Purpose/Code of Ethics

MISSION STATEMENT: To provide business resources for our members and to advance the professionalism of the Automotive Repair Industry.

CORE PURPOSE: To elevate and unite automotive professionals and give them voice.

CORE VALUES: Integrity, Compassion, Professionalism, Unity

BHAG: Make the public aware that ASCCA means skilled professionalism and inspired customer trust.

CODE OF ETHICS:

1. To promote goodwill between the motorist and the automotive industry.
2. To have a sense of personal obligation to each individual customer.
3. To perform high quality services at a fair and just price.
4. To employ the best skilled personnel obtainable.
5. To use only proven merchandise of high quality, distributed by reputable firms.
6. To itemize all parts and adjustments in the price charged for services rendered.
7. To retain all parts replaced for customer inspection, if so requested.
8. To uphold the high standards of our profession and always seek to correct any and all abuses within the automotive industry.
9. To uphold the integrity of all members.
10. To refrain from an advertisement, which is false or misleading or likely to confuse, or deceive the customer.



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

ASCCA State Office's contact information:

One Capital Mall, Suite 800, Sacramento, CA 95814

Telephone: (800) 810-4272; Fax: (916) 444-7462

Gloria Peterson - Executive Director, Ext 104

GPeterson@amgroup.us

Benjamin Ichimaru - Membership Services, Ext 137

bichimaru@amgroup.us



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