

# MT. DIABLO - CHAPTER 20



ASCCA CHAPTER 20, Volume 15, Issue 12- JUNE 2020

JUNE 10, 2020

## President's Message June 2020

Hello Chapter Members,

Amazing and challenging times for sure.

When things seem or are out of control you gotta stay your course. Many years ago, I was a young motorcycle racer. Turned pro at 16, etc. The most important thing I was taught was to ride my own race. Ability, pace, machinery, support. That is what we all have.

Business is definitely an ongoing race that never ends. You have to just do what is best for you. We will all get through this eventful year. Just remember everyone is facing many unforeseen challenges. None of us is alone. Some businesses are doing better and some not so. I hope you are all doing better as we truly are essential on a large scale. Hang in there and remember. Ride your own race.

I'm glad to be a part of Chapter 20 and all of you. See you all soon.

Steve



[www.ascca.com](http://www.ascca.com)

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### ASC-CA Chapter 20 MISSION STATEMENT

*"To promote professionalism throughout our industry by upholding our state code of ethics and sharing our successes and failures with our members and future members".*

*"To elevate and unite automotive professionals and give them a voice".*

# Governor and California State Legislature

WYNKR May 25, 2020



Last week Governor Newsom released his revisions to the \$203 billion state budget that fills a \$54 billion gap caused by the coronavirus induced economic downturn. The revised budget includes cuts to many state programs including a 10% cut to state employee salaries and transfers special funds to the general fund. The legislature has until June 15 to pass a balanced budget. The legislature continues to conduct hearings on bills that were recently amended to address the coronavirus pandemic. Will continue to monitor closely and report as developments occur.

## Legislation

**AB 196 - Workers Compensation - Coronavirus - Oppose.** Several bills have been introduced (AB 196 & AB 664) to address coronavirus and workers compensation. Current law provides that essential workers who contract the coronavirus must prove they were infected on the job to qualify for workers comp. These bills would increase workers comp costs for employers by "conclusively" presuming that contraction of coronavirus by all essential employees is a workplace injury. The Governor issued an Executive Order which created a "rebuttable presumption" that any essential workers infected with the virus contracted on the job.

Status: AB 196 and AB 664 Pending.

**AB 3216 - Expanding Paid Sick Leave - Coronavirus - Oppose.** California law now requires 24 hours or 3 days of paid sick days for all employees. AB 3216 would, among other things, require all employers to provide employees with at least 80 hours or 10 days of paid sick leave for any specified purpose related to a "state of emergency". Status: Pending.

**AB 1107 - Unemployment Tax Increase - Oppose.** AB 1107 significantly raises employer payroll taxes to fund increase in unemployment benefits. Status: Pending.

**AB 2454 - Trusted Dealer Certification Program. Concerns.** This bill, among other things, would establish the "Trusted Dealer Certification" program. The program requires BAR to develop regulations to implement. Assembly member Low's office is expected to make a presentation at the July 16, 2020 BAR Advisory Group meeting. Status: AB 2454 Pending.

**AB 2419 - Capping Storage Fees. Concerns.** AB 2419 is currently a "spot bill" sponsored by the insurers dealing with the towing industry, however, we believe that it will be amended at some point to limit or "cap" automotive repair dealers storage rates based on CHP contracted rates. Current law (effective 2018) allows auto repair dealers to charge reasonable storage rate based on comparable storage rate charged by other facilities in the same local. Status: Pending.

**SB 1129 - PAGA Reform.** The Private Attorney's General Act (PAGA) authorizes aggrieved employees to file lawsuits against employers for labor code violations. This bill will make the following changes: 1) fixes existing law that provides employers with limited "right to cure" for technical pay stub violations ; and 2) provides that a violation in which employees do not suffer any actual economic or physical harm, the total aggregate penalty is no more than \$5,000. Status: Pending.

**AB 2225 & AB 1972 Smog Check; Exemption - Historic Vehicles.** This bill exempts motor vehicles that are operated primarily for purposes of historic exhibitions or other similar purpose from smog check program. AB 1972 would exempt all collector motor vehicle from smog check program. Status: Pending.

*Continued on next page*

# Governor and California State Legislature continued

WYNKR May 25, 2020



**AB 1343 & AB 1345 - Private Post Secondary Education.** These bills are part of a bill package targeting bad actors in the Private Post Secondary Education. These bills need to be amended to address concerns, otherwise they will negatively impact good performing schools including Universal Technical Institute (UTI). Status: Pending.

**Vehicle Safety Inspection Program.** Legislation is being considered to combine and expand the current BAR brake and lamp program to include additional vehicle safety components such as glass, air bags, etc. Status: Pending.

## Regulations

**BAR Cite and Fine Regulations.** BAR has created an internal Task Force to review expanding the "cite and fine" disciplinary process. Currently, cite and fine is used for smog violations and unlicensed activity. Expanding cite and fine authority to apply to all ARD's would provide BAR field representatives with the ability to issue citations and fines (up to \$5,000 per violation) for violations. BAR is considering issuing cite and fines for the following areas: gross negligence, false advertising, trade standards, failing to produce records, towing kickbacks and false and misleading records. Concerns have been raised by the industry. BAR is expected to make a presentation at the July 16, 2020 BAR Advisory Group meeting in Sacramento.

**New DAD Smog Check Equipment Requirements.** BAR is moving on new regulations which, among other things, will require smog stations using the DAD to obtain additional equipment, namely: 1) an external web camera and 2) Palm vein reader (scanner). The estimated cost for this new equipment is approximately \$500. The BAR plans on providing regulatory language to the public after the BAR Advisory Committee meeting which is scheduled on July 16, 2020

## ASCCA Covid-19 Resource page

<https://www.ascca.com/resources/covid-19>

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

## Just Say NO to Another Cash for Clunkers Program, Let Your Voice be Heard!

The Car Allowance Rebate System (CARS), better known as "Cash for Clunkers" was a \$3 billion program, enacted in 2009. It had a negative effect on the automotive repair industry as consumers were offered credit, in the form of vouchers, to replace qualifying older vehicles with new ones.

Recently, one of the major American automobile manufacturers started pushing for another Cash for Clunkers program, and it's gaining steam. Presuming this program goes into effect, many of the vehicles you should be repairing the next couple of years will be gone. If you oppose this program, click on the ASA link below and let your voice be heard.

[Click here to send a letter through ASA](#) (scroll down)

Thanks and Have a Great Week,  
Jasper Engines & Transmissions



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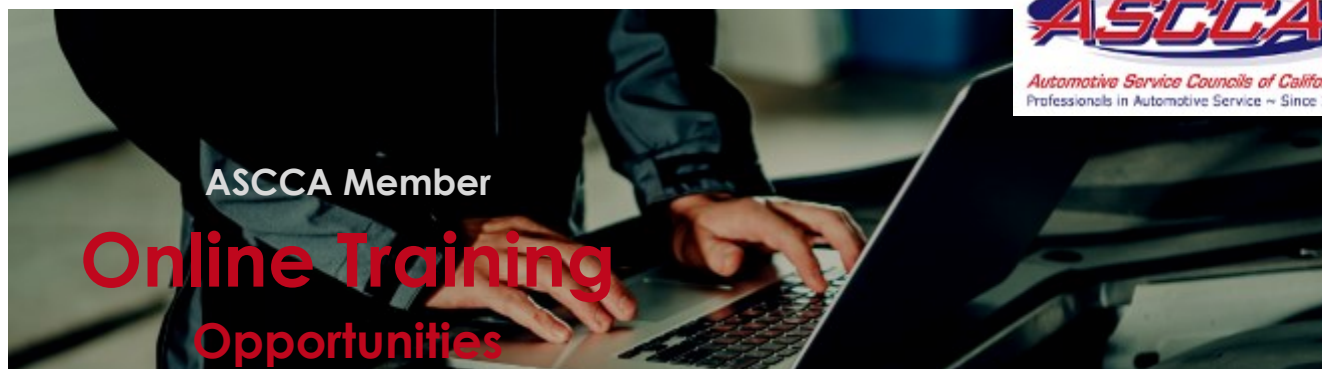
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From: ASA Northwest  
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Sent: Tue, Jun 2, 2020  
Subject: 2020 June 2nd Dateline Newsletter



[Click here to read the June 2nd Dateline newsletter](#)

ASA Northwest



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

Team O'Reilly,

Events related to COVID-19 continue to impact not only our business, but also our professional customers. Safety remains our top priority while ensuring that we provide the best possible customer service. Our professional customers need our help more than ever to navigate these tough times.

We are excited to announce that we have again partnered with Standard Motor Products to provide additional free webinars that our professional customers can take advantage of through the month of June.

You can also find the attached flyer on the Professional Customer Sales page in the Resources box or by going to Teamnet>Pro Customer Sales > Promos and Programs > RWT Free Webinar – June.

Thank you for all you are doing to help our professional customers during these uncertain times.

Thank you.  
Brandon Bartlett  
O'Reilly Auto Parts  
Director of Professional Sales Development



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June	Topic	Times			
		Eastern	Central	Mountain	Pacific
2nd	<b>ASE Test Taking Tips</b>	12:00 PM, 3:00 PM, 6:00 PM, 9:00 PM	11:00 AM, 2:00 PM, 5:00 PM, 8:00 PM	10:00 AM, 1:00 PM, 4:00 PM, 7:00 PM	9:00 AM, 12:00 PM, 3:00 PM, 6:00 PM
4th	<b>Fan Clutches</b>	12:00 PM, 3:00 PM, 6:00 PM, 9:00 PM	11:00 AM, 2:00 PM, 5:00 PM, 8:00 PM	10:00 AM, 1:00 PM, 4:00 PM, 7:00 PM	9:00 AM, 12:00 PM, 3:00 PM, 6:00 PM
9th	<b>Ignition Systems</b>	12:00 PM, 3:00 PM, 6:00 PM, 9:00 PM	11:00 AM, 2:00 PM, 5:00 PM, 8:00 PM	10:00 AM, 1:00 PM, 4:00 PM, 7:00 PM	9:00 AM, 12:00 PM, 3:00 PM, 6:00 PM
11th	<b>Fuel Trims</b>	12:00 PM, 3:00 PM, 6:00 PM, 9:00 PM	11:00 AM, 2:00 PM, 5:00 PM, 8:00 PM	10:00 AM, 1:00 PM, 4:00 PM, 7:00 PM	9:00 AM, 12:00 PM, 3:00 PM, 6:00 PM
16th	<b>Powerstroke Revisited</b>	12:00 PM, 3:00 PM, 6:00 PM, 9:00 PM	11:00 AM, 2:00 PM, 5:00 PM, 8:00 PM	10:00 AM, 1:00 PM, 4:00 PM, 7:00 PM	9:00 AM, 12:00 PM, 3:00 PM, 6:00 PM
18th	<b>Electrical Wiring Schematics</b>	12:00 PM, 3:00 PM, 6:00 PM, 9:00 PM	11:00 AM, 2:00 PM, 5:00 PM, 8:00 PM	10:00 AM, 1:00 PM, 4:00 PM, 7:00 PM	9:00 AM, 12:00 PM, 3:00 PM, 6:00 PM
23rd	<b>Electrical 101</b>	12:00 PM, 3:00 PM, 6:00 PM, 9:00 PM	11:00 AM, 2:00 PM, 5:00 PM, 8:00 PM	10:00 AM, 1:00 PM, 4:00 PM, 7:00 PM	9:00 AM, 12:00 PM, 3:00 PM, 6:00 PM
25th	<b>Vehicle Network Diagnostic Strategies</b>	12:00 PM, 3:00 PM, 6:00 PM, 9:00 PM	11:00 AM, 2:00 PM, 5:00 PM, 8:00 PM	10:00 AM, 1:00 PM, 4:00 PM, 7:00 PM	9:00 AM, 12:00 PM, 3:00 PM, 6:00 PM
<b>SPANISH</b>		<b>Eastern</b>	<b>Central</b>	<b>Mountain</b>	<b>Pacific</b>
9th	<b>Ignition Systems</b>	12:00 PM, 9:00 PM	2:00 PM	1:00 PM	12:00 PM
23rd	<b>Electrical 101</b>	12:00 PM, 9:00 PM	5:00 PM	4:00 PM	3:00 PM

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## ATG Webinar Schedule

June 2020

*If you are interested in any of the webinars below - sign up as soon as possible to receive your manual on time. Make sure to scroll down to see the complete list of webinars...*

*(p.s. the manual is NOT required to view/participate in the webinar - but it is sure nice to have to make notes and be able to reference back!)*

### TRANSMISSION IN-CAR DIAGNOSTICS

**\$30** USD for webinar seat only - or - **\$90\*** USD for the manual & the webinar seat!

Use coupon code **TIC** for fantastic manual pricing! \* Plus shipping and sales tax where applicable

**Webinar Link:** [Wed 06/10 & Th 06/11](#) 5:30 pm to 7 pm PACIFIC TIME

### EVAPORATIVE EMISSIONS - LEAK, FLOW & FUNCTION TESTING

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**Contact:**

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**ATG webinar policy:** All sales are final once purchased.

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## Rotarians are turning your vehicle donations into Food Bank Dollars!

**Donate your vehicle to provide food to Food Banks throughout Northern California.**

Cars 2nd Chance was featured on **KPIX "Better Together" segment**, where owners Dave and Mary Kemnitz shared their reason and mission to achieve a goal to raise **\$100,000 in vehicle and cash donations** to support the [Food Bank of Contra Costa and Solano!](#)

**A total of 6 vehicles have been donated so far - let's keep this incredible momentum going!**

### Vehicle Donations

Or Call us at 925-326-5868



Cars 2nd Chance has been turning vehicle donations into cash for charities for over 12 years in the spirit of Service Above Self.

**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!

Check out our feature in the [Lamorinda Sunrise Weekly!](#)

- The Food Bank has seen a **50% plus increase in food distributions** due to the COVID-19 health and financial crisis. That number is only going to climb with skyrocketing unemployment.
- Many of the people now receiving food **have never had to turn to the Food Bank before.**
- The Food Bank has been serving the community for almost **45 years and has a 5-star rating on Charity Navigator.**
- **96 cents for every dollar received** goes directly to food programs.

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

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A **Chargeback** is a customer or bank initiated reversal of an electronic payment. They take a lot of time to fight whether you win or lose so the best thing to do is try to avoid them. If you get a retrieval request from your processor,

respond to it. This is a request for documentation. It is not a chargeback but if you ignore this step and then you get a chargeback, you will lose.

Shops that do what I have listed below have very few chargebacks. And

when they do get one, they are not surprised. It is usually a very tough customer who was price shopping and grinding the service writer down. If this happens, and you lose a chargeback, don't give up. It is just like a bad check. You can still take the customer to small claims court. Remember you don't need a customer signature on the credit card slip. You just need it on the R.O. You can use touchless methods to stay with your Covid 19 protocols and still be compliant. You can collect with Apple/Android Pay, text or email invoices, or just use a pin pad that they insert their card in. You don't need them to sign. Here is some more info.



### **What are the two most common reasons for a chargeback and how do you avoid them?**

**Reason:** A service was not performed as expected.

**How to avoid:** Give good customer service. Keep good records. Have customer sign, text, or email approving work done to their satisfaction. Have that printed on invoice. Keep your invoices very specific. Communicate work including time frames to customer. If the customer likes and trusts you, they are more likely to complain to you than to their bank.

**Reason:** The customer did not make the purchase; it was fraudulent.

**How to avoid:** Don't take cards over the phone unless you know them. If you get a chargeback saying fraudulent, you have no way to dispute it. Be careful taking credit cards from someone other than the owner of the car. If they dispute the charge, you have little to fight with. Check to make sure the card matches their driver's license. If it matches the registration of the car, that is even better.

### **Ok, these you can control:**

**1)** If a card declines on your terminal once, do not force it. You may be able to force it through by running it several times but even if it approves, the bank will charge that back. If it's a pin debit, they can call their bank to give you an autho to increase their daily spending limit. That is fine.

**2)** Make sure you have a terminal that takes the EMV chip cards. If someone reports to their bank that they had a chip card, and you did not run the chip, you will lose that chargeback.

I am always available to answer any questions or review this in more depth to you or to your chapter. We can also review touchless options and the cost/risk involved with that.

**Shannon Devery 626-476-9016**

# RATCHET +WRENCH

## The Key to Survival

May 1, 2020 **Mitch Schneider**



Designated as an “Essential Business” or not, this is a difficult time for automotive service businesses. It’s almost impossible to market automotive repair, service or maintenance when the majority of your clients and potential customers are sequestered.

There are, of course, elements of your messaging that can help you remain relevant. Top of mind. But you have to wonder how much they are likely to help when all but a very few of your clients feel comfortable leaving the safety of their homes. Harder yet to imagine they will reach into their pockets for any non-essential services when the economic forecast is dire at best.

It’s hard to compete with the “Safer at Home” messaging that is central to the coronavirus crisis we’re all dealing with. A message that is consistent across two-thirds of our state borders as I write this.

Certainly, we can communicate the steps we’re taking to keep our clients and our team members safe. Like disinfecting contact surfaces, door handles, seats, steering wheels, and controls. Or, the use of plastic steering wheel covers, floor mats, and seat covers.

We can show them we are wearing gloves, masks, and using face shields. Or, remind them our team members are continually washing, sanitizing, and disinfecting the contact surfaces of both their environments and ours.

We can create awareness of the many services we offer safeguarding the integrity of the stay-at-home directives they have received. For example, picking up their vehicles for service and then delivering them safely when service is complete. Or, the ability to complete transactions remotely, online or over the phone. And, we can remind them that productive maintenance will ultimately save them money.

We can go the extra step and provide extraordinary services far beyond anything that was offered before, like picking up and delivering groceries or medications. We can communicate all of these things clearly, concisely, and often.

But the question that will still remain is whether or not our ability or willingness to provide any of these services is really what our clients want or need. The problem is what we may have missed. Perhaps, the most fundamental element of all successful marketing programs. A question that provides its own answer.

*“What is it that I can do for you that you are unable or unwilling to do for yourself? What do you need that only I can provide?”*

What happens if you decide you aren’t in the business of automotive repair, but shift your business model to provide freedom and mobility as your product instead. What kind of a difference would that difference make?

I would argue the difference is profound. Freedom and mobility are far more compelling as an offering than service, maintenance, or repair, no matter how well done.

Don’t misunderstand. Every one of the services described earlier are essential. Cleaning. Sanitizing. Pickup and delivery. Shopping for groceries. Or, delivering medication.

They are all powerful marketing tools. Especially, in times of crisis, disruption, challenge, and change. But it would be hard to argue that you couldn’t amplify their value if they were offered within the context of ensuring a client’s freedom.

If you aren’t sure, if you remain unconvinced, think about freedom and mobility in terms of your seniors. That segment of your customer base that needs to know that the under-utilized vehicles sitting in their driveway or parked on the street absolutely must get them where they need to go. Particularly in an emergency. Especially, when freedom and mobility translate as independence.

So, while you’re considering all the services the very best shops among us are offering during the pandemic, ask yourself the one critically important question that may yet remain unanswered.

*“What can I offer that no one else is offering?”*

If it turns out to be freedom and mobility, communicate that to your customer base. Build interest. Create desire. Confirm that you and your team are their best resource. And, then, deliver.

**Ratchet+Wrench** is the leading progressive media brand exclusively serving auto care shop owners and operators through examining in-depth real world struggles, successes and solutions from the industry, providing our readers and users the inspiration, tools and motivation to help them succeed in the auto care industry. <https://www.ratchetandwrench.com/articles/9761-the-key-to-survival>



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Photo credit: Philip Line, Shane Knight and Bernard Wilk on Hay Tire Company, Charleston, SC

## CREW SOCIAL DISTANCING CONTEST

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\*Private account posts will not be visible. Parasites will not be counted as an entry



Every eligible photo entry will receive a shop bay banner per shop

#### Grand Prize Details



#### The Mammoth® CRUISER

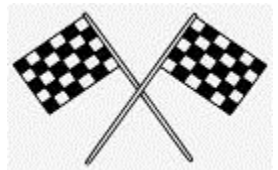
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**WYNKR 2/4/2020**



ADA website compliance and web accessibility are two terms that are used interchangeably but they are distinct from one another.

ADA stands for the Americans with Disabilities Act which prohibits discrimination on the basis of disability. Courts are construing Title III of the ADA to mean that websites must be accessible. Thus, with ADA website compliance, we're referring to the law.

**[Click here to read more](#)**

## ***Training Resources***

**ESI** – Maylan Newton - Service advisor and Owner management training 888-338-7296

**Worldpac Training** – [worldpac.com/training](http://worldpac.com/training) – Offers both management and technical training, local classes available

**Car Quest CTI** - Offers technical training 1 class every 2 months, contact your sales representative for more details.

**Techelp** - Longer term training to bring your people up to speed with late model electrical systems and classes for smog update and new licensing. Contact Jon Brown: 888-747-8888. Or see his schedule at [www.tec-help.com](http://www.tec-help.com)

**ATG** – Automotive Training Group [www.atgtraining.com](http://www.atgtraining.com) – Advanced training various topics. 800-233-3182,

**RLO Training/Bottom Line Impact Groups** [www.rlotraining.com](http://www.rlotraining.com)

**ATI** – [Autotraining.net](http://Autotraining.net) – Offers coaching services for shop owners

**Elite** – [Eliteworldwidestore.com](http://Eliteworldwidestore.com) – On line and service advisor training

**SSF** offers European training topics (MZF, BMW, Porsche) <https://www.ssfautoparts.com/>



## The ASCCA Advantage

The ASCCA Advantage outlines the value of ASCCA membership. We are proud to be able to offer a number of discounts and intangible benefits that are uniquely provided by our association.





## Corporate Partners - Increasing Your Membership Value

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	California Employers Services has been making compliance easy since 1997. We know the laws and how they are being enforced. Everything that we provide is customized to your business' needs. Ask about our 30 day trial or our special packages and prices. ASCCA members can email or call for advice on California Labor Laws and Cal-OSHA questions!	Dave Fischer, 559.472.3542 cesyes@hotmail.com www.ces today.com
	DFC is the leading manufacturer of award-winning automotive braking systems. They maintain a huge selection of brake parts for all domestic and foreign vehicle applications. Their engineers, product managers, and R&D staff work hard to give their customers first-to-market advantage.	Dan Blezonsky, 951.200.0953 danb@dynamicfriction.com www.dynamicfriction.com
	LKQ is the largest nationwide provider of alternative collision replacement parts and a leading provider of recycled engines and transmission and remanufactured engines.	Steven Poole, 562.320.2398 SJPoole@lkqcorp.com
	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, manage your budget.	Josh Davis, 484.648.8626 josh@themailshark.com www.themailshark.com/ascca
	The leader in automotive thermostats; fuel, oil and coolant caps sold to the North American automotive aftermarket. Their line of thermostats is one of the most advanced in the automotive industry, using state-of-the-art manufacturing equipment, with strict quality control and functional testing, ensuring high quality and long-lasting products.	Sean Ruitenber, 618.599.5196 sean.ruitenber@motoradusa.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 SoCal District Sales Manager john_hartman@genpt.com



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	<p>ATI has helped thousands of automotive repair shop owners increase their profits, reduce stress, and grow their businesses for over 30 years.</p> <ul style="list-style-type: none"> <li>• They are the industry leader in automotive business coaching providing expert management and consulting services. Get weekly business coaching from an industry expert and classes in marketing, hiring, finance, leadership and sales.</li> </ul>	<p>Jim Silverman, 301.575.9140  <a href="mailto:jsilverman@autotraining.net">jsilverman@autotraining.net</a>  <a href="http://www.autotraining.net">www.autotraining.net</a></p>
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### ADDITIONAL BENEFITS OF ASCCA MEMBERSHIP

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

**Proudly Display Your ASCCA Affiliation** – Use of ASCCA sign, code of ethics, and logo for use on invoices, customer forms, etc.

**Communications** – The ASCCA Independent newsletter, email broadcasts, news alerts, member benefit flyers and our website.

**Member-to-Member Communications** – The ASCCA TeamTalk list serv provides members to communicate directly with their peers on a broad range of topics facing shop owners throughout California.



Scan to learn more about your member benefits  
<http://ascca.com/resources/memberbenefits>

**Government Affairs & Political Representation** – Bill tracking, reading and analyzing constantly changing information and tracking bills via our website. Representation at government meetings, lobbying, etc. Hugely beneficial because it ultimately affects your bottom line.

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916-447-0313 ~  
jack@mgrco.org



### **Cal-OSHA & Workplace Compliance Updates**

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.](#)**



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