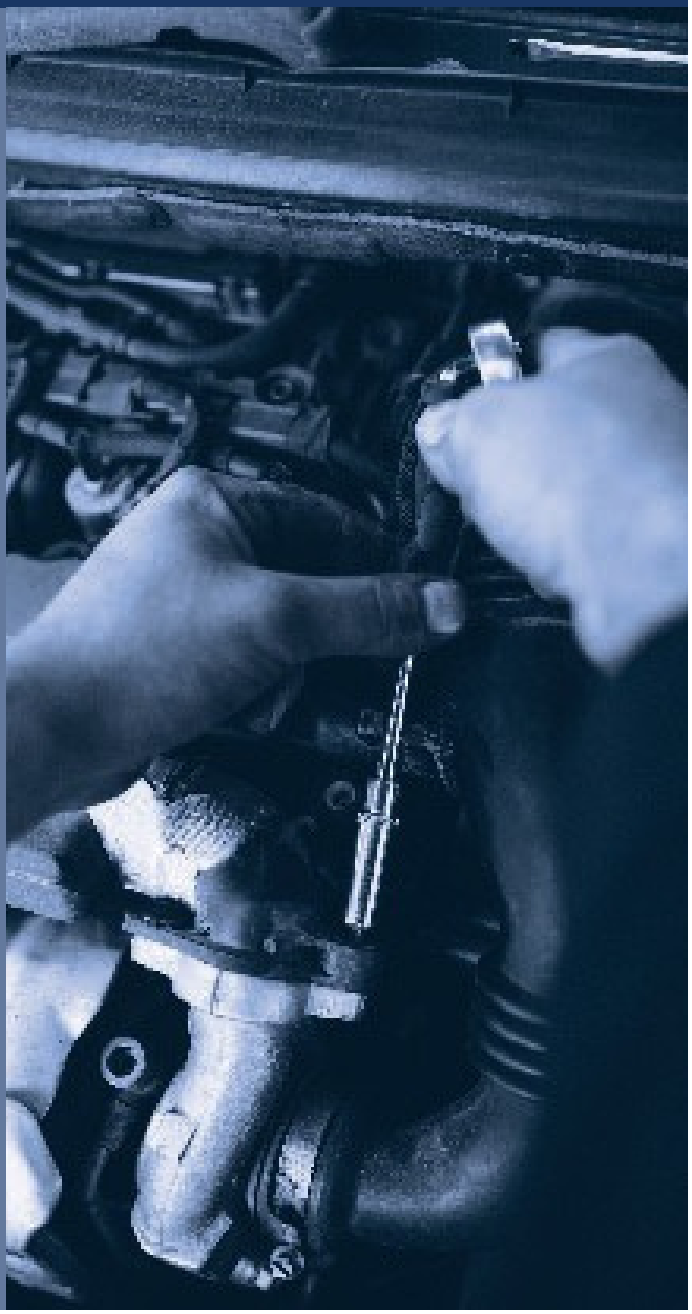


ASCCA Advantage

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.

The ASCCA Advantage is:

- Business management coaching
- Education and training opportunities
- Free legal consultation
- Free HR services and resources
- Access to discounts and rebates
- Networking events with local chapters
- Statewide association events and lobby days
- Information on CA laws impacting shop owners
- Political representation with the state
- Updates on industry news
- Access to TeamTalk – an online forum for peer-to-peer advice on vehicle repair, business issues, and more!



Automotive Service Councils of California, HQ
One Capitol Mall, Suite 800, Sacramento, CA 95814 P: (800) 810-4272
info@ascca.com | www.ascca.com

ASCCA

ASCCA Members Get Access to Corporate Partner Discounts and Benefi ts

Business Supplies, Equipment & Services

aeswave	AESwave specializes in sales and support of automotive diagnostic equipment.	Carlos Menchu (877) 351-9573 info@aeswave.com
AutoZone	AutoZone is the leading retailer and distributor of automotive replacement parts and accessories. With a world-class distribution network, AutoZone makes it easy to get the parts you need quickly. Enjoy exclusive pricing, 5% EO rebates, stocking programs, a dedicated Commercial Sales Force and OEM diagnostics and repair information from ALLDATA.	Rob Browe (585) 797-7978 robert.browe@autozone.com
OPUS IVS	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 profi table, more accurate, and more efficient.	Kevin Fitzpatrick (631) 486-3506 kevin.fitzpatrick@opusivs.com
BG	Provides maintenance services, equipment training, and 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
MAILShark	Mail Shark helps auto repair shops, quick lube, and tire dealers acquire and retain more customers with strategic weekly direct mail marketing. Our weekly mail marketing strategy provides the ultimate flexibility to customize a mailing and payment schedule that aligns perfectly with every shop's goals and budget.	Josh Davis (484) 648-8626 josh@themailshark.com
NAPA AUTOCARE CENTER	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
O'Reilly	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.ell more services.	Sergio Gonzales (916) 962-3270 ASCCA@oreillyauto.com
WORLDPAC	WORLDPAC supplies automotive replacement parts directly from the most respected manufacturers in the industry. Their speed DIAL 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 rmkroll@gmail.com
BOSCH	Bosch develops innovative, high-quality power tools that are guaranteed to produce professional results in all fields of craftsmanship. Our tools are reliable, powerful, and robust, fulfill the highest demands, and make your work easier. Our Bosch cordless tools excel especially due to their long lifetime, high performance capability, and very long runtime.	John Blay 615-290-3427 john.blay@us.bosch.com

Education, Training & Business Coaching

ATI is the leading coaching and training company, with more than 1,700 active members who represent the best shops in the US and Canada. We help independent auto repair and collision repair shop owners improve their businesses and their lives, with proven, measurable, and field-tested strategies and practices.

Karen Dee (301) 575-9102
contact@autotraining.net

Comply Auto Edutech provides the required compliance training for California Repair Shops. From the signs that need to be displayed to the documentation practice of various repair services, Comply's training program is specifically designed to assist shop owners in complying with the CA Repair Act and its related laws and regulations.

Hao Nguyen (661)214-9760
info@complyauto.com
www.complyauto.com

The ACT Group's primary focuses are with the coaching and training of the Service staff, Owners, and Managers – both individually or as a Team. We work with Service Advisors to become better communicators while building lasting relationships with their customers. It is within the relationships that trust is built and as such sales become easier. We work with the Owners and Managers to understand numbers, where those numbers should be as well as better communications within the business (the employees).

Ray Kunz 916-588-0775
ray@automotivecoachingandtraining.com

BeGREAT! Collective is a leadership, culture, and performance consulting firm serving independent automotive repair shops. Through consulting, coaching, training, and facilitation, the company helps shop owners and leaders build stronger teams, healthier cultures, and higher-performing businesses.

Dori Eppstein 970-980-3661
dori@begreatcollective.com

Insurance & Legal Services

Interwest 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

CoreMark's team of highly qualified Employee Benefits Consultants offer ASCCA members their valuable support tools and resources, proactively helping businesses be in compliance. CoreMark advises ASCCA members on how to make the best possible benefits investment decisions for their businesses, as well as attracting and retaining the best talent to grow their business.

Mat Nabity (916) 286-0918
mnabity@coremarkins.com

ASCCA members receive 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

The Kukui All in One Success Platform provides auto repair shops with a custom website, SEO reliability, robust CRM, PPC management, call tracking, online appointment setting, online payments, social media management, review management, and intuitive analytics. You can also take advantage of customer engagement and trust-building solutions like digital vehicle inspections as well as automated postcard, email and text marketing campaigns.

Greg Waters (415) 516-4948
greg@kukui.com

Merchant Service/Payment Platform

DFG provides credit card processing, mobile payments, and text to pay options with great rates and personal service. ASCCA auto shops receive a $350 savings or check rebate each year when processing all of their credit card payments with DFG.

Shannon Devery (877) 326-2799
shannon@fdis-sangabrielvalley.com

Software Providers

tekmetric SHOP MANAGEMENT SYSTEM	Modern shop management system with an easy-to-use workflow and a modern appoach to customer care. Tekmetric champions transparency, innovation, and above all, a service-mentality that puts customers first. Grow your business and still be there for the things that matter most in life.	Charity Ann (435) 272-6354 cann@tekmetric.com Jessica Nees (208) 691-0256 jnees@tekmetric.com
AutoVitals	AutoVitals offer the only complete shop success solution that drives profitable growth. Our digital platform offers a suite of tools that drive guaranteed results including Digital Vehicle Inspections and Workflow Automation.	Sales@autovitals.com (866) 949-2848 www.autovitals.com
RO WRITER SHOP MANAGEMENT SOFTWARE	RO Writer provides shop management software designed to help automotive repair businesses streamline operations, improve customer communication, and increase profitability. In 2026, RO Writer launched RO Connect, a marketing and customer engagement platform that automates communication like appointment reminders and follow-ups, and features MILES, an AI assistant that handles customer interactions around the clock.	Nicole Khosla 888-928-9769 nicole.knosla@rowriter.com
way	Way Repair Tech is the only shop management platform that comes with a built-in customer acquisition engine, connecting your shop to more than 10 million drives actively searching for repair services through the Way app. The platform combines repair orders, inventory, quoting, AI-powered inspections, integrated payments, and a native marketing suite with automated service reminders and lapsed-customer reactivation, so independent shops can run operations and grow their business from one system.	Mark Thomas 650-273-3529 mark.thomas@way.com

Uniform and First Aid Services

CINTAS	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.	Marisol Hagstrom (612) 269-2695 hagstromm@cintast.com

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 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)

Sept 2026