



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

ASCCA Foothills Chapter 5

April, 2021

President's Message:

Do you know what new laws or existing ones we need to watch or worry about?

Join us Tuesday, April 6, when we will have a zoom meeting with Jack Molodanof (see flier on pg. 2)

One of the biggest strengths ASCCA has for its members is the culture of "shop owners helping shop owners." Our team talk forum lets shop owners throughout California discuss issues that affect their businesses. One of the many threads on team talk brought up a great idea about an on-line mentoring program supported by ASCCA shop owners to help others answer questions about running their businesses.

Now with the launch of the "Business Acceleration Team" (BAT") there will be more resources to our members . If you need help ASCCA is a great place to start. More info was in the need to know link or email

Whether you need help solving short-term issues or unraveling long-term business operation matters, the BAT program is here to help you. For members interested in participating in the BAT program, visit <https://www.ascca.com/BAT> to submit your request, and we'll put you in contact with the right person to get the ball rolling!

Kirk Haslam
President, ASCCA Chapter 5
Advance Muffler
1234 E. Walnut St.
Pasadena, CA 91106





*Join us for our monthly Chapter 5 meeting on
Tues., April 6, at 6:30 pm via ZOOM
with ASCCA Lobbyist and
Corporate Attorney Jack Molodanof*

The easiest way to join the ZOOM meeting is to click [HERE](#) between 6:15 and 6:30 pm. or type in your browser: <https://us02web.zoom.us/j/82891141814>
Zoom Meeting ID: 828 9114 1814

"Important Legislative and Regulatory Updates!"

Join us on Tuesday, April 6th, for important updates related to current, pending, and upcoming legislation that affects or could affect our automotive repair businesses.

Jack is both our ASCCA Lobbyist as well as our corporate attorney. As a member of ASCCA, you are entitled to 30 minutes per month of FREE legal counsel, whether for your business or personal.

DISCLAIMER

The Automotive Service Councils of California, their officers, board members, employees, members and affiliates in no way warrant the quality, competency, or merchantability of any goods or services advertised in this publication. In connection with this disclaimer, the Automotive Service Councils of California in no way warrant or insure the goods or services described herein, and each and every individual contracting with these manufacturers shall do so at their own risk. Furthermore, individuals utilizing these services are forewarned that the Automotive Service Councils of California have conducted no investigation into any representations made in any advertising, literature, or ad distributed by the advertisers in this or any other publication. Additionally, please be advised that the opinions and comments expressed by the contributors to this periodical are those of the contributors alone and do not necessarily reflect the opinions of the Automotive Service Councils of California, or ASCCA Chapter 5, or their officers, directors, members or staff.

Women in ASCCA

Chapter 5

Johanna Reichert,
Co-owner and Vice-President,
BMW PhD

Member of ASCCA Chapter 5 since February of 2014
and currently serving on the ASCCA Chapter 5 Board of
Directors.



Q. Why are you involved in ASCCA?

A. I value the camaraderie and the opportunity to meet other women in auto repair. I also get to see how other husband-wife ownership teams work.

I don't think I would have met many other women in auto repair if it wasn't for ASCCA.

Q. How does ASCCA help you as a woman shop owner?

A. ASCCA is open-minded and forward-looking and therefore is very supportive of women in the industry. In fact, most of the Association management team are women!

Being supported in this way, I know there are others (both men and women) I can go to with my questions and concerns relating to running our shop.

Q. What is important to you as a woman in running a shop?

A. Most people don't take women in auto repair seriously. Being a woman who is knowledgeable about automotive technical specs and shop operations shows that we can, and should, be taken seriously.

After eleven years in the industry, it's only in the last few years that I'm beginning to see more women rising up in ownership and leadership positions in auto repair.

Q. What advice do you have for other women in auto repair?

A. If this is your passion, pursue it, and don't let people get in your way! Find people who are supportive of women in the automotive repair industry and network with them.

Join associations like ASCCA and find others that focus on women in business.

Get out there and get involved!

ASCCA

Keeping California Independent Shop Owners in Business Since 1940



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

The Automotive Service Councils of California has been the foremost advocate for the aftermarket auto repair industry since its inception. Whether you have been a member for a long time or you are just getting started, ASCCA has your back.

As a member of ASCCA you are on the forefront of issues that keep you informed about regulations and legislation affecting your business. ASCCA members have successfully, through our grassroots campaigns, been an active voice for the future of auto repair in California.

Some of our Accomplishments:

- ASCCA members were part of the design team that created the OBDII connector simplifying modern vehicle diagnostics.

- ASCCA members successfully fought for and won legislation (SB1146) that created the first in the nation "Right to Repair" act.

- ASCCA members successfully fought for and won the elimination of damaging, frivolous lawsuits (Trevor Law Group) which tried to extort money from shop owners.

- ASCCA Members fought and won against the California Air Resources Board, squashing the vehicle super-warranty.

- ASCCA is the only state organization that sits on the national board of NASTF (National Automotive Service Task Force) which provides factory repair information to the automotive aftermarket.

- ASCCA members fought and defeated SB 750 (the key code lock-out bill) which would have excluded independent shop owners' access to vehicle communications.

- ASCCA fought and defeated legislation (SB 993) which would have extended sales tax to vehicle repair labor services, and unnecessarily increased repair costs.

- ASCCA defeated legislation (AB 2825) which would have treated auto repair dealers as "debt collectors," making all communications with customers subject to fines and frivolous lawsuits.

- ASCCA opposed and defeated legislation (AB 755) which would have increased the current \$1.75 tire tax fee to \$3.25 per tire.

- ASCCA supported and helped pass legislation (AB 3141) which included all unlicensed automotive maintenance service providers and other previously exempted repairers under BAR jurisdiction, creating a level playing field.

- ASCCA supported and helped pass BAR regulations that allow auto repair dealers to provide customers with electronic estimates and authorizations (e.g., text messages).

- ASCCA opposed legislation (AB 2454) which would have created a state mandated "grading system" similar to restaurants.

ASCCA maintains a seat on the Bureau of Automotive Repair Advisory Group Committee which meets on a quarterly basis in Sacramento and has a voice on regulatory matters impacting the industry.

ASCCA members believe in "raising all boats," and actively help each other to achieve success.

This is just a partial list of legislative accomplishments ASCCA has done for your business. The question should not be, "How can I afford membership?" but rather, "How can I do without ASCCA for my business?"

ASCCA Chapter 5; Voice Call: (626) 296-6961; Text: (818) 482-0590;
Email: asca.05@gmail.com; Website: asca5.com

Tax and Business Tips from Norm Blieden, CPA

Businesses Get More Time to Apply For PPP Loans

Legislation provides other business relief provisions

Here's what you need to know about the Paycheck Protection Program (PPP) loans and other business relief provisions of the recently-passed American Rescue Plan Act.

PPP loan application deadline extended. The deadline to apply for PPP loans is **now May 31, 2021.**

Sick leave extended. If your business provides sick leave for COVID-related reasons, you might get reimbursed for the sick pay through a tax credit.

- Businesses which voluntarily provide sick leave through September 30, 2021 qualify for the credit. There are limits for each employee. However, for employees who took 10 days of sick leave in 2020 using this same provision, they can take another 10 days beginning April 1, 2021.
- Refundable tax credits are available through September 30, 2021.
- Covered reasons to get the tax credit now include sick leave taken to get COVID testing and vaccination, and to recover from the vaccination.

These benefits are also extended to self-employed workers.

Family Medical Leave Act Provisions extended.

- Additional coverage is now available through September 30, 2021.
- Qualified wages for this provision move to \$12,000 (up from \$10,000) however the credit was not increased.

The Family Medical Leave Act also applies to the self-employed.

Big increase in Employee Retention Credit.

Businesses can get up to a \$28,000 tax credit per employee in 2021, up from a \$5,000 maximum credit in 2020. This credit can be claimed through Dec. 31, 2021.

There are many more provisions in the close to \$2 trillion dollar spending package, including money given to states. As everyone digests this new 500-plus page piece of legislation, more clarifications will be forthcoming from the IRS and other sources.

Cross-Training: Essential for Small Business Survival

Have you considered cross-training your employees to ensure more than one person knows all key functions? Cross-training can be a win-win situation for you and your employees. Large companies often use it to prepare managers for future promotions. But in small companies, it can be the difference between success and failure.

Why companies cross-train

Cross-training provides greater flexibility in scheduling, especially when dealing with unexpected workload and staffing issues. It also helps employees develop expertise in other areas and increases their awareness of the company's roles and functions, helping them better understand where they fit into the big picture.

For employees, some of the biggest advantages of cross-training include:

(Continued on page 6)

(Continued from page 5)

- Learning new skills
- Working more efficiently and effectively with other departments
- Feeling more invested in the company

Enjoying growth opportunities

Create your cross-training plan

How you implement cross-training will depend on the size and nature of your business. Consider prioritizing the departments that need and/or want cross-training the most. These departments may be understaffed or have many new employees. Look for important functions that are currently dependent on a single person's knowledge. These areas should be a focus of your cross-training program.

If you're considering cross-training your team, here are a few tips to help you prepare:

- **Document your key processes.** You cannot cross-train if you don't know the process. These written processes will turn into training documents as you implement your program.
- **Communicate to your team.** It's essential to get everyone involved before you start a cross-training program. Help your team understand why the company is cross-training employees. Reasons may be to prepare for organizational growth or new industry standards, to cover functions when someone is impacted by the pandemic, or to adjust to a changing structure around roles and responsibilities. Then continue to communicate with your team throughout the program with status updates and team meetings about progress and next steps.
- **Present cross-training as an opportunity.** Your employees may be more resistant to cross-training if it feels like it's an obligation or a threat to their roles. You can help them feel motivated by highlighting the benefits, like developing different skill sets and having a better understanding of how their contributions positively impact the business.
- **Start with a small pilot program.** Test the waters with a select group of employees to get a better understanding of what works and what needs to be tweaked. You can then expand the program later as you gain insight and experience.
- **Determine cross-training hours.** Figure out how much time can be dedicated to cross-training for each team to still run efficiently. This may include setting aside a few hours each day, or setting aside full days for a certain period of time to focus on cross-training. If your business is seasonal, ramp up cross-training during your low seasonal period.

Listen to feedback. You may learn that some employees have already started cross-training on their own. You can use this kind of valuable feedback to fine-tune your official cross-training program.

Keep in mind that some employees may resist having to train others, and productivity may suffer in the short-term. But remember the cost of not cross-training. If you lose a key employee and no one else knows how to do their tasks, your business may have trouble finding a replacement.

As always, should you have any questions or concerns regarding your tax situation please feel free to call Norm Blieden, CPA (626) 440-9511

5 Ways to Improve Gross Profit

By [Anna Zeck](#)



This story was originally published in Ratchet+Wrench on April 1, 2021

Gross profit may be one of the more basic key performance indicators for any business, not just auto repair, but that doesn't mean it's immune from being misunderstood.

In fact, from the work that Dave Schedin has done with shops across the country with his company, Computrek Consulting, it remains a source of ire for shop owners.

"A lot of people have a misunderstanding of gross profit," he says. "It all comes down to personal belief system."

That personal belief system just might be holding you back from achieving maximum profitability, which Schedin steadfastly believes every shop owner deserves to achieve. He breaks down five ways to improve this all-to-important metric, from your mindset to your software tracking.

Re-examine your belief system.

Many shop owners have a misunderstanding of gross profit because of what Schedin refers to as "money programs."

"Anytime you talk profit, any of that is all related to someone's understanding of money," he says. "Is it OK to be profitable? How much is OK or not OK to be profitable? It all comes down to your personal belief system."

And that's exactly where Schedin believes that all shop owners need to start. You must get clear with yourself about what is legitimate to charge: what's a good profit, what's gouging, and what's underpricing.

"It's most tied to fear than anything else," he says. "*That'd be stealing from the customer or ripping them off.*" That's not necessarily true; that's just their own belief system."

Schedin doesn't blame shop owners for this line of thinking; in some ways, it's shaped by society and how we talk about money. But regardless, he firmly believes that you won't get anywhere raising your profits if you don't have the self-confidence to do so.

"Here's my experience with every shop that reaches its glass ceiling: every glass ceiling is someone else's ground floor," he says. "Our industry is just now starting to understand it's not just how to make a shop profitable. It's the personal development to charge accordingly."

Strengthen your value proposition.

It doesn't just come down to our own personal beliefs about pricing, however, Schedin says; it also comes down to the customers'.

"There's a misunderstanding that when a customer complains about price, most shop owners think it's about price. In reality, it's not," he says. "When you talk about price, it should be about your value reasoning."

Tough as it may be to hear, if a customer complains about price, they don't believe they're receiving enough value for that price. So, take a look at your value proposition. Did you articulate well—in the customer's language—in a way that made sense to them?

"You express that quality and value; the value is that you have the best peace of mind possible," Schedin says. "Whether it's preventative maintenance or an A-level repair, did they get the quality they *assume* they are paying for? Customers always expect A-level quality, no matter what they pay."

You may very well lose customers if you focus on a good gross profit, but the customers you weed out will be those price-shopper customers that aren't a good fit. Don't be scared of losing customers, Schedin says.

"There are a lot of customers shop owners have that they *should* let go because it takes so much effort to sell the simplest thing," he says. "They always want it lower. It upsets the advisor because they're entering a relationship with a lower-echelon customer."

Streamline your verbal interface.

The No. 1 system that turns on longstanding cash flow is your verbal interface. Everything else is a system around what was sold, Schedin says. So, consider how your systems are supporting your value expression.

(Continued on page 8)

(Continued from page 7)

Are you using the right verbiage? Do you use a digital vehicle inspection that sends photos and videos? Do you have a customer service representative? Are you relying too heavily on technology to do the selling for you?

That last point is actually an increasing concern for Schedin. Technology supports an effective verbal interface, to be sure, but it shouldn't replace human interaction.

"I love the digital inspections for speed and expertise," he says. "What I don't like about it is it's relied on too much to do the selling for you."

Create multiple labor rates.

Here we go, the ultimate secret to improving your gross profit: *Raise your prices to get the gross profit you want.* Sound too easy? Well, if you've followed the first three steps, it shouldn't be, Schedin says.

"Most shops should have a labor rate closer to \$250 rate. It's hard to do that at less than \$150, \$175 per hour. You're always playing catch-up," he says. "If you're playing catch-up on technology, you're going to lose customers because you're learning on the job."

He readily acknowledges \$250 per hour isn't realistic for every shop, but that's why you need multiple labor rates (namely, Schedin says you absolutely need a diagnostic labor rate if you want to be competitive in 2021, but he also suggests a variable labor rate), and why you need to track all the smaller aspects of gross profit to ensure those benchmarks are hit, all of which affects your overall gross profit. Those include:

Labor gross profit: 75-80%

Parts gross profit: 55%

Sublet gross profit, except for towing: 55%

Track on a per technician and advisor basis.

For those looking to hone in even more closely on their gross profit, Schedin recommends tracking the KPI on a per advisor and then later per technician basis, as well. In fact, you can even do this through most point of sale software reports, he says.

"It's all around gross profit volume on the repair order," he says. "I've had some people that are at benchmarks but they're still not that profitable. Why? Their car count is low."

Maybe that means the marketing plan was bad. Or it could be as simple as putting out a cheap coupon and bringing in the wrong type of customers. Marketing affects gross profit, and without looking at it from this perspective, you may miss an issue.

When it comes to tracking per technician, it comes down to the inspection.

"You have opportunity from that," Schedin says. "Some techs don't call everything. 'I'm not going to change that fluid until it turns dark.' Well, they just forced less gross profit on an RO."

A repair order should be looked at as a cash flow unit and reviewed accordingly. Closely study the gross profit per hour, the blend of parts versus labor, the labor rate on that RO, and finally, of what it consisted. Preventative maintenance, in particular, should make up three or more lines on roughly 30 percent of all ROs, resulting in a 3-3.5 hours per repair order (HRO) on just preventative maintenance.

"That's not a sales goal—that's a vehicle requirement," Schedin says.

Ratchet+Wrench is the leading progressive media brand exclusively serving auto care center owners and operators through examining in-depth real world struggles, successes and solutions from the industry. It provides our readers and users the inspiration, tools and motivation to help them succeed in the auto care center industry.

How Do You Adapt in the Age of ADAS?



By [Megan Gosch](#)

This story was originally published in Ratchet+Wrench on December 30, 2020.

Advanced driver-assistance systems (ADAS) has become one of the industry's biggest buzzwords. It's the four-letter acronym on everyone's mind these days.

And the technology may still be developing, but one thing's clear. It's not just for the collision industry anymore.

Repair shop owners ahead of the curve are finding that an investment in ADAS-focused tools and training has not only helped them resolve repair issues and best serve their customers but the service has also become a budding profit center—at considerable cost.

In a recent webinar sponsored by Kukui, [Ratchet+Wrench checked in with two shop owners](#), Scott Brown and Bryan Kauffeld to learn all about the top factors shop owners should consider before deciding when and how to take the plunge with ADAS.

Brown is the owner of Cardinal Plaza Shell and founder of LEVEL 5 Solutions, a new business-to-business company performing ADAS calibrations, while Kauffeld is the owner of Ulmer's Auto Care and founder of the ADAS Center of Cincinnati (which is dedicated entirely to the calibration of advanced driver-assistance systems following vehicles' repair and maintenance). Both offered valuable insights on their new businesses and what they've learned from their new ventures. Read on for some of their first-hand accounts and key takeaways or check out the full interview [here](#).

Answers have been edited for brevity and clarity.

How did you know your market was ready for an ADAS center?

SB: We were seeing a limited but increasing number of cars out of [Cardinal Plaza] that have lane keep assist, or front cameras, or proximity sensors where we're having to take bumpers on and off for various reasons, so I needed to have someplace to take [those cars] for that.

Right away we realized that we couldn't do ADAS at our current location. There's just not enough physical space—we needed to have a minimum 30 feet in front of the front bumper and 15 feet on either side—and the floors are not level, they slope and drain. You need to have quality lighting and lighting control. So we knew we needed to find a separate location.

We also realized that along with the expensive equipment and the space that you need, the amount of vehicles that require calibration from my shop wouldn't be enough to ensure a return on investment, so we needed to make sure that we would have business, from collision shops and other repair shops. I all but exhausted my personal network in the area and spent a good 18 months building those partnerships before opening our doors.

We were able to come up with some financial numbers and projections and determine that it could be a profitable business by month two, which is pretty unusual for a brand new shop. That was a major determining factor.

How did you formulate the concept for your ADAS center?

BK: Coming from the repair side, we noticed as our operation got busier it was best to have one person do most, if not all, of the programming and work on the "problem children."

We were able to focus on much more profitable repairs and when something needed to be programmed, we

(Continued on page 10)

(Continued from page 9)

had someone to do it. We already had many OE tools so we thought what can we do to capitalize on this? We had a building that we had already owned. It did have a couple tenants but we thought it would be perfect for a standalone center.

What were some of the challenges you encountered?

BK: When we got into our building we discovered that to make it work would be much more costly than originally planned.

We thought we'd be able to level the floor that was already there, but it just was not a viable option. We had to remove the entire concrete floor. At that point we decided we might as well put in a couple ground cassette lifts as well as a Hunter alignment machine. We put in a Hawkeye aligner as well. It was just a big costly endeavor.

We've added six lines in the last three months. We were having quite a few problems with Mazda so we recently added what we needed for that. When it comes to Volkswagen or Audi we had pretty good luck in the past, but not when it came to the ADAS side of things. We added full capabilities for Acura and Honda. It's been a significant investment in OE equipment, Not to mention, we've started to accumulate targets.

It adds up quickly, but at the end of the day our customers are trusting us and we have to have the right equipment to be able to do things correctly.

Your facilities are standalone, but if someone wanted to try an ADAS setup out of their existing facility, how doable would that be?

SB: I have given this a good deal of thought. There are a limited number of ADAS calibration functions that you can actually perform on the newest Hunter machine and you can accomplish that by sending your existing alignment tech for additional training.

Most shops I come across are not equipped with a technician or with the equipment they'd need in order to do their own programming. If they're not already doing that, I don't see how they have a shot at doing this as a standalone business in their bay. You'd almost need to create a paint booth-type atmosphere within your shop and I'm not sure how realistic that is.

The equipment takes up a great deal of space and to assemble all the equipment, put on the targets and disassemble all the equipment.that adds a tremendous amount of time.

I think that for most shops, if you've got the space and you've got that technician, both of those elements can probably be put to much better use in other ways, rather than having that amount of space or technician dedicated to ADAS.

BK: I agree. This is also a very clean side of the business (the floors, the lighting, etc) and to have it in an existing shop where other cars are being worked on, where it's loud, you've got oil and things everywhere, it's just too much and things will start to get in the way. Even if we did have a considerable amount of space, I think the businesses are best separated.

Ratchet+Wrench is the leading progressive media brand exclusively serving auto care center owners and operators through examining in-depth real world struggles, successes and solutions from the industry. It provides our readers and users the inspiration, tools and motivation to help them succeed in the auto care center industry.

How ASCCA Dues work in Chapter 5

Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$850/yr. Associate membership dues are \$945/yr.
 - \$400 goes to the Chapter
 - The remaining portion goes to the State Association
- When memberships are held in multiple chapters, only the original membership pays the full State Association dues. Additional members pay reduced State dues of \$300/yr. All memberships pay full chapter dues.
- Annual payment is due in the Sacramento office on January 1 of each year.
- Payment plans are available upon approval by the Chapter & State Association. With all payment plans, automatic credit card payments or ACH are now required. There is a \$2.00 transaction fee for these payments. (Chapter 5 will cover the transaction fees for our members.)
 - Semi-annually: Due: January 1 & July 1
 - Quarterly: Due: January 1, April 1, July 1, October 1
 - Monthly: Due the first of each month
- If payment is not received according to the agreed-upon schedule, dues immediately become delinquent.
- If a member reaches 90 days delinquent, their ASCCA membership may be cancelled.

What do you get for your dues? (This is the “short” list. See the ASCCA Advantage flyer for the full list.)

- Amazing connection with your peers in the automotive industry.
 - Older shop owners who have gone ahead & you can benefit from what they’ve learned.
 - Newer shop owners who need to learn from what you’ve experienced.
- A loud voice to the legislators who are passing laws which have a direct effect on how you can operate your business.
- Opportunities to meet the legislators with power in numbers. (They will listen better.)
- Great discounts from endorsed vendors (see the ASCCA Advantage flyer) which will more than make up for your dues costs.
- Timely communications regarding what’s going on in the industry.
- Access to seminars & classes at an ASCCA discounted rate.
- Monthly dinner meetings with special speakers who know our industry. Dinner at the regular meetings for you and your spouse or business partner is included in your chapter dues. (\$600/yr. value.)
- Monthly e-newsletters with important, educational, & sometimes entertaining information that is designed to improve your bottom line.
- 30 minutes a month of free legal counsel.
- 30 minutes a month of free accounting counsel.

What happens when you don’t pay your dues on time?

- Association resources have to be spent to collect your outstanding dues.
- Association activities & effectiveness are reduced.
- The Association loses a valuable voice.
- *(This is why we recommend automatic payments on all payment plans.)*

ASCCA Foothill Chapter 5 Member Benefits

In addition to the State-wide benefits shown in the “ASCCA Advantage,” these are additional benefits available to Chapter 5 members.

- 1. A VERY LOUD POLITICAL VOICE.** Individually, there isn't much we can do to shape legislation which will affect our industry, but collectively, our united voices are STRONG, LOUD AND FOCUSED. Politicians and elected officials in state, county and city governments listen to ASCCA when we talk, because we represent hundreds of members (& thousands of voters!) statewide. Often, the Bureau of Automotive Repair discusses with ASCCA rules and regulations under consideration to see how they will fit in the real world of automotive repair.
- 2. SHOP TO SHOP NETWORKING.** Our members don't see each other as competition but as comrades in the industry, helping each other to succeed. If you have a problem you can't figure out, call one of our members who specializes in that area. They'll be glad to help you out.
- 3. INFORMATIVE MEETINGS.** We hold Dinner Meetings on the first Tuesday evening of each month. Our meetings offer great speakers, camaraderie, valuable information, and the latest news on what's happening in the automotive repair industry. You also get to network with other shop owners and exchange ideas, tips, techniques and short cuts. The monthly meal is included in your dues, plus we have a long-standing special where you can bring your spouse or business partner at no charge! Our Chapter Board of Directors schedules our programs and welcomes any suggestions you have on good speakers! Contact the chapter office with your suggestions. For the location and current speaker, look on the last page of this newsletter.
- 4. CHAPTER SEMINARS.** The Foothill Chapter Board of Directors and our Seminar Committee Chair, Tim Chakarian of Bimmer PhD, keeps us informed on seminars on business management and technical subjects for our shop owner members and their technicians. **Cost is minimal and often free.** This is a tremendous member benefit for you and your employees! Give Tim your ideas and suggestions for seminars & we will try to schedule the seminars you want. (626) 792-9222.
- 5. MONTHLY & QUARTERLY NEWSLETTERS.** We send out an environmentally-friendly monthly email newsletter with helpful and informative articles, tech tips, contact lists and information, upcoming events, reports on recent events and vendor ads & information. Once a quarter you'll receive the newsletter from the State Association Office.
- 6. THE FOOTHILL CHAPTER WEBSITE.** This Foothill Chapter website at <http://www.ascca5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at ascca.05@gmail.com with questions or suggestions for the chapter web site.
- 7. CHAPTER JOB BANK.** The Foothill Chapter has established its own Job Bank Network for member shops. If you have a qualified applicant you can't use, or if you need to hire someone, send a summary email to ascca.05@gmail.com & your information will be forwarded to the entire Chapter 5 membership.
- 8. CHAPTER ASE LENDING LIBRARY** Call Darren Gilbert at (626-282-0644) or email him at gilbertmotors@yahoo.com for more information.
- 9. CHAPTER SOCIALS.** Our Socials Chairman, Jack Scrafield (818) 769-2334, arranges outstanding social events for us throughout the year. We've visited JPL, the J. Paul Getty Museum, had many "Day at the Races" at Santa Anita Race Track, toured the Autry Museum of Western Heritage, taken a murder mystery train ride including a delicious dinner, attended the races at Irwindale Speedway, had bowling dinner parties at Montrose Bowl, had several excellent parties, and toured the J. P. Nethercutt Collection of beautiful classic automobiles. Jack would like to hear from you with your suggestions for future social events.
- 10. ASCCA NET PRESENCE.** ASCCA has established a home page at <http://www.ascca.com/> The ASC web page has three target audiences: 1) ASC members now have a quick, easy reference on their computer to keep them abreast of what is occurring in the state association and within the automotive repair industry; 2) California shops that are not ASC members can learn more about the advantages of being an ASC member; and 3) California consumers looking for honest, reputable repair facilities can find a list of ASC members quickly and easily on the ASC web pages. All ASC members statewide are listed. Soon, your shop website will be able to have a link on the State site.
- 11. FREE CPA CONSULTS.** All ASCCA Chapter 5 members are entitled to a half-hour of free telephone consultation each month from chapter member Norm Blieden, CPA. The service is not limited to shop business though Norm has extensive experience in shop-related matters. This member benefit can save you a ton of money and a lot of headaches. Call Norm at 626-440-9511.

Why try to succeed alone, and re-invent the wheel? Partner with others on the same path and learn from them, as well as teach them what you have learned. If you have questions about how to access these benefits, contact the Chapter 5 office at ascca.05@gmail.com. or 626-296-6961.

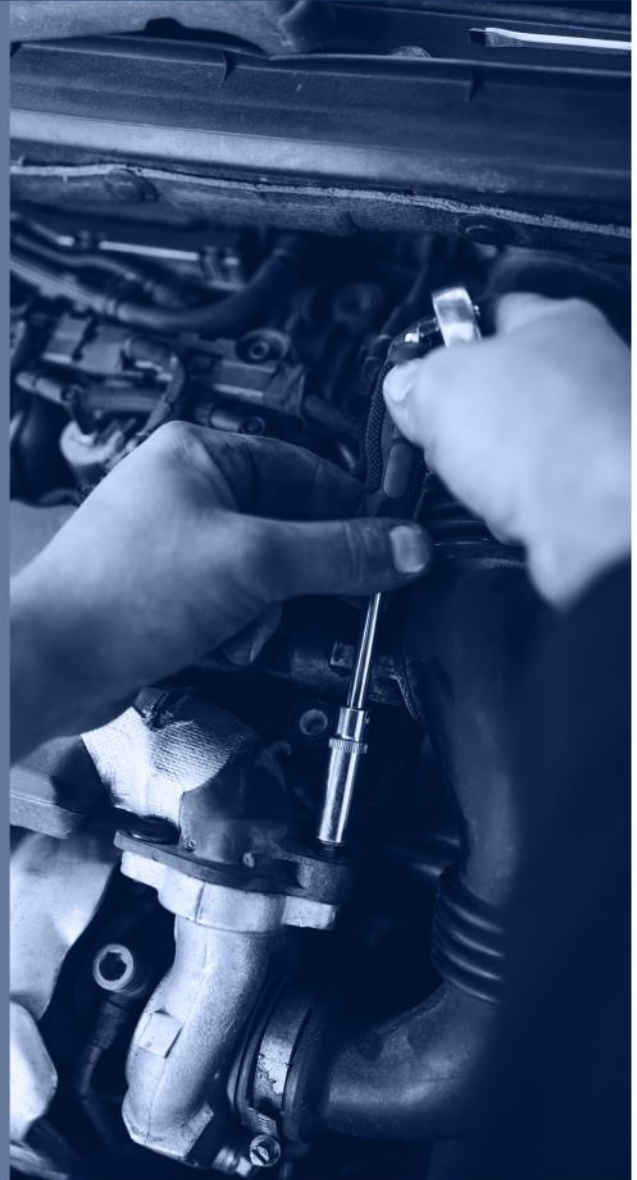


ASCCA Advantage

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 95816
P: (800) 810-4272
info@ascca.com | www.ascca.com



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



Autologic Diagnostics 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@autologic.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



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 Biezonsky (951)200-0953
danb@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 and manage your budget.

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



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, to ensure high quality and long-lasting products.

Sean Ruitenbergh (618)599-5196
sean.ruitenbergh@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
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
rmkroll@gmail.com

☀ MEMBER DISCOUNTS

Education, Training & Business Coaching



The ACT Group offers training classes by automotive industry experts including former technicians, service writers, managers, general managers, and owners of automotive facilities. ASCCA members receive discounts including \$200 off Service Advisory Classes. ☀

Ray Kunz (916)588-0775
ray@automotivecoaching
andtraining.com



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



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



Mudlick Marketing is proud to offer a Multi-Channel Marketing Platform where our clients have access to powerful direct mail and digital services to help grow their business. We will help you use your data to make buying decisions. We offer in-house financing and our weekly flex pay and flex mail programs make us very affordable. In addition, ASCCA members receive \$250 off their first customer mailing and 10% off all our digital programs. ☀

Danielle Ray (470)299-7374
Dray@mudlick.com

☀ MEMBER DISCOUNTS



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



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

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



BOLT ON TECHNOLOGY equips the automotive repair and maintenance aftermarket with award-winning technology tools to improve customer communication. BOLT ON's mobile and digital tools, provided with ongoing training and support, reduce problems inherent in the service process while increasing shop productivity, revenue, and customer satisfaction.

Tim Cifelli (610)400-1019
tcifelli@boltontechnology.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 x106
matt@shop-ware.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

☀ 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.

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

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

Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	abec@petrospecsbg.com
DRIVE!	Carolyn Gray	818-863-1077	cgray@driveshops.com
Hanson Distributing Company, Inc	Dan Hanson	626-448-4683	hansonmrktg@aol.com
Hawley Insurance Services	Bruce Hawley	714-865-2907	bruce@hawleyinsuranceservices.com
Highpoint Distributing	Tim Huddleston	805-584-0030	huddle5@sbcglobal.net
Jasper Engines & Transmissions	Randy Lewis	909-717-9950	rlewis@jasperengines.com
Mark Christopher Auto Center	Steve Johnson	909-975-3919	sjohnson@markchristopher.com
Mitchell 1 Software	Frank Joel	818-326-0602	fjoel@ix.netcom.com
Norm Blieden CPA	Norm Blieden	626-440-9511	norm@bliedencpa.com
SC Fuels & Lubes	Dennis Giardina	310-722-3357	gjardinad@scfuels.com
Van de Pol Petroleum	Wes Powell	562-236-1000	wpowell@ineedoil.com

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

ASCCA CODE OF ETHICS

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

Chapter 5 Lending Library

(Another Benefit of Membership in ASCCA5)

To use this free service, call Darren Gilbert at (626) 282-0644 or email him at gilbertmotors@yahoo.com and tell him which study guides you would like to check out. He will bring the books to the next General Meeting for you to pick up, and you then leave your credit card information as a guarantee. You are responsible for any damage or loss of the study guide. The guides must be returned to Darren at the next General Meeting or by mail. It's that simple!

C 1 - Automotive Consultant
 A 1 - Automotive Engine Repair
 A 2 - Automotive Trans/Trans Axle
 A 4 - Automotive Drivetrain
 A 4 - Automotive Suspension/Steering
 A 5 - Automotive Brakes
 A 6 - Automotive Electrical/Electronic
 A 7 - Automotive Heating/Air Conditioning
 A 8 - Automotive Engine Performance
 A9 - Diesel
 L 1 - Advanced Engine Performance
 L 2 - Med/H.D Truck Electronic Diesel
 P 1 - Parts Specialist Med/H.D Truck Dealership
 P 2 - Parts Specialist Automobile
 P 3 - Parts Specialist Truck Brakes
 P 4 - Parts Specialist General Motors
 P 9 - Med/H.D. Truck Suspension & Steering
 X 1 - Car/Light Duty Truck Exhaust Systems
 B 2 - Auto body Collision Repair - Painting/Refinishing
 B 3 - Auto body Collision - Non Structural Analysis
 B 4 - Auto Body Collision - Structural Analysis

B 5 - Auto Body Collision - Mech/Electrical Components
 B 6 - Auto Body Collision - Damage Analysis/ Estimating
 F 1 - Alternate Fuels - Light Vehicle Compressed Natural Gas
 M.M. - Engine Machinist Series
 E 2 - Truck Equipment - Electrical/Electronic Systems
 S 1 - School Bus - Body/ Special Equipment
 S 2 - School Bus - Diesel Engine
 S 3 - School Bus - Drivetrain
 S 4 - School Bus - Brakes
 S 5 - School Bus - Suspension/Steering
 S 6 - School Bus - Electrical/ Electronic
 S 7 - School Bus - Air Conditioning
 T 1 - Med/H.D. Truck - Gasoline Engines
 T 2 - Med/H.D. Truck - Diesel Engines
 T 3 - Med/H.D. Truck - Drive Train
 T 4 - Med/H.D. Truck - Brakes
 T 5 - Med/H.D. Truck - Suspension/ Steering
 T 6 - Med/H.D. Truck - Electrical/Electronic Systems
 T 7 - Med/H.D. Truck - Heating/ A.C. Systems
 T 8 - Med/H. D. Truck - Preventive Maintenance

ASCCA Chapter 5 2021 Board of Directors

Executive Board

President.....Kirk Haslam
 Phone..... (626) 793-5656
 Email.....advancemuffler1234@gmail.com

Vice-President.....Tim Chakarian
 Phone..... (626) 792-9222
 Email.....tim@bmwphd.com

Secretary.....Craig Johnson
 Phone..... (626) 810-2281
 Email.....cjauto@verizon.net

Treasurer.....Jim Ward
 Phone..... (626) 357-8080
 Email.....jim@wardservice.com

Board of Directors

Randy Lewis..... (909) 717-9950
 Gene Morrill..... (626) 963-0814
 Darren Gilbert..... (626) 282-0644
 Johanna Reichert..... (626) 792-9222
 Mike Bedrossian..... (626) 765-6190
 Dave Label..... (626) 963-1211

Chapter Rep

Tim Chakarian(626)792-9222

Committee Chairs

Seminars & Programs

Tim Chakarian....(626) 792-9222

Government Affairs

Gene Morrill.....(626) 963-0814

Associate Member Board Rep.

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

Chapter Staff

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

Chapter Contact Information

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

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

ASCCA State Contacts

State Office in Sacramento.....(800) 810-4272

President
 Rory Balmer..... (909) 337-0082

Executive Director
 Gloria Peterson...(800) 810-4272 x104 or GPeterson@amgroup.us

Deputy Executive Director
 Anne Mullinax.....(800) 810-4272 x116 or AMullinax@amgroup.us

Membership Services
 Benjamin Ichimaru.(800) 810-4272 x137 or Blchimaru@amgroup.us

Accounting Executive
 Nito Goolan.....(800) 810-4272 x103 or NGoolan@amgroup.us

Manager Digital and Social Media
 Sarah Austin.....(800) 810-4272 x110 or SAustin@amgroup.us

Events Manager
 Becky McGuire.....(800) 810-4272 x118 or BMcguire@amgroup.us

Communications Manager
 Ryan King.....(800) 810-4272 x122 or RKing@amgroup.us

ASCCA Attorney
 Jack Molodanof(916) 447-0313 or Jack@mgreo.org

Government Offices/Contacts

US Senator Alex Padilla (D)
 Phone (202) 224-3553
 Email www.padilla.senate.gov

US Senator Dianne Feinstein..... (D)
 Phone (310) 914-7300
 Email senator@feinstein.senate.gov

US Rep Judy Chu.....(D-27)
 Phone (626) 304-0110

US Rep Adam Schiff.....(D-28)
 Phone (818) 450-2900

CA Senator Connie M. Leyva.....(D-20)
 Phone(909) 888-5360

CA Senator Susan Rubio.....(D-22)
 Phone(626) 430-2499

CA Senator Maria Elena Durazo.....(D-24)
 Phone(213) 483-9300

CA Senator Anthony J. Portantino.....(D-25)
 Phone(818) 409-0400

CA Senator Josh Newman.....(R-29)
 Phone(714) 671-9474

CA Assembly Luz Rivas.....(D-39)
 Phone(818) 504-3911
 Email Assemblymember.Rivas@assembly.ca.gov

CA Assembly Chris Holden.....(D-41)
 Phone(626) 351-1917
 Email Assemblymember.Holden@assembly.ca.gov

CA Assembly Laura Friedman.....(D-43)
 Phone(818) 558-3043
 Email Assemblymember.Friedman@assembly.ca.gov

CA Assembly Jessie Gabriel.....(D-45)
 Phone(818) 904-3840
 Email..... Assemblymember.Gabriel@assembly.ca.gov

CA Assembly Adrin Nazarian.....(D-46)
 Phone(818) 376-4246
 Email..... Assemblymember.Nazarian@assembly.ca.gov

CA Assembly Blanca E. Rubio.....(D-48)
 Phone(626) 940-4457
 Email..... Assemblymember.Rubio@assembly.ca.gov

CA Assembly Ed Chau.....(D-49)
 Phone(323) 264-4949
 Email..... Assemblymember.Chau@assembly.ca.gov

Government Offices/Contacts

President Joe Biden.....(D)
 Phone(202) 456-1111
 Fax.....(202) 445-4633

Governor Gavin Newsom.....(D)
 Phone(916) 445-2841
 Web..... <http://www.govmail.ca.gov>

We had 27 online at our March 2nd meeting where we learned about insurance changes, especially due to COVID-19.

Mat Nabity (CoreMark Insurance Services) and Glen Dailey (Armstrong & Associates) provided useful information to help us keep our businesses in compliance with the ever-changing regulatory environment as well as updated us on the status of the insurance industry during this pandemic.

If you missed this meeting you can watch it on our ASCCA Foothills Chapter 5 YouTube channel [HERE](#) or click on the picture below.



We will continue with our monthly Zoom calls until we have the green light to resume our meetings at Mijares Mexican Restaurant.

Four shops were drawn to win \$50 cash or \$100 Chapter dues credit, and we had two winners: Ward Service and VJ's Auto Service. Jim Ward donated his \$50 to our Scholarship Fund and VJ took the dues credit, then donated \$100 to our Scholarship Fund!

“Thank You!” to Jim and VJ.

All Time Gas Diesel Repair and Classic German Motors were drawn but were not present to win.

In April, four more shops will be drawn. If none are present, we'll keep drawing until we have a winner! You must be present for the full meeting and in good standing to win!

Join us on April 6 with Jack Molodanof for legal and legislative updates.

The easiest way to join the ZOOM meeting is to click [HERE](#) between 6:15 and 6:30 pm.