



# ASCCA Foothills Chapter 5

November, 2020

*Join us for our monthly Chapter 5 meeting on Tuesday,  
November 3 at 6:30 pm via ZOOM.  
“Open Forum”*

We need the strength of our Association now more than ever!!!  
Due to the COVID-19 restrictions, we continue to meet virtually via our  
computers, tablets, and smart phones.

We will begin with Chapter updates, then turn our attention to an  
“Open Forum” where we can learn from each other’s successes and failures.

One of the topics will be:

**“Why are you not getting your technicians to produce  
1 hour labor for every hour they are at the shop?”**

We will also hear from ASCCA State President John Eppstein with an  
update on our Education Foundation.

**At the end of the meeting we will draw 4 numbers for our "Shop Drawing."**

**The winners will have a choice of \$50 cash or**

**\$100 Chapter Dues credit. Your choice!**

**You must be a member in good standing and present for the full meeting to qualify.**

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

The details of the meeting are below:

<https://us02web.zoom.us/j/83869674094>

Meeting ID: 838 6967 4094

If you have questions, email us at [asca.05@gmail.com](mailto:asca.05@gmail.com) or call 626-296-6961

## President's Message:

Greetings,

The winter and cold is upon us, (but in SoCal that could be only a couple days.)

Are we prepared for what's next ?

Being part of an association helps us along the way with many smart and helpful people helping us . At November's meeting we are having an open forum to help each other along the hard path to being a successful business owner.

Join us and listen or share your knowledge . We will be looking forward to all your help.

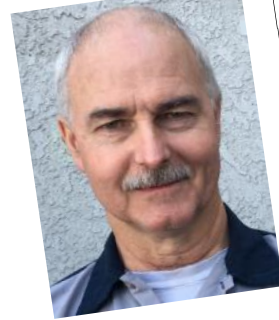
Also, you may win one of four prizes for being there . Knowledge and money what's better?

Thanks to everyone for being there and being part of ASCCA.

Stay safe and healthy



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



**Recruit a new member and get a \$175 reward!**

## ***ASCCA Chapter 5 Believes***



***Check us out:***

**We are offering you FREE dues for the rest of 2020**

When you join now, and pay your dues for 2021, we will give you the remainder of 2020 for free *and* deduct an additional **\$100.00** from your 2021 dues. That's only \$700 for the remainder of 2020 and all of 2021.

Our Member shops have increased profits by 5% without breaking a sweat, others have increased by 25% by getting involved.

***How can you afford not to at least check us out?***

**Ask yourself these questions:**

- DO you want to be the best?
- DO you want more profit?
- DO you want less stress?
- DO you want friends in the auto industry to share your thoughts and to network with?
- DO you want more car count?
- DO you want your company to grow?
- DO you want free and low-cost training?
- DO you want more free time with the family?

**If yes, ASCCA is the path to success.**

Call today to get connected with a successful and profitable shop owner who was in your shoes before they joined ASCCA.

626-296-6961

## ASCCA Chapter 5 Business Owner's Checklist for Success

Our chapter has many resources to ensure top shop success

If you have some or all of these concerns, Chapter 5 membership can help you

We have many shops that applied this checklist to their business and are rock stars

Time and commitment is required by the owner and the staff to travel the road to a healthy, happy and profitable business you will be proud of.

- Have goals for the company (financial, technician hour production, gross and net profit)
- Have a mission statement, Motto and culture for your shop and share with all employees weekly at your shop meeting
- Have a budget
- Build a financial and staff model to be profitable
- Have policies and procedures for all tasks in your shop (example might be a check list for opening/closing the shop, test drive route, when to pull wheels to check brakes or how to inspect every car)
- Have a mentor shop or shops or a business coach
- Have monthly P&L's and financials
- Read and understand your financials monthly
- Build an customer avatar (meaning the perfect customer and year, make , model of cars, as well as the type of services you want to work on)
- Market to your existing data base every 3 months
- Call existing customers to get feedback on how you and your staff is doing
- Make at least 10% net profit (take home dollars for you) 20% should be goal
- Have weekly shop meetings
- Raise labor rate every month (at least \$00.25 per hour) absolutely should and could be more)
- Review and audit your RO's and technician inspections
- Charge testing time for everything
- Advertise for staff when you don't need them to have a bull pen to go to if and when you need it
- Owner should not work on cars, if you choose to, find a superstar manager to watch the business
- Train, train, train every person in your company, especially yourself

Biggest mistakes that are performed by many business owners

- Leading by fear
- Not praising staff
- Hiring and keeping the wrong staff
- Lack of training (especially the owner)
- Poor financial understanding of the company
- Blaming your customers for your business issues
- Worse, blaming your staff for your business issues
- Not charging enough (usually due to the wrong customers, staff and type of cars in the shop)
- Not charging for inspections

You, the owner, can make a difference. You just have to want to.

*Submitted by Gene Morrill*

# Tax and Business Tips from Norm Blieden, CPA

With all the talk during the pandemic to save money, it is possible to go too far. Included here are some ideas to make sure this does not happen to you. The Social Security Administration recently announced its 2021 cost of living adjustments. More wages will be taxed and retirement checks will go up. The annual details and some interesting Social Security information are outlined here. And if your small business is struggling on how to make ends meet during this challenging time, here are some hints to effectively price your products. All this and some handy every-day tips EVERYONE should know.

## Saving Too Much Can Sometimes Be Expensive

When it comes to money topics, you're always hearing how to save more. But even with the best of intentions, you can run into trouble when you try to save too much. Here are four ways that savings can get in your way and how you can correct them.

**Savings that turns into spending.** Buying something on sale to save money is still spending. Focus on the amount of money you have to part with, instead of focusing on the great deal. These deals use the human emotion of the fear of losing out, causing you to spend money you did not plan on spending in the first place.

***What you can do:** Plan your purchases. If something on your list of planned purchases is then on sale, you will truly be saving money. So instead of saving 50% on a new lawn mower, save 100% because you already have one that works just fine.*

**Savings that turns into hoarding.** This could happen if you have a hard time parting with things for fear you might be able to use it in the future. This could be as simple as buying a new set of dishes or a new pair of shoes and hanging on to the old ones just in case. Each time you acquire something new without throwing out the old, your house gets stuffed with items you don't need.

***What you can do:** When you need to replace something, try to sell the old item right after bringing in the new item(s). Not only will this keep the clutter out of your home, it will effectively lower the cost of the replacement. And periodically review the contents of your household. Have you used it in the last 12 months? If not, chances are good that you won't need it in the foreseeable future.*

**Not replacing things when you should.** This savings behavior might actually be costing you money. For example, that old water heater still works, but it could be so inefficient that it is costing a ton in excess electricity or gas. The same could be true with an old car's maintenance bills or even wearing clothes even though you've worn holes in them.

***What you can do:** Consider replacements as investments. For instance, replacing the old brakes in your car is an investment in your safety. Replacing your worn-out shoes is an investment in your comfort. Replacing your toothbrush that is falling apart is an investment in your health.*

**Risking damages or dangers.** It's great to save money by doing something by yourself, but know your limits. Sure, cutting down that old tree by yourself can save you a ton of money. But the emergency room is full of do-it-yourself savers who lack the experience to do it safely. The same can be true with making financial decisions or even wading through the tax code on your own.

***What you can do:** Know your limits and ask for help. Sometimes paying a little more is worth it if it means avoiding a potentially dangerous or financially negative situation.*

## Social Security Benefits Increase in 2021

### How to Walk the Tightrope When Raising Prices

Raising prices can be fraught with risk during good economic times. So, what happens if you try to raise prices during bad economic times?

As Hamlet would say, "Ah, there's the rub." If you raise prices, you risk losing clients to competitors. If you don't, decreasing revenue or rising costs can capsize your company. So, what's a small business supposed to do?

*(Continued from page 5)*

## **The Art of Pricing**

Raising (and, sometimes, even lowering) prices can be a balancing act. As with any major business decision, pricing should take into account various factors. Here are several to consider.

**Analyze costs.** First, you need to carefully analyze the costs needed to bring your products or services to market. Such expenses might include raw materials, storage, personnel, advertising, delivery, rent, equipment, taxes and insurance. Failure to cover all these costs in your price will inevitably lead to shrinking profits.

**Establish profit margin.** Next, it's important to establish an acceptable profit margin. This is where the art of pricing begins. To find your company's sweet spot with regards to pricing, consider researching competitors in your region to determine their pricing for comparable products, raising your finger to the wind to discern the business climate and asking your customers about their preferences.

**Listen to your customers.** Your customers will tell you if you raised prices too high. They'll either continue to buy your product or seek out a competitor.

**Consider incremental price increases.** Small, incremental price increases tend to be more palatable to customers than a few large changes. We see this every day in the rising cost of gasoline, utilities and taxes. Many customers can handle incremental inflation...just don't shock them with a huge increase all at once.

When considering pricing, it's important to take a long, hard look at both your costs and the quality of your products and services. Customers will generally pay a premium for goods and services that provide greater value. Successful business owners endeavor to increase both the actual quality of their products and the perception of that quality in the minds of customers. Do both well, and a price increase may be in order.

## **Steer Clear of Money-Making Scams While You're Stuck at Home**

Scammers are targeting people looking to make money while stuck at home.

While there are plenty of legitimate opportunities to earn extra cash, the Federal Trade Commission (FTC) says to steer clear from the following money-making scams:

**At-Home Medical Billing Businesses.** Many medical billing business opportunities are worthless. Their promoters don't tell the truth about earnings potential and fail to provide key information.

**Envelope-Stuffing Schemes.** Offers that promise quick and easy income from stuffing envelopes at home virtually never pay off.

**Telemarketing Resale Scams.** Selling brand-name merchandise from home can be a great way to work at home making some extra money. But fraudsters sometimes call to lure you into a resale proposition. They're the ones who make the money – and they make it from you.

**Work-at-Home Businesses.** Many work-at-home opportunities are promoted by scam artists. If you pay in, it's likely that you will spend more than you can earn.

### **How to Protect Yourself**

- **Do your research.** Talk to other people and read reviews about the work-from-home opportunity you are considering. Also consider checking out a company with your local consumer protection agency, your state's Attorney General office or the Better Business Bureau.

**Request the FTC's one-page disclosure document.** Sellers of work-from-home opportunities are required by the FTC to give you a one-page disclosure document that offers key pieces of information about the opportunity. [Click here](#) to see what the document looks like.

**Ask follow-up questions.** In addition to reviewing the disclosure document, ask the sellers various follow-up questions such as the following: What tasks will you have to perform? Will you be paid a salary or be on commission? What is the basis for the company's claims about what you can earn? When will you get your first paycheck?

### **Reporting a Scam**

*(Continued on page 7)*

*(Continued from page 6)*

If you have spent time and money on a work-at-home program and now believe it may not be legitimate, contact the company and ask for a refund. If you can't resolve any disputes with the company, file a complaint with the FTC at [ftc.gov/complaint](http://ftc.gov/complaint) or call 877-FTC-HELP.

Also file a complaint with your state's Attorney General office or the state where the company is located.

## **Retirement Savings Tips for Small Business Owners**

As an owner of a small business, you've proven that you're a self-starter by operating a successful private enterprise. Of equal importance is applying your skills towards saving for your future. Here are some of the most popular tax-advantaged retirement vehicles for small business owners in 2020 and some tips on saving for retirement.

### **Options if you're not currently enrolled in a plan**

For small business owners not currently enrolled in a retirement plan, here are three of the most popular retirement account options:

- **Simplified Employee Pension (SEP) IRA Account.** Contribute as much as 25% of your business's net profit up to \$57,000 for 2020.

- **401(k) Plan.** Contribute up to \$57,000 of your salary and/or your business's net profit.

**Savings Incentive Match Plan for Employees (SIMPLE) IRA Account.** You can put all your business's net profit in the plan, up to \$13,500 plus an additional \$3,000 if you're 50 or older.

**Which plan should you choose?** SEP and SIMPLE IRAs are ideal for either sole proprietors or really small businesses (no more than one or two dozen employees). Due to higher administrative costs, 401(k) plans are usually more suited for larger small businesses (more than one or two dozen employees).

### **Tips to maximize your retirement contributions**

For small business owners who are currently enrolled in a retirement plan, here are some suggestions for maximizing your annual contributions into your retirement accounts:

**Pay yourself first.** Instead of funding your retirement account with whatever is left over after paying your monthly bills, decide at the beginning of each month how much you want to set aside to fund your retirement. Make funding your retirement each month as important as your other bills. Then assume that you pay your retirement bill first. If you run out of money before paying all your bills, decide if there are any expenses that can be pared back for subsequent months so you can meet your monthly retirement savings goal.

**List your retirement contributions on your income statement.** It is easy to forget about retirement planning when running the day-to-day operations of your business. To keep retirement contributions top-of-mind, record these as a separate line item on your business's income statement.

**Review your tax situation at least twice a year.** Tax planning is now more important than ever with the uncertainty caused by the recent pandemic. So review your tax situation at least twice every 12 months to see how to maximize each year's retirement contributions.

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

# What Is Culture?

*Submitted by Gene Morrill of Certified Automotive Specialists in Glendora*

Culture is Made Up of The Values, Beliefs, Underlying Assumptions, Attitudes, and Behaviors Shared by a Group of People

In Other Words...

**Culture is the Character and Personality of an Organization**

**Why is Culture Important?**

*“Culture guides discretionary behavior and it picks up where the employee handbook and policy manual leave off. Culture tells us how to respond to an unprecedented service request.”*

Culture is about the team and making sure members have a fun, safe and productive work environment

**Why Should We Care About Culture?**

Better Moods = Better Performance

Jobs shouldn't provoke stress in employees.

While the work may be difficult, the culture shouldn't add to the stress of the work. On the contrary, the culture should be designed to alleviate the work related stress.

**Culture Starts with a Vision**

What do you want your company to look and feel like?

Our four main goals:

To serve and satisfy our customers (deliver the promise)

To provide the best workplace possible for all team members

To remain profitable

To maintain a positive presence throughout the community – with financial support and volunteerism

**10 Elements of a Successful Culture**

**By Paul Spiegelman *Chief Culture Officer, Stericycle***

**Core Values:** Guide Daily Decision Making

Set a high level of standards

Gil's Philosophy: “Treat everyone how you want to be treated”

**Camaraderie:** Team Spirit, Knowing Each Other, Having Fun is Important, Longevity

18 Years: Average Time Working at Burnt Hills Location

Often Spend Time Together Away from work

Knowing each other's kids, grandkids and interests

**Celebrations:**

Recognizing The Team For Their Accomplishments is Ultra Important.

Recognizing Individual's Birthdays, Anniversary Dates,

Milestone Events are Equally Important

Monthly Birthday Cakes

Gifts for births of children and grandchildren

Flowers, Balloons, personal notes and signs

Awards for Years of Service Milestones

**Community:**

Connecting with and Giving Back to the Local Community



*(Continued from page 8)*

Local team and charity sponsorships

Fundraiser Raffle Item Donations

Career Days: Students interested in auto repair can visit our facility and learn about automotive technology

Sunshine Club: Cards Sent to Customers (Milestone birthdays, Get Well, Thinking of You, Sympathy)

Holiday Cakes to Local Vendors

Celebrate other local businesses reaching milestones

### **Caring:**

Show Your Employees You Genuinely Care About Them in the Totality of Their Lives

Ask questions

Seek friendships – Make an emotional investment

### **Commitment to Learning:**

Show Your Employees You're Committed to Their Professional Growth

Provide ample learning opportunities

Sponsor In-house training

Lead by example (show/share your own personal growth)

Encourage knowledge sharing with you and between staff members

Provide easy access to schools, classes and seminars

### **Consistency:**

Culture is Based on Traditions. Great Events and Programs Need to Happen on a Regular Basis. One Time Events Will Feel Disingenuous.

Monthly Meetings

Annual Holiday Party

Company Outings/Picnics

Holiday BBQ's (Labor Day, Memorial Day, 4th of July, Thanksgiving Dinner, etc.)

Provide Lunch (Gatorade/Refreshments on Hot Days)

Pizza Fund

Breakfast Provided Everyday Give the credit to the team

### **Connect:**

Don't Isolate Yourself at The Top. Connect With All Levels of Your Company. Participate in Events. Laugh & Cry

Manage by walking around

Join team lunches

Eat in break room

Make yourself seen

Help with repairs, locate a part, heavy lifting, help find solutions

### **Chronicles:**

Does Everyone in Your Organization Know How The Company Started? Great Stories About Overcoming Difficulties Make Great Company Lore

Gil's Timeline; Know Gil the Milkman and his stories

*(Continued from page 9)*

Share stories from your personal beginning and struggles

Talk about the “old days”

Past employees – share their legacy and memories

### **Communication:**

Formal and Informal at All Levels of The Company – Consistently!

Monthly Team Meetings – Strategic Plan & Review – 1-1.25 Hours

Weekly Department Meetings – (Tool Box) Operational Topics, Follow Up & Feedback 10-15 Minutes

Daily Huddles - Updates & Issues 5-10 Minutes Several Times a Day

Look at Who, What, When, How, and Why you communicate

Means of communication: written, spoken, body language

Use of technology to communicate: talk to text, cell phone, email, text messages, time clock message

### **Why is Culture Important?**

*It tells us whether to risk telling our boss about our new ideas, and whether to surface or hide problems. Employees make hundreds of decisions on their own every day, and culture is their guide. Culture tells us what to do when the boss isn't in the room, which is of course most of the time.*

“Have a Presence Even When You’re Not Present”

### **Additional Thoughts**

- It all Starts with Leadership!
- Stay Upbeat – Speak in Positives
- Positive Reinforcement
- Recognize Good Effort/Work
- Communicate Expectations
- Interact With Staff Daily
- Make a Personal Connection with Each Team Member
- Challenge Them
- Set the Example You Want Followed
- Work the Hardest
- Give the Credit to The Team
- Take the Blame When Something Doesn't Go as Planned
- Be Humble
- Have Your Actions Be Consistent With Your Expectations of Others
- Be Someone People Want to Be Around, Not Someone to Avoid
- Don't Put Money Before People

*Gene Morrill is an ASCCA Chapter 5 Board of Directors member,  
and has been a member of ASCCA for 36 years!  
He is also a coach with Elite Worldwide, and is committed to helping our  
ASCCA Chapter 5 members succeed.*

# ASCCA Benefits

ASCCA BENEFITS



*"Camaraderie and advice from fellow ASCCA shop owners."  
Craig, Craig Johnson  
Automotive*



*"Tim and I have taken advantage of the 30 minutes of free legal advice with Jack Molodanof 'ohanna, BMW PhD at least three times."*



*"DFG rebates back to me almost half my ASCCA annual dues."  
Gene, Certified  
Automotive Specialists*



*"30 free minutes of professional business advice from Maylan Newton."  
Darren,  
Gilbert Motor Services*



*"GK, now Cintas, saved me 40% on my uniform costs with my ASCCA discount."  
Gene, Certified  
Automotive Specialists*

## DISCLAIMER

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# 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.asc5.com/> lists members by city. It also lists upcoming seminars and meetings. Contact Joseph Appler at [asca.05@gmail.com](mailto:asca.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 [asca.05@gmail.com](mailto:asca.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](mailto: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 [asca.05@gmail.com](mailto:asca.05@gmail.com) or 626-296-6961.**

# How ASCCA Dues work in Chapter 5

## Membership in ASCCA is on an annual basis.

- Regular membership dues in ASCCA Chapter 5 are \$800/yr. Associate membership dues are \$895/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 \$250/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.)

# 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

BUSINESS SUPPLIES, EQUIPMENT & SERVICES		
	AESwave specializes in sales and support of automotive diagnostic equipment. Each day, thousands of technicians, educators, trainers, engineers, and technical writers use products and strategies developed at AESwave.	Carlos Menchu, 877.351.9573 info@aeswave.com www.aeswave.com
	AutoZone's partnership with ASCCA will get you special pricing for Platinum Level Membership, timely parts delivery, a 5% quarterly rebate on electronic purchases, free advertising, and more! Check out their electronic ordering software which can help save you time and money.	Jim Gray, 704.301.1500 jim.gray@autozone.com
	Autologic Diagnostics is changing the game in aftermarket diagnostics by going beyond the diagnosis stage. We empower technicians to meet the challenges of today's increasingly complex vehicles through a range of 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 by finding faults faster and more accurately, as well as repair more cars, faster with fewer mistakes.	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 Waln, 949.337.2484 Eric Elbert, 805.490.6080, EricE@petrospecsBG.com www.petrospecsinc.com.
	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 Biezonsky, 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

 <p>DEDICATED TO THE PROFESSIONAL</p>	<p>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.</p>	<p>Sergio Gonzales, 916.962.3270 ASCCA@oreillyauto.com www.oreillyauto.com</p>
	<p>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 taught by experienced professional instructors.</p>	<p>Rob Morrell, 510.755.6058 rmkroll@gmail.com www.worldpac.com</p>
<b>EDUCATION PROVIDERS</b>		
 <p>Automotive Coaching and Training</p>	<p>The ACT Group is a partnership of long time automotive industry experts. Former Technicians, Service Writers, Managers, General Managers and owners of automotive facilities offer their expertise in a strong variety of industry training classes. Discounts are available to ASCCA members, including \$200.00 off our Service Advisor Classes.</p>	<p>Ray Kunz, 916.588.0775 ray@automotivecoachingandtraining.com www.automotivecoachingandtraining.com</p>
	<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 jsilverman@autotraining.net www.autotraining.net</p>
 <p>Power Your Shop • Fuel Your Freedom</p>	<p>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.</p>	<p>Carolyn Gray 818.863.1077 cgray@driveshops.com</p>
 <p>Educational Seminars Institute Automotive Management Specialists</p>	<p>Since 1984 ESI has provided independent repair shops with up-to-date full-facility training for management and personnel.</p> <ul style="list-style-type: none"> <li>• ASCCA Members have exclusive access to discounted training courses.</li> <li>• Save \$800 on every Service Writer course and \$55 on every seminar. (Space limited.)</li> <li>• <b>FREE 30 minutes of business consulting advice per month.</b></li> </ul>	<p>Maylan Newton 866.526.3039 maylan@esiseminars.com</p>
<b>INSURANCE &amp; LEGAL SERVICES</b>		
 <p>Insurance Services</p>	<p>Armstrong &amp; Associates provides ASCCA members with A+ rated property casualty company policy options and an exclusive workers' compensation program including comprehensive safety &amp; claims services. You'll receive the utmost care and service along with the most competitive insurance programs. Includes an enrollment discount of \$100</p>	<p>Customer Service, 530.668.2777 www.armstrongprofessional.com</p>
 <p>INSURANCE SERVICES, INC</p>	<p>Competitive dental &amp; vision plans exclusively available to ASCCA members.</p>	<p>Mat Nability, 916.286.0918 mnability@coremarkins.com</p>
<p><b>Molodanof Government Relations</b></p>	<p><b>FREE LEGAL Service - Thirty (30) minutes of free legal advice per month for all ASCCA members. A \$225 monthly value!</b></p>	<p>Jack Molodanof, 916.447.0313 jack@mgrco.org www.mgrco.org</p>
<b>INTERNET MARKETING, WEB DESIGN &amp; SEARCH ENGINE OPTIMIZATION</b>		
 <p>BROADLY.COM</p>	<p>Through internet marketing, Broadly gets great customer reviews on Google, Facebook, and other review sites. ASCCA members get a FREE account set-up (valued at \$200).</p>	<p>Laura Nelson, 800.693.1089 marketing@broadly.com www.broadly.com</p>
	<p>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 customer retention, and revenue tracking tools. Kukui will help you track stats about new clients, your customer retention rate, and will help you track areas of improvement through appointment forms, phone call tracking, and feedback from customer reviews. ASCCA members receive special pricing on custom website design.</p>	<p>Todd Westerlund 925.980.8012 Todd@kukui.com or Patrick Egan 805.259.3679 Patrick@kukui.com www.kukui.com</p>

**WWW.ASCCA.COM**

 <p><b>MUDLICK™ MARKETING</b> DATA DRIVEN DIRECT RESPONSE</p>	<p>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, offer in-house financing, and our weekly flex pay and flex mail programs make us very affordable. In addition, ASCCA Members will be offered \$250 off their first customer mailing and 10% off all our digital programs.</p>	<p>Danielle Ray, 470.299.7374 Dray@mudlick.com <a href="http://mudlickmail.com">http://mudlickmail.com</a></p>
	<p>Join the nation's largest network of elite auto repair shops. 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. (Estimated new business \$48,000/year)</p>	<p>Evan DeMik, 415.595.3346 evan@repairpal.com <a href="http://www.repairpal.com">www.repairpal.com</a></p>
<p><b>MERCHANT SERVICES</b></p>		
	<p>Receive up to a <b>\$350 rebate</b> on your ASCCA State dues when you use DFG to process your credit cards. Call for a free no obligation consultation.</p>	<p>Shannon Devery 877.326.2799 <a href="http://www.digitalfg.com/">www.digitalfg.com/</a></p>
<p><b>SOFTWARE PROVIDERS</b></p>		
	<p>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.</p>	<p>Chuck Bennett 512.285.0307 Charles.bennett@alldata.com <a href="http://www.alldata.com">www.alldata.com</a></p>
	<p>BOLT ON TECHNOLOGY equips the automotive repair and maintenance aftermarket with award-winning technology tools to improve customer communication. Along with ongoing training and support, BOLT ON's mobile and digital tools also reduce problems inherent in the service process, while increasing shop productivity, revenue, and customer satisfaction.</p>	<p>Tim Cifelli 610.400.1019 tcifelli@boltontechnology.com</p>
	<p>The New Standard in Shop Management. 100% cloud-based on any device. Take your shop fully digital and 100% paperless. <b>Ask for a special ASCCA member rate.</b></p>	<p>Matt Ellinwood, 415.890.0906 x106 matt@shop-ware.com.</p>
<p><b>UNIFORM SERVICES</b></p>		
	<p>Nationally recognized supplier of customer and employee apparel &amp; janitorial services with thier special ASCCA package. Keep your employees on brand, your bathrooms stocked, floors clean, and much more. Let Cintas take care of your shop's maintenance needs and get exclusive pricing with your ASCCA membership.</p>	<p>Jessica Essad, 775.813.8954 EssadJ@cintas.com <a href="http://cintas.com/">http://cintas.com/</a></p>

## 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.

**Educational Foundation** – ASCCA members can also participate in the association's educational foundation that raises funds for scholarships issues to students entering into the automotive aftermarket.





## Chapter 5 Associate Members

BG Petrospecs	Abe Chavira	805-857-5065	<a href="mailto:abec@petrospecsbg.com">abec@petrospecsbg.com</a>
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Van de Pol Petroleum	Wes Powell	562-236-1000	<a href="mailto:wpowell@ineedoil.com">wpowell@ineedoil.com</a>

***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](mailto: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](mailto: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!

<p>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 &amp; 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</p>	<p>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</p>
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# ASCCA Chapter 5 2020 Board of Directors

## Executive Board

2016

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**Secretary.....Craig Johnson**  
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**Treasurer.....Jim Ward**  
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 Gene Morrill..... (626) 963-0814  
 Darren Gilbert..... (626) 282-0644  
 Johanna Reichert..... (626) 792-9222  
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### Associate Member Board Rep.

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**CA Senator Susan Rubio.....(D-22)**  
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**CA Senator Maria Elena Durazo.....(D-24)**  
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**CA Senator Anthony J. Portantino.....(D-25)**  
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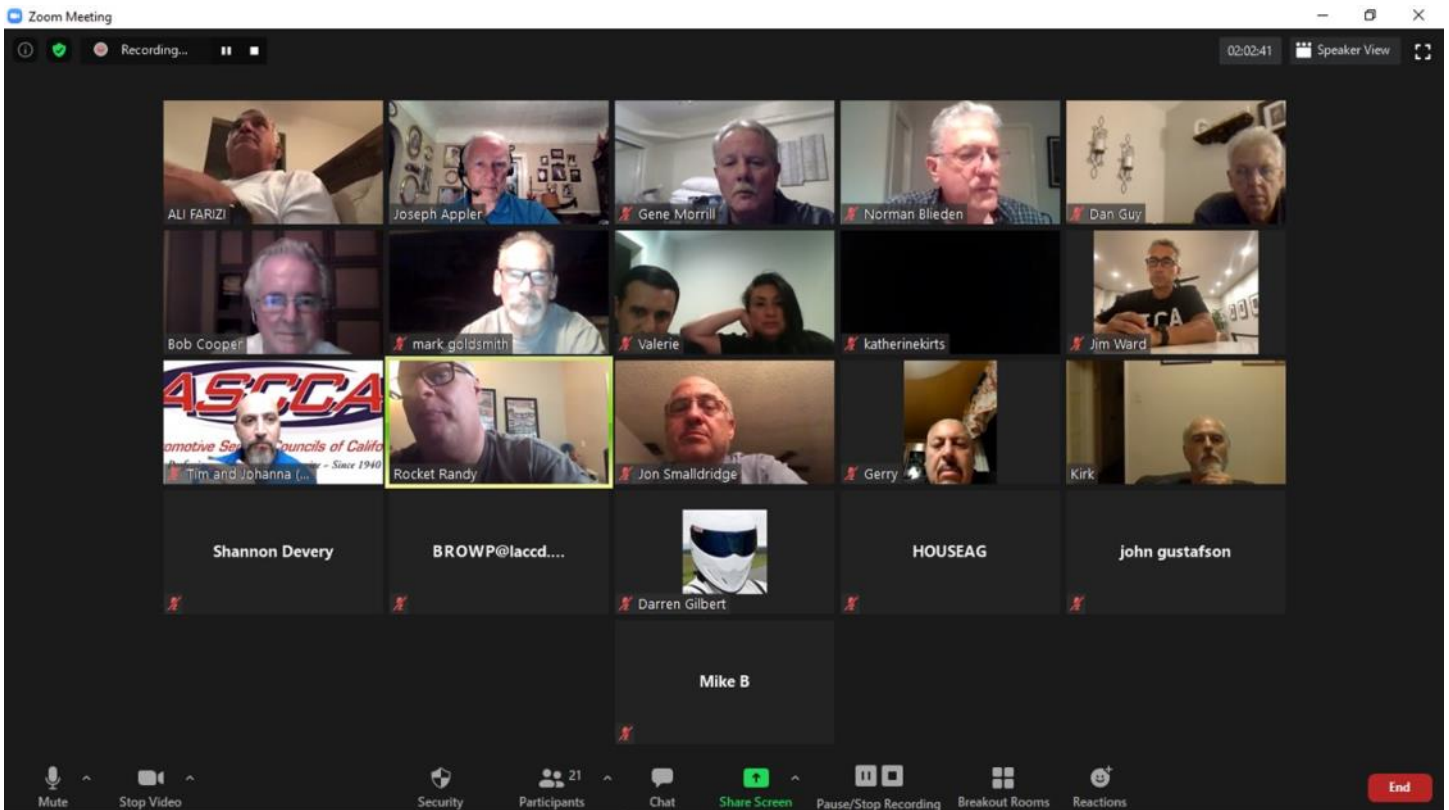
## Government Offices/Contacts

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 Fax..... (202) 445-4633

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

*We had 22 online at our October 6 Zoom meeting with Bob Cooper. He challenged and educated us on being effective leaders.*

*Now, more than ever, you'll need to follow through on your responsibilities of leadership. Your employees, your customers, your family members and the industry is depending on you doing so. Being an effective leader isn't difficult, as long as you know what you'll need to do and how to do it. If you missed this powerful and inspirational session with Bob Cooper you can watch it on our website events page. Here's the link: <https://www.ascca5.com/events>*



*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.*

*However, none were present to win!!!*

*In November, four more shops will be drawn.*

*You must be present and in good standing to win!*

**Join us on November 3 for our ASCCA Chapter 5  
“Open Forum” where we learn from each other.**