

MT. DIABLO - CHAPTER 20



ASCCA CHAPTER 20, Volume 16, Issue 10- APRIL 2021

APRIL 13, 2021

Message from ASCCA President Rory Balmer

ASCCA Leadership Engagement on Social Media

As ASCCA leaders, we have an opportunity to increase our association's social media strength if we all take easy steps to engage online and boost the visibility of ASCCA's posts. Facebook and Twitter provide an excellent platform to promote ASCCA, showcase our programs and benefits, and recruit new members. ASCCA social media accounts frequently post member benefits/highlights, event information, ASCCA member spotlights, ASCCA committee information, legislative bills that may impact the industry, and much more. But to help more people see this content, we need more "likes", "shares" and "comments" on these posts.



I know we aren't all social media experts, but I have no doubt that we can all be more active on social media and help increase ASCCA's online visibility for potential members through a few easy steps:

1. Find our ASCCA account on **Facebook** [@AutomotiveServiceCouncilsofCalifornia](#) and "Like" our page. You can even set the page as a "Favorite" to have our content appear higher in your news feed.
2. Find our ASCCA account on **Twitter** [@ASCCA1](#) – and click "Follow".
3. Share or retweet ASCCA posts that you like – this can be done by clicking the "share" button on Facebook or the "retweet" button (repeat arrow icon).
4. Make a comment on ASCCA's posts – this boosts engagement and helps ASCCA's content be seen by more people.
5. Post on your shop's social media account or your personal social media account about upcoming ASCCA events, the benefits of joining ASCCA, why others should join ASCCA, what members get access to, etc.

When posting, consider "tagging" ASCCA by adding the association's Facebook or Twitter handle in your post. Also consider including a hashtag to extend your reach, such as *#autorepair*, *#autoshop*, *#autoservice*, *#mechanic*, *#COVID*, *#auto*, *#cars*, *#shopowners*, *#technician*, *#ADAS*, *#automotive*

KP Public Affairs is also collecting social media videos from ASCCA members giving a "plug" for the association that will be used for recruitment. These videos can be recorded with your cell phone and should be 20-30 seconds long. Consider creating a short video with a comment on how ASCCA helped your business, why being a part of ASCCA is important for all shop owners, why non-members should consider joining or attending an event, or words that describe ASCCA. All video submissions can be sent to Samantha at snadimi@ka-pow.com or you can text your video to 949-287-1425.

Let me know if you have questions. Kind regards, **Rory Balmer, ASCCA 2021 President**



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

www.ascca.com

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PRESIDENT

Steve Elstins.....925-676-8376
westcoastmufflers925
@yahoo.com

BOARD CHAIR

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Mary Kennitz925-356-0683
mak300z@aol.com

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Dennis Nolen.....831-430-6402
dnolen@webmail.oreillyauto.com

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CHAPTER REPRESENTATIVE OPEN





ASCCA VIRTUAL CONFERENCE

Business Management & Technical Training

May 14-15, 2021

ASCCA educational meetings offer strategies and tips to improve your repair shop operations today — saving you time AND money – while positioning you for long term growth and success.

SCHEDULE HIGHLIGHTS

Saturday, May 15, 2021

8:00AM – 10:00AMBUSINESS MANAGEMENT TRACK

Everything You Need to Know About Numbers & Profit

Learn the best — and easiest — ways to increase your profit now

20% Net or 3% Net – Which are you?

The 6 Most important numbers for your business

Measuring Gross Profit Dollars per hour – it’s not enough

7 Key warning signs in your numbers – what they mean & how to fix them

Cecil Bullard, CEO, Institute for Automotive Business Excellence

8:00AM – 10:00AMTECHNICAL TRACK

Noise, Vibration and Harshness Analysis — Part 1

Techniques to identify vibration source, track the transfer path & pinpoint the responding component.

Root causes of vibration

Understanding frequency & amplitude

Piezo sensors for analysis

Unique diagnostic software

Best practices for corrective measures

Rich Falco, ASE Master Technician L1, CARQUEST Technical Institute

[VIEW FULL SCHEDULE](#)

[REGISTER](#)



REGISTRATION PRICING

Early Bird Pricing

Register by 4/30

Member Pricing – Entire Shop: \$99

Non-Member Pricing (up to 3 people): \$149

Regular Pricing

Register after 4/30

Member Pricing – Entire Shop: \$149

Non-Member Pricing (up to 3 people): \$199



For Immediate Release

Contact: John Lanctot
Maximum Marketing
(312) 768-7376
ilanctot@maxmarketing.com

ASE Designates June as Automotive Service Professionals Month

Leesburg, Virginia – April 6, 2021 – As a way to recognize vehicle service professionals who are proficient, credentialed and committed to excellence, the National Institute for Automotive Service Excellence (ASE) has designated June as Automotive Service Professionals Month.

“Automotive service professionals go above and beyond, providing essential services to ensure that vital vehicles stay in service to perform their important roles and keeping the motoring public on the road,” said Tim Zilke, ASE president and CEO. “Because these skilled professionals deserve our thanks, ASE has designated June as Automotive Service Professionals Month to recognize the valuable work they perform each and every day.”

To commemorate Automotive Service Professionals Month, ASE has developed a special logo that can be used by companies, organizations and individuals to recognize and honor vehicle service professionals during the month of June. The logo can be downloaded free of charge by visiting the ASE Tool Kit at www.asetoolkit.com.

“We invite all industry members to join us in observing Automotive Service Professionals Month in June and marking the occasion with special programs, recognition events and other celebrations,” continued Zilke. “In addition, June will be an opportune time for motorists to thank their own certified technicians on their social media platforms.”

About the National Institute for Automotive Service Excellence (ASE)

Established in 1972 as a non-profit organization, the National Institute for Automotive Service Excellence (ASE) is a driving force in the transportation industry. As an independent third party, ASE upholds and promotes high standards of service and repair through the assessment, certification and credentialing of current and future industry professionals, and the prestigious ASE Blue Seal logo identifies professionals who possess the essential knowledge and skills to perform with excellence. Today, there are approximately 250,000 ASE Certified professionals at work in dealerships, independent shops, collision repair shops, auto parts stores, fleets, schools and colleges throughout the country. For more information about ASE, visit www.ase.com.

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Test Prep Tips for Achieving ASE Certification

Presented by Walt Commans, ASE Western Representative, Automotive Service Excellence (ASE). This webinar was hosted by Tony Molla, Vice President, Industry Relations, Automotive Service Association (ASA)

Driving Your Success!

P.S. Education doesn't need to wait!

ASE Certification is the gold standard for technician credentials in the automotive service industry. More than a quarter million automotive professionals currently hold ASE Certification in one or more areas. Are you one of them? Whether you're just starting out, or a seasoned veteran, this webinar will help you better understand how the ASE Certification Tests are created and how best to prepare for and take the exams to have the best chance of passing the first time! In this webinar you will learn:

- What areas of certification do the ASE A1-A8 Automobile Tests cover?
- How do I register and take the ASE Certification Exams?
- What preparation materials are available to help prepare for certification?
- How are the ASE Tests made? Who writes the questions?
- What do the ASE Certification tests measure?
- What experience do I need to take an ASE test?
- Where can I go if I have any questions about the ASE Tests?

Click here to view the webinar: <https://youtu.be/qR2LBhFWqPQ>

We thank Tony Molla and Walt Commans. Very Well Done!
...on behalf of ASE, ASA, and the ASE Education Foundation.

Best Regards,

John Saia, shelbyguy@live.com



Education Foundation

CHAPTER 20 MEMBER LIST

Ace Auto Repair & Tire Ctr
George Chavez
2560 San Ramon Vly Blvd.
San Ramon, CA 94583
925-743-1552

Acalanes High School
Grant Cusick
1200 Pleasant Hill Road
Lafayette, CA 94549
925-935-2600

Alhambra High School
Brian Wheeler
150 E Street
Martinez, CA 94553
925-313-0440

All-Flow Muffler & Auto
Danny Larson
3900 Pacheco Blvd
Martinez, CA 94593
925-229-3044

Autotron Service Center
Ryan Tunison
3688 Washington St. Ste F
Pleasanton, CA 94566
925-484-2400

BG Fleming Distrib. Co.
Christopher Smith
1011 Suncastr Lane
El Dorado Hills, CA 95762
916-223-0559

Burrough & Sons Automotv
Tom Burrough
5154 Sobrante Avenue
El Sobrante, CA 94803
510-222-3330

Clayton Valley Auto Svc
Harold Naipo/Terry Ketchel
1505 Rishell Drive
Concord, CA 94521
925-682-2281

Commans, Walt
ASE W. States Consultant
5312 Quail Ridge Terrace
Anaheim Hills, CA 92807
714-974-3208

Contra Costa College
Bobby Sturgeon
2600 Mission Bell Drive
San Pablo, CA 94806
510-215-3976

D&H Enterprises
Dave & Mary Kemnitz
2689 Monument Blvd
Concord, CA 94520
925-356-0683

Devil Mountain Diesel
Jason Loelieger
Mark Fuenzalida
1500 3rd Avenue
Walnut Creek, CA 94597
925-954-8582

Diablo Auto Specialists
Tim Stussi
1413 Carlbac Avenue
Walnut Creek, CA 94596
925-932-6701

Dick & Ryan's Auto Repair
Trevor Stoneham
1679 1st Street
Livermore, CA 94550
925-373-9055

Digital Financial Group
Shannon Devery
1329 Hwy 395 N., Ste 10
Gardnerville, NV 89410
626-476-9016

Dublin Car Tek
Tim Johnson
6008 Dougherty Rd.
Dublin, CA 94568
925-829-9300

European Auto Repair
Carlos Showing
1573 Third Avenue
Walnut Creek, CA 94597
925-944-5606

European Autotech
Chris Murad
31 Beta Court, Ste J
San Ramon, CA 94583
925-820-6460

Five Star Automotive
Brian & Janice Andrews
1440 Concord Ave. Ste C
Concord, CA 94520
925-609-7827

Frank's Auto Service
Margaret & Dave Frank
1255 Boulevard Way
Walnut Creek, CA 94595
925-942-3677

Fuenzalida, Bob
Ch 20 Member Emeritus
Cars R Us
2269 Bromfield Court
Walnut Creek, CA 94596
925-683-2310

Gene's Auto Repair
Tracy Renee
37 Tennessee Street
Vallejo, CA 94590
707-642-1900

Gilmores Auto Service
Phillip Sanders
2151 N. Broadway
Walnut Creek, CA 94596
925-939-9430

Hagin's Automotive, Inc.
Andy Hagin
3725 Alhambra Ave
Martinez, CA 94553
925-228-5115

Hunt & Sons
Tim Lockhart
485 Industrial Way
Benicia, CA 94510
707-747-9500

JJ Auto Repair
Victor & Teresa Gonzalez
6300 Brentwood Blvd, #A
Brentwood, CA 94513
925-513-5927

Lehmers Concord
Caroline Anderson
1905 Market Street
Concord, CA 94520
925-827-2077

Liberty High School
Jonathan Dorr
850 Second Street
Brentwood, CA 94513
559-977-0181

Los Medanos College
Stan Gozzi
2700 East Leland Road
Pittsburg, CA 94565
925-918-0532

M Service
Dante Paulazzo
2008 Mount Diablo Blvd.
Walnut Creek, CA 94596
925-932-8744

Mekatron Concord
Ian G. Miller
1771 Concord Ave
Concord, CA 94520
925-687-8300

Monkey Wrenches, Inc.
Ted Curran
8130 Brentwood Blvd
Brentwood, CA 94513
925-634-4145

Moraga Motors
Ron Schumacker
530 Moraga Road
Moraga, CA 94556
925-376-0692

Orinda Motors
Allen Pennebaker
63 Orinda Way
Orinda, CA 94563
925-254-2012

Orinda Shell Auto Care
Kathy Mitchell
9 Orinda Way
Orinda, CA 94563
925-254-1486

Scott Phillips, CPA
3011 Citrus Circle, Ste 204
Walnut Creek, CA 94598
925-274-0600

Precision Auto Repair
Tyler & Renee Edgren
164 A Wyoming Street
Pleasanton, CA 94566
925-462-7440

Randys Mobile Mech'l Svc
Randy Wilferd
2750 Cloverdale Ave.
Concord, CA 94518
925-288-0766

Rich's Auto Service
Louis Volpone
839 Ygnacio Valley Rd
Walnut Creek, CA 94596
925-937-3434

SC Fuels
Mark Williams
Derik Riesberg
2075 Alum Rock
San Jose, CA 95116
408-625-6059
657-236-8175

S.P. Automotive Supply
Steve Markus
3410 Pacheco Blvd
Martinez, CA 94553
925-372-4930

Solano Community College
Paul Hidy
1687 North Ascot Parkway
Vallejo, CA 94591
707-864-7000, ext 5746

Solano Way Auto Repair
Ken R. Fritzberg
2197 Solano Way
Concord, CA 94520
925-676-2890

Standard Motor Products
Christopher Villa
337-18 Northern Blvd
Long Island City, NY 11101
714-330-8435

Superior Auto Parts
Horacio "O" Parra
1055 Detroit Avenue
Concord, CA 94518
925-305-1624

Techzone
Matt Patterson
1300 Galaxy Way, #13
Concord, CA 94520
800-763-8588

Tuolumne St Auto & Elec
John McLaughlin
635C Tuolumne Street
Vallejo, CA 94590
707-648-3434

Walnut Creek Automotive
Bill & Jeff Boaman
1855 Contra Costa Blvd
Pleasant Hill, CA 94523
925-849-6440

West Coast Muffler & Tire
Steve Elstins
2090 Market Street
Concord, CA 94520
925-676-8376



ASC-CA Chapter 20 MISSION STATEMENT

"To promote professionalism throughout our industry by upholding our state code of ethics and sharing our successes and failures with our members and future members". "To elevate and unite automotive professionals and give them a voice".



April 13th at 11 AM PST

GoTo Webinar ID: 736-956-299

[Register](#)

11 AM PST TUESDAY, APRIL 13TH 2021
\$49.95



YOUR MARKETING PLAN FOR 2021 AND BEYOND

CoTo Webinar
ID 736-956-299

Do you have a solid plan for the future?

In this webinar, you will learn how to create a good budget and a cohesive plan to attract and keep the ideal clients for your business using the best marketing platforms.

April 13th at 11 AM PST

Jeff Nott presents a low-cost paid Webinar for \$49.95 on:

Your Marketing Plan: For 2021 and Beyond

Do you have a solid plan for the future? Are you getting your ideal clients? Do you have a budget and the best target audience for profitability? In this webinar, you will learn how to create a good budget and a cohesive plan to attract and keep the ideal clients for your business using the best marketing platforms.

GoTo Webinar Registration URL:

<https://attendee.gotowebinar.com/register/3450322875620107021>

GoTo Webinar Webinar ID: 736-956-299

May 11th at 11 AM PST

Maylan presents a complimentary webinar on:

Customer to Consumer – Know the Difference

GoTo Webinar Registration URL

<https://attendee.gotowebinar.com/register/150092545362126861>

GoTo Webinar ID: 894-994-731

Congratulations!!!

Baby Boy - Indiana Loche Osborn

7lbs, 19 inches

Born 2/22/2021



**"I am officially a
gran pa!!
So excited"**

**Maylan Newton -
ESI**



ASCCA Member

Online Training Opportunities

Hosted By:

ESi - Worldpac - AutoZone



ASCCA Calendar at a Glance

Amazing Women in Automotive
Every Wednesday at 11:00 am

[ESi link](#)

[Worldpac link](#)

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



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



- Intro
- BG Lifetime Protection Plan
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<https://www.shop-ware.com/>

Contact: Chris Smith
916-223-0559 C | 916-933-2430 O

CONTRA COSTA TRANSPORTATION AUTHORITY & LOCAL MOTORS JOIN FORCES TO REVOLUTIONIZE PITTSBURG HIGH SCHOOL'S AUTO TRAINING PROGRAM

Groundbreaking Partnership Aims to Prepare Teens for Careers in Autonomous Vehicle Maintenance

ISSUED BY:
 CONTRA COSTA
 transportation
 authority

local motors
 by 



FOR IMMEDIATE RELEASE:

Wednesday, February 5 2020

LaunchSquad for Local Motors
 (415) 625-8555
lmi@launchsquad.com

CONTACT:

Linsey Willis

Director of External Affairs, CCTA

lwillis@ccta.net

(925) 256-4728

Sherene Sasser

Workforce Liaison, Pittsburg Unified School District

(916) 508-3767

ssasser@pittsburg.k12.ca.us

Walnut Creek, CA – Contra Costa Transportation Authority (CCTA) and Local Motors are teaming up to provide a unique opportunity for students who are interested in automotive careers to engage in technical education around shared, electric autonomous vehicles – making Pittsburg High School the first automotive program in the state, and possibly the nation, to provide hands-on experience while learning about autonomous vehicle maintenance and repair.

Local Motors—the creator of the world’s first 3D-printed car and the maker behind Olli, a low-speed, electric, autonomous vehicle—announced it will donate one of its Olli shuttles to Pittsburg High School’s new advanced auto shop program. In addition to the vehicle, Local Motors will make the technical experts on its engineering team available to periodically mentor Pittsburg High School auto shop instructors and students. Pittsburg High School’s tech-centric advanced auto shop program is expected to begin in the fall of 2020. This advanced auto program is part of California’s K12 Strong Workforce Program grant the school district received, in partnership with CCTA, aimed at engaging youth in technical education, sparking interest in the transportation industry and exposing them to autonomous and electric vehicle maintenance and repair.

“The future of transportation is already here, and Contra Costa County is on the leading edge,” CCTA Executive Director Randell Iwasaki said. “CCTA has long been a vanguard to test Shared Autonomous Vehicles (SAVs), as well as secure government permission to allow SAVs on public roads. What we don’t have is a trained workforce to support this emerging industry sector. CCTA is committed to supporting the development of a workforce with the training and skills to sustain a new era of transportation.”

Local Motors began testing Olli, its low-speed, electric shuttle, at GoMentum Station – the automated vehicle proving grounds co-founded by CCTA – this past October. When its executives learned of the need for private industry partners to support Pittsburg High School’s program in the form of ‘in-kind’, material, or monetary donations, Local Motors quickly jumped on board. In total, Local Motors’ donation of Olli and associated resources is valued at over \$300,000.

“Joining the effort to prepare Pittsburg High School youth is our way of getting involved and giving back to the Contra Costa County community,” Local Motors President Vikrant Aggarwal said. “The advanced auto program is a unique opportunity for students to engage in technical career education that is immediately practical and a strategic way to participate in the autonomous vehicle revolution.”

High school training in car maintenance was once a universal way to teach a valuable job skill, but tight budgets and an emphasis on college academics has led to the decline of technical training for the automotive industry. Yet, the need for vocational training still exists. To provide training to those pursuing a career in a technical vocation, school districts like Pittsburg Unified School District are relying on grants and innovative partnerships to bring auto training back with a much improved, technology-driven curriculum.

“Thanks to CCTA’s dedication and Local Motors’ generosity, Pittsburg High School will be the first automotive program in California to offer a curriculum of this kind,” said Pittsburg High School Principal Todd Whitmire. “By the time our students get all the way through our program, their resume will be robust enough to be able to compete with professionals applying for the same entry-to-mid-level type of jobs, they will have had training and experience in employability (soft) skills, and they will have had professional mentoring. Those who complete the program will be workforce ready and part of the solution for traffic congestion, environmental pollution and poor air quality.”



MAY 10-15, 2021
FREE TO ATTEND
LEARN ★ CONNECT ★ GROW

I'm Patrick Dolder, and I am going to be speaking at the *Virtual Rock Star Summit*, May 10 - 15, 2021. This is a weeklong conference that only takes up one hour per day, so it's easy to attend. And, if you can't watch me speak live, registrants get access to all of the recordings for the week. The theme around this Virtual Summit is how to help your business stay on top through challenging economic times.

The idea behind the Summit is to build community, change your self-limiting beliefs, share ideas and tools to strengthen your customer service experience, build stronger connections, learn how to create an unforgettable brand, and turn your customers into raving fans.

I'll be teaching a class on How To Be Sure Your Marketing Dollars Are Making You Money!

This class will include techniques to improve your ability to measure if your marketing is converting leads into sales. We will use samples of Kukui ad word reports, screenshots of my dashboard with Kukui, our custom marketing reports that we created from Protractor and the video reports from Facebook. Please, join me for some great content you can use right away.

I invite you to join me and a host of other well-known speakers at our *Virtual Rock Star Summit*, May 10 - 15, 2021, for only one hour per day. You and your team are encouraged to attend together so you all can benefit from what we have to teach. If you and your team cannot attend the live workshops, you will be able to watch the replay so you don't miss anything.

See you there!
 Patrick Dolder
 PALS Ocala Auto Repair
 Ocala, FL
<https://www.palsocalaautorepair.com/>

Register here



CONTRA COSTA
transportation
authority *Continued from P.8 - excerpt*

2999 Oak Road, Suite 100, Walnut Creek, CA 94597 | 925.256.4700 | info@ccta.net
 f/ContraCostaTransportationAuthority | www.ccta.net

About Pittsburg Unified School District

Video about PUSD: <https://youtu.be/X2xn3HOavfM>

Awarded the College Board's Gaston Caperton Opportunity Honor Roll award in 2016 for expanding access to college, Pittsburg Unified School District (PUSD) is one of 130 school districts across the nation recognized for creating opportunities for traditionally underrepresented students. PUSD is a K-12 district serving the community of Pittsburg, California. Founded in 1933, the school system is committed to providing an excellent opportunity for all students to learn. Comprised of eight elementary schools, three junior high schools, one comprehensive high school, one alternative education high school, an adult school, independent study options, and a preschool program, the school district serves more than 11,300 students. PUSD is located in the San Francisco Bay Area, fifty minutes outside of downtown San Francisco.

About Local Motors

Local Motors by LM Industries Group Inc. is a ground mobility company focused on shaping the future for the better. Founded in 2007 with a belief in open collaboration and co-creation, Local Motors began low volume vehicle manufacturing of open-source designs using multiple microfactories. Since inception, Local Motors has debuted no less than three world firsts; the world's first co-created vehicle, the world's first 3D-printed car and the world's first co-created, self-driving, electric vehicle, Olli. We believe that Olli is the answer to a sustainable, accessible transportation solution for all.



ASC EDUCATIONAL FOUNDATION
PREPARING AUTOMOTIVE SERVICE PROFESSIONALS OF THE FUTURE
DONATE NOW
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ASCEF accepting Scholarship Applications

Do you know a student wishing to develop a career in the automotive industry? Tell them about the **ASCEF scholarship application!** We are currently accepting applications for 2021.

Overall Qualifications: You must be planning to seek employment in the California after-market/independent repair industry and be a California high school senior who plans to enroll in post high school technical and academic training or California college under-graduate in the automotive service field.

Each year, the ASCEF awards scholarships ranging from \$500 - \$1,000. These scholarships provide assistance to current under-graduates who are in the automotive service field.

To apply:

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

Contact ~ Kate Peyser
Executive Coordinator

ASC Educational Foundation
(916) 290-5828 | (916) 444-7462 – fax
kpeyser@amgroup.us

STANDARD MOTOR PRODUCTS
WOMEN IN AUTO CARE
SCHOLARSHIP

We are proud to present the second annual **Standard Motor Products 'Women in Auto Care Scholarship'** for students pursuing an education in automotive technology or repair at a technical school or college.

Two deserving women will each be awarded a \$5,000 Scholarship!

February 1 - May 31, 2021 | SMPWIACscholarship.com

NO PURCHASE NECESSARY TO ENTER. A purchase will not increase your chance of winning. Prizes are awarded without regard to race, sex, age or ethnicity. Void where prohibited. ©2021 Standard Motor Products, Inc. All rights reserved. Terms and conditions apply. For Official Rules, go to www.smpwiacscholarship.com





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[Access Lunch and Learn replays here](#)





Chapter 20 appreciates its Associate Members, Branch Members and Corporate Representatives

BG Fleming Distributing Co.	Christopher Smith	916-223-0559	csmith@bgfleming.com
Hunt & Sons	Tim Lockhart	707-747-9500	tlockhart@huntnsons.com
O'Reilly Auto	Dennis Nolen	925-914-8010	dnolen@webmail.oreillyauto.com
Scott Phillips, CPA, Inc.	Scott Phillips	925-274-0600	scott@cpaman.com
SC Fuels	Mark Williams	408-625-6059	williamsm@scfuels.com
	Derik Riesberg	916-316-3752	riesbergd@scfuels.com
S.P. Automotive Supply	Steve Markus	925-372-4930	smarkus@spauto.com
Standard Motor Products	Christopher Villa	714-330-8435	cvilla@smpsfa.com
	Randy Dorman	310-210-7361	rdorman@smpsfa.com

Christopher Villa
Territory Sales Manager
Traditional Markets, Northern California
Standard Motor Products
714.330.8435
cvilla@smpsfa.com



DIAGNOSTIC TOOL KIT PROMOTION

PART NO. 99906 Special Pricing Available March 1st - August 31st, 2021

BACK BY POPULAR DEMAND Four Seasons announces the return of the Diagnostic Tool Kit, P/N 99906, featuring two of our most popular tools needed for late model system diagnostics. These kits include the ECV Diagnostic Tool and YF Refrigerant leak detector, perfect for identifying the root cause of any compressor failure. For a limited time, take advantage of the special pricing while preparing your shop for the season!

PART NO. 99906 FEATURES THE FOLLOWING:

YF Refrigerant Leak Detector
Part No. 69010

- 15.5" flexible test probe
- Infrared gas sensor
- Automatic zero and background compensation
- High/Medium/Low leak sensitivity selector
- Carrying case included

The YF Refrigerant Leak Detector makes diagnosing a leak in the air conditioning system easy and quick. Being able to diagnose quickly and accurately helps ensure that the job is done right.

ECV Diagnostic Tool
Part No. 69636

- Hand held ECV compressor tester unit
- Power leads and wire harness set
- 14 Female connectors
- 15 Male connectors
- Convenient carrying case
- Instruction sheet

Tool comes with over 20 custom pigtails to connect to virtually every manufacturer's computer controlled compressor. Some models from these manufacturers use ECV compressors: BMW, Chrysler, General Motors, Hyundai, Jaguar, Kia, Land Rover, Mercedes Benz, Nissan/Infiniti, Subaru, Toyota/Lexus and VW/Audi/Porsche.

For more information visit www.4s.com

Skyline College Auto Tech
Online 2021 Smog Check Update Course

Rick Escalambre (aka Monitorman)
 \$150



The course will cover BAR Updates:

1. BAR Update: Licensing Requirements, Biometrics, Data Check Failures, and Permanent Diagnostics Trouble Codes.
2. Handling Incomplete Monitors: MODE \$06 and Mode \$09 In-Use Performance Tracking.
3. Monitors and Drive Cycles: don't drive blindly, have a plan for success and make some \$\$\$.

April 10 & 11, 9 – 3 PM
April 13, 6:30 to 10 PM

There will be online assignments to complete. Audio and a computer are required. A Webcam is helpful, but not mandatory.

To register go to <http://www.rlescalambre.com/> and click on Register / Apply to College.

Rick Escalambre
Automotive Technology – Retired Adjunct
 650-738-4410

Thomas G Broxholm
 Skyline College
 Automotive Technology
 Program Coordinator/Professor
www.skylinecollege.edu/automotive
broxholm@smccd.edu
 Office: 650-738-4131



Rotarians are turning your vehicle donations into Food Bank Dollars!

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



Rotary splits proceeds with ASCEF

Vehicle Donations

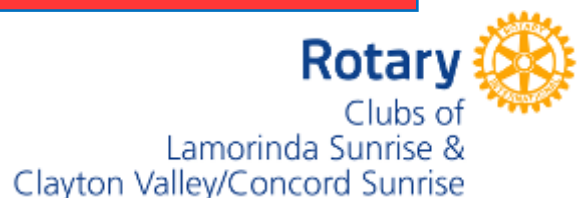
We accept vehicle donations of ALL types, anywhere in the USA, running or not, and we will pick up your vehicle At No Charge.

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

Call Mary or Dave Kemnitz if You have a Vehicle to Donate

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

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





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.



ASCCA Members Get Access to Corporate Partner Discounts and Benefits

Business Supplies, Equipment & Services



AESwave specializes in sales and support of automotive diagnostic equipment.

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



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

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



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

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



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

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



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

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



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

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



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

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



Get access to industry-leading service center programs allowing shops to offer a nationwide warranty on most of the repairs they perform every day, a nationwide road-hazard tire warranty, shop management training, nationwide roadside assistance, technician training classes, competitive pricing, early-pay discounts, electronic ordering discounts, and more.

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



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

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

Education, Training & Business Coaching



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

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



ASCCA Advantage



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

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



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

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

Insurance & Legal Services



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

Customer Service (530) 668-2777



Competitive dental & vision plans exclusively available to ASCCA members.

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



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

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

Internet Marketing, Web Design & Search Engine Optimization



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

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



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

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



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

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

Merchant Service/Payment Platform



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

Shannon Devery (877) 326-2799



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

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

Software Providers



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

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



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

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



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

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



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

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

Uniform Services



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

Jessica Essad (775) 813.8954
EssadJ@cintas.com

⚙️ MEMBER DISCOUNTS

Additional Benefits of ASCCA Membership

Government Affairs & Political Representation

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

Member-to-Member Communications

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

Local Chapter Events

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

ASCCA Communications

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

ASCCA Branding

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

Educational Foundation

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

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

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

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

April 2021

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.



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



ASCCA training video library

<https://www.ascca.com/education/training-video-library>

Cal-OSHA & Workplace Compliance Updates

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

Please be aware: These documents are general in nature and deal with various laws and regulations. They should not be considered as legal advice. It is recommended that you seek the advice of an attorney specializing in this area of the law. [Click here to access the updates.](#)

Mission Statement/Core Purpose/Code of Ethics

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

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

CORE VALUES: Integrity, Compassion, Professionalism, Unity

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

CODE OF ETHICS:

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





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

Download the ASCCA Logo for your Promotional Materials

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

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

Click here to view and download the high resolution images.

ASCCA Connected Cars Committee

Meets 1st Monday of each month at 6pm

For information on CCC, click here

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

Contact information for ASCCA's attorney,
Jack Molodanof:

916-447-0313 ~ jack@mgrco.org



www.facebook.com/ASCCA.Chapter20/

The Jeff Stich Memorial Scholarship



If you would like to make a donation:
ASCEF (Automotive Service Council's Educational Foundation)
Jeff Stich Memorial Scholarship
700 R Street, Suite 200
Sacramento, CA 95811



1 Capitol Mall, Suite 800
Sacramento, CA 95814
800-810-4272

Join us today!
www.ascca.com/join-ascca

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1155 C Arnold Drive, #430, Martinez, CA 94553
Contact: Chris Jenter | 925-250-3322
pachecospeedo@gmail.com

ASCCA State Office's contact information:

One Capitol Mall, Suite 800, Sacramento, CA 95814 | Tel: (916) 444-3568, (800) 810-4272; Fax:(916) 444-7462

Gloria Peterson - Executive Director, Ext 104, GPeterson@amgroup.us

Benjamin Ichimaru - Membership Services, Ext 137, bichimaru@amgroup.us

